

● **A MARKETING ORIENTATION FOR DOCUMENT DELIVERY IN HOSPITAL LIBRARIES**
Barton B. Bryant, Purveyor of Fine Information
Advanced Information Consultants
Canton, Michigan

● **DEVELOPING A LIBRARY GUIDE**
Stephanie C. John, Director
Saginaw Health Sciences Library
Saginaw, Michigan

● **INFORMATION SERVICES - MEETING THE MISSION: A LITTLE EXTRA. A LITTLE BETTER. A LITTLE FASTER**
Marge Kars, Librarian
Bronson Hospital
Kalamazoo, Michigan

● **MARKETING AN END USER CLASS**
Valerie L. Reid, Assistant Librarian
Henry Ford Hospital
Detroit, Michigan

96 **FIDONET: HOSPITAL PERSPECTIVES**
River Room East
Mollie S. Lynch, Library Manager
MHSLA Technology Committee, Member
St. Joseph Hospital
Pontiac, Michigan

97 **STRESS REDUCTION: TECHNIQUES AT YOUR DESK**
Redwood Room
Jo Ann Ploeger, Executive Director
YMCA of the Blue Water Area
Port Huron, Michigan

9:00 a.m. - 5:00 p.m. **CONTINUING EDUCATION COURSES**

10:15 - 10:30 BREAK; Noon - 1:15 LUNCH; 2:45 - 3:00 BREAK

101 **MANAGEMENT COMMUNICATIONS IN SPECIAL LIBRARIES AND INFORMATION CENTERS**
Chart Room
(SLA CE 326) (MLA approved)
Herbert S. White, Dean
School of Library and Information Science
Indiana University
Bloomington, Indiana

Academic training may not provide adequate preparation for the pressures of the bureaucratic world or for dealing with management unfamiliar with the role of the information center in the achievement of overall organizational goals. This course is designed to provide solutions to these problems by sharpening attendees' communication skills.

102 **TRAINING THE TRAINER: TEACHING MEDLINE TO THE HEALTH CARE PROFESSIONAL**
Redwood Room
(MLA approved)
Carole M. Gilbert, Director of Library Services
Providence Hospital
Southfield, Michigan

This course, developed at the National Library of Medicine, is designed to enable librarians to teach end user searching. Upon completion of this training, attendees will be qualified to teach "The Basics of Searching MEDLINE," a seminar for the health professional.

3:45 p.m. - BREAK
4:00 p.m.

4:00 p.m. - 4:45 p.m. **WRAP UP WITH KATE!**
River Room

Kate Butler, Executive Director
aha! American Human Management Association
Grand Rapids, Michigan

Close the 1986 MHSLA Conference with a strong accountability session led by Kate Butler, Ms. Butler will attend workshops throughout the course of the conference in order to help you go away with concrete ideas on which to build better relationships.

Dinner at the St. Clair Inn

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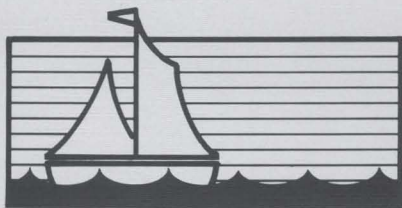
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RENAISSANCE '86

mhsla's 13th ANNUAL EDUCATIONAL RETREAT
• SAINT CLAIR, MICHIGAN •

michigan health sciences libraries association

**October 7, 1986
through
October 10, 1986**

**St. Clair Inn
St. Clair, Michigan**

THE METROPOLITAN DETROIT MEDICAL LIBRARY GROUP
AND
THE THUMB AREA MEDICAL INFORMATION CONSORTIUM
WELCOME YOU TO

RENAISSANCE '86

Welcome to MHSLA's 13th Annual Educational Retreat. St. Clair is an excellent backdrop for a conference that focuses on refreshing our know-how and providing new insights for innovation. A variety of educational opportunities all combine for a diverse and challenging program.

CONFERENCE CHECK-IN
St. Clair Inn Lobby

Tuesday, Oct. 7 - 5:00 p.m. - 8:00 p.m.
Wednesday, Oct. 8 - 7:30 a.m. - 9:00 a.m. and
7:00 p.m. - 9:00 p.m.
Thursday, Oct. 9 - 7:30 a.m. - 8:30 a.m.
Friday, Oct. 10 - 8:00 a.m. - 9:00 a.m.

TUESDAY, OCTOBER 7

Noon to 6:00 p.m. **NLM ONLINE UPDATE**
Michigan Room (across the street)
Helen-Ann Brown, Online Services Coordinator
MCRMLP McGoogan Library of Medicine
Omaha, Nebraska

WEDNESDAY, OCTOBER 8

8:00 a.m. Welcoming Coffee and Danish
9:00 a.m. **WELCOMING REMARKS**
River Room
Mary A. Hanson, President
Lynn Sorensen Sutton, Local Arrangements Steering
Committee, Chair
Keynote Address: "IT'S A JUNGLE OUT THERE"
Kate Butler, Executive Director
aha! American Hummanagement Association
Grand Rapids, Michigan

Ms. Butler has researched extensively the worlds of women and work and their impacts on one another, and specializes in developing women for professional success. Ms. Butler writes the popular column "People Matters" for the Grand Rapids Business Journal and consults with organizations to eliminate gender bias from managerial behavior. In addition to the Keynote Address, Ms. Butler will present a Workshop and Wrap Up Session at this conference.

10:00 a.m. **EXHIBITS OPEN / BREAK**
River Room Lobby

10:30 a.m. **MHSLA BUSINESS MEETING**
River Room

Noon Buffet Luncheon at the St. Clair Inn
WORKSHOPS

1:15 p.m. - 4:30 p.m. **BREAK 2:45 - 3:00 p.m.**
81 LEADING OTHERS TO IMPROVED PERFORMANCE: THE COACH APPROACH Chart Room
Kate Butler, Executive Director
aha! American Hummanagement Association
Grand Rapids, Michigan

All supervisors can benefit from this three hour workshop. Participants will learn to deal with: subordinates' behaviors (NOT attitudes), handle performance appraisal without shedding blood or tears, and recognize that just because someone is different it does not make him/her wrong.

82 AV SOFTWARE SELECTION/MEDIA FESTIVAL
Michigan Room (across the street)
This workshop is co-sponsored by Health Instructional Resources Associated (HIRA) and will feature a presentation by two speakers followed by a Media Festival.

● SELECTING AUDIOVISUAL SOFTWARE THAT WORKS FOR YOU
Patricia A. Barr, Manager, Special Projects
Frances M. Seefeld, Manager of Marketing
Biomedical Communications Unit
University of Michigan Medical Center
Ann Arbor, Michigan

This presentation will provide an overview of the selection process, highlighting elements essential for assurance of quality materials.

● MEDIA FESTIVAL
The Media Festival will provide concurrent viewing of 10-15 audiovisual programs focusing on consumer health education, management issues and library-related activities.

83 TECHNOLOGY UPDATE
River Room

● TELEFACSIMILE
Ann Pfaffenberger, Coordinator, Extramural Services
Texas College of Osteopathic Medicine
Fort Worth, Texas

Ms. Pfaffenberger has had extensive experience using telefacsimile equipment with a large number of hospital libraries in Texas.

● OPTICAL DISK
Eric S. Anderson, Access Services Coordinator
Editor, The Wired Librarian
Sioux City Public Library
Sioux City, Iowa

Discussion and demonstration of optical disk technology.

5:00 p.m. - 7:00 p.m. **SUNSET CRUISE**
Set sail aboard the luxury party ship the Wayward Princess as we retreat far away from noise and distractions.
CASH BAR

Dinner at the St. Clair Inn after docking

THURSDAY, OCTOBER 9

8:30 a.m. - 11:45 a.m. **WORKSHOPS**
BREAK 10:00 - 10:15 a.m.

91 FEE-BASED INFORMATION SERVICE
Redwood Room
Kathering Ackerman, President
Katherine Ackerman and Associates
East Lansing, Michigan
This nuts and bolts seminar will teach you how to market the services of the corporate information center to outside clients. Ms. Ackerman brings practical experience to bear on the issue of starting and maintaining such a service.

92 INFORMATION PROCESSING-COMPUTER SYSTEMS AND NATIONAL CONNECTIONS
River Room

● R:BASE - AUTOMATING THE LIBRARY USING A RELATIONAL DATABASE SYSTEM
Thomas Van Dam, Librarian
MHSLA Technology Committee, Chair
Pine Rest Christian Hospital
Grand Rapids, Michigan

This program focuses on library applications for R:BASE including producing library statistics and reports; writing bibliographies; creating automated acquisitions, circulation and serial check-in systems.

● DOCLINE: AN INSTRUCTIONAL SESSION
Doris M. Blauet, Director of the Medical Library
MHSLA Interlibrary Loan Committee, Chair
Flint Osteopathic Hospital
Flint, Michigan

MHSLA is involved in a pilot program with the National Library of Medicine to have journal holdings added to the DOCLINE database through OCLC computer tapes. This part of the "Information Processing" workshop will explore the advantages of DOCLINE.

93 REFERENCE INTERVIEW
Chart Room
Janet M. Everitt
The Upjohn Company
Corporate Technical Library
Kalamazoo, Michigan

This workshop will focus on the dialog used to clarify the user's request for information. This workshop will be an updated version of the program presented by Ms. Everitt in 1984. Emphasis will be placed on the small library situation.

Noon LUNCHEON
English Room

2:15 p.m. - 3:45 p.m. **WORKSHOPS**

94 BASIC LIBRARY SKILLS
River Room West
June Cronenberger, Extramural Librarian
Northern Michigan Area Health Education Center
Saginaw, Michigan