

September 11-13, 1996

• MICHIGAN





WORLD'S MOTOR CAPITAL

Capitalizing on

East Lansing Marriott at University Place East Lansing, Michigan



Tuesday, September 10	5:00 - 8:30 p.m.
Wednesday, September 11	. 7:30 - 9:00 a.m.
	5:00 - 8:30 p.m.
Thursday, September 12	. 7:00 - 9:00 a.m.
	4:00 - 5:00 p.m.
Friday, September 13	. 7:00 - 8:00 a.m.

President	Melba Moss
President-Elect	. Deborah Adams
SecretaryLa	ura Friesen-Lynn
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Immediate Past President	. Sandra Swanson

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Robin Alanen Mosher ...... Chair Leslie M. Behm, Viju Karnik and Alexia Estabrook

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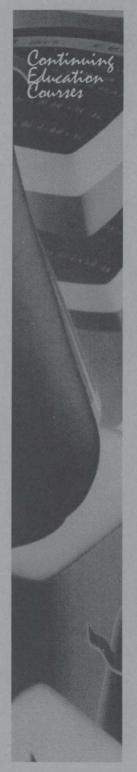
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#### CE Courses Wednesday, September 11

8:00 a.m. - Noon

NP616 Strategic Positioning for Hospital Libraries and Librarians (4 hours)

by Diane G. Wolf, Medical Librarian, Wilmington Hospital, Medical Center of Deleware

**ABSTRACT:** Review the impact of managed care on hospitals and hospital libraries. Identify the major elements of strategic thinking and apply them to library settings and careers. Examine strategies for preventing or managing downsizing. Investigate changes in the librarian's role that will optimize the positions of both libraries and librarians in the future.

8:00 a.m. - noon
Statistics for Librarians, Part I (8 hours)

by Leslie M. Behm, Medical Librarian, Michigan State University; H.S. Teitelbaum, D.O. Professor, Michigan State University

**ABSTRACT:** Not sure what to do with the numbers once they have been collected? This course will go over basic statistics: variables, central tendency, central limit theorem rates, proportions, measure of dispersion, making statements about a population from a sample, and how to present data effectively.

Noon - 1:00 p.m. — Lunch provided

1:00 a.m. - 5:00 p.m.

NP609 Leadership and Life Designs (4 hours)

by Donald Bushman, Senior Consultant, Institute of Cultural Affairs, Chicago

ABSTRACT: Acquire tools which will help you create a dynamic approach to career development. Learn how you can meet your own very personal goals in the ongoing workday activities. Reveal the secret to overcoming the "no one else in this department cares like I do" feeling that we all too often face these days. Identify the why and the how-to of the Career Portfolio Process, the Vocational Alignment Exercise, and the Development Strategic Community. Demonstrate your leadership abilities.

1:00 a.m. - 5:00 p.m. Statistics for Librarians, Part II (continued)

by Leslie M. Behm, Medical Librarian, Michigan State University; H.S. Teitelbaum, D.O. Professor, Michigan State University

6:30 p.m. — Board Dinner

## Thursday, September 12

7:30 a.m. — Breakfast

9:00 a.m. - Keynote Speaker

H.S. Teitelbaum, D.O., Ph.D., M.P.H.

Dr. Teitelbaum earned his Ph.D. and D.O. degrees at Michigan State University. He received his Masters in Public Health from Harvard University in 1978. He did his residency at Yale University's School of Medicine, where he was Chief Resident in the Division of Preventive Medicine in the Department of Epidemiology and Public Health. He is a Diplomate of the National Boards and is Board Certified in Preventive Medicine. He has held faculty positions at the Yale University School of Medicine in the Department of Epidemiology and at Michigan State University in the Office of Medical Education Research and Development and the College of Osteopathic Medicine's departments of Community Health Science and Osteopathic Medicine; he is currently a Professor and Clinical Epidemiologist in the Department of Osteopathic Medicine here at MSU. He has been an attending physician in the Preventive Medicine Clinics of the City of New Haven (Connecticut), and is attending physician in the Substance Abuse Treatment Unit at St. Lawrence Hospital (Lansing), co-medical director in the insight Recovery Progam also in Lansing. He was an attending in the Adult Health Clinic through the Ingham County Health Department in Lansing. This clinic was general adult medicine with an emphasis on HIV infection and its sequelae. His clinical interest is primarily in sexually transmitted diseases and substance abuse. He has also been a consultant to the Michigan Department of Public Health in the programs addressing Health Policy Research as well as State policy regarding treatment of HIV seropositivity in nonacute settings. He has also been a member of several committees at the National, State, and Local levels concerning health policy research and preventive medicine. He is a faculty advisor to several Michgian State student organizations as well as faculty and residents in Michigan and in other states. His research has been in diet-drug interactions in relation to lipid profiles and cardiovascular risk. He is the president-elect of the American Osteopathic College of Occupational and Preventive Medicine.

10:30 a.m. — Break

10:30 a.m. — Business Meeting

lunch — On your own / MACHIS

1:00 p.m. - 5:00 p.m. — Vendors / Posters

1:00 f.m. - 3:00 f.m. — Round Robin with Vendors / Posters





### Evening: Special Event

5:30 p.m.

Enjoy an evening with colleagues and friends from The Michian Health Sciences Library Association aboard the Michigan Princess.

The Michgian Princess Riverboat is docked on the Grand River. The dinner cruise will last three hours and includes a buffet dinner. The evening's entertainment will be provided by the Dixieland Jazz band, The Geriatric 6+1. Dress for the occasion if you like — Huck Finn, turn-of-the-century, etc. Bus transportation will be provided.

# Friday, September 13

8:00 a.m. - Noon

Basics of Using the Web (3.5 hours)

Michael Simmons/Leslie M. Behm, Michigan State University

ABSTRACT: The course will cover different web browsers with an emphasis on Netscape. How to handle bookmarks, search engines, different types of files, what helper applications are, and the future of the web. The course will be taught at the MSU Libraries Bibliographic Instruction Room and will be hands on using PCs with Windows95. Enrollment will be limited to 28 people.

8:00 a.m. - Noon

Marketing/Professional Image (3.5 hours)

Elizabeth Siegel, Butterworth Hospital, Grand Rapids, MI

ABSTRACT: To introduce the basic concepts of library marketing, publicity and professional image to medical librarians from diverse environments. Included in the marketing/publicity component will be a discussion of a variety of relevant topics including design elements, promotional activities, and library visibility enhancement. The professional image component will include obvious basics such as dress and manners and then further detail subtleties such as business cards, thank you notes, and positive non-verbal communication signals and skills. It is hoped that at the session's end participants will have realized efficacious strategies and ways to implement their organizational needs.

Noon - 1:00 p.m. — Lunch provided

1:00 p.m. - 5:00 p.m.

Basics of Using the Web pages and use of HTML editors (3.5 hours)

Leslie M. Behm/Michael Simmons, Michigan State University

ABSTRACT: The course will cover html editors, html code (tags), backgrounds, graphics, tables, and forms. Design of a page will be central to the course. Hotdog (an html editor) and notepad will be used for practicing. The course will be taught at the MSU Libraries Bibliographic Instruction Room and will be hands on using PCs with Windows95. Enrollment will be limited to 28 people.

1:00 p.m. - 5:00 p.m.

Non-Medical resources (3.5 hours)

Margaret A. Heinen of Jaffe, Raffe, Heuer & Weiss

ABSTRACT: Your CEO wants financial information about a new PHO opening in the area and the director of infecton control & safety heard OSHA just released new regulations. This course will show you how to answer these and many other non-clinical questons. Online, print, and Internet sources for business departments of your local library will be discussed as well.

The Lansing Area has many points of interest and there will be handouts at the registration desk which describe and give directions to them.

#### Some special places to visit are the:

Abrams Planetarium (at MSU)

Beal Botanical Gardens (at MSU)

Fenner Arboretum

**Impression Five Museum** 

Potter Park Zoo

R.E. Olds Museum

The State Capitol

If you are an antiques buff, the town of Williamston, 12 miles east of East Lansing and it abounds with antique shops.

Details about the malls, restaurants, etc. in the Lansing area will be available at the registration desk