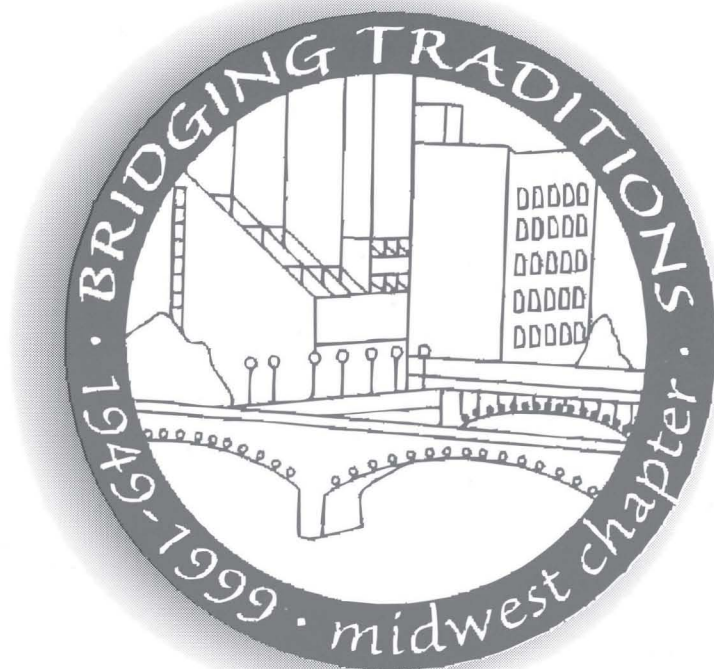


Bridging
Traditions



50th Anniversary Meeting of the
Midwest Chapter of MLA with the
Michigan Health Sciences Libraries Association

October 5-9, 1999

Grand Rapids, Michigan



Bridging Traditions

Welcome to Grand Rapids!

On behalf of the Michigan Health Sciences Libraries Association, the members of the Conference Planning Committees welcome you to Grand Rapids!

At the 1999 Annual Meeting, we'll be celebrating the 50th anniversary of the Midwest Chapter of the Medical Library Association. Following the theme "Bridging Traditions," we're pleased to offer a variety of speakers, concurrent sessions, and CE courses that focus on the future of medical libraries.

We hope that you'll also enjoy the Amway Grand Plaza Hotel, a premier four-star hotel offering elegant old-world charm. Grand Rapids is Michigan's fastest growing visitor destination and features attractions such as the Van Andel Museum Center, Frederik Meijer Gardens, and the Historic District. Our hospitality booth will have plenty of information on local restaurants and attractions during your visit.

Welcome Reception & Special Event

The Welcome Reception will take place Wednesday night, featuring light fare, music and an opportunity to meet colleagues.

Thursday evening we'll toast the 50th anniversary of the Midwest Chapter/MLA at the Gerald R. Ford Presidential Museum. The museum's exhibits feature an exact replica of the White House Oval Office, bicentennial commemorative gifts, and items from the Watergate scandal. Our reception coincides with the last weekend of a fascinating special exhibit, "The American Century," which includes items representing technological and cultural changes of this century, gathered from over 100 institutions. Featured are FDR's wheelchair, James Dean's motorcycle, a 1950s fall-out shelter, and Louis Armstrong's trumpet. In addition, light entertainment will be provided by River City Improv.

We hope that you enjoy your visit!

Doreen R. Bradley
Conference Planning Committee Chair
Michigan Health Sciences Libraries Association

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Preliminary Daily Program

Tuesday, October 5, 1999

1:00pm - 8:00pm

Midwest Chapter Board Meeting

5:00pm - 8:00pm

Registration

Wednesday, October 6, 1999

7:00am - 7:00pm

Registration

8:00am - 5:00pm

Continuing Education Courses (full & half-day)

Please note that CEs may be cancelled if there is insufficient registration. You will be notified if a course you have signed up for is cancelled and will be offered space in an alternate course if available.

MLA CE - Licensing Electronic Resources

8:00am - 5:00pm (full-day) Lunch Not Included

Instructors: Laurie L. Thompson, AHIP, Director, Health Science Center, Health Sciences Library, The State University of New York (SUNY), Syracuse, and Harry Youtt, J.D., Writer, Attorney, Instructor, University of California, Los Angeles

With each new electronic resource comes a unique licensing agreement. Knowledge of copyright is no longer adequate. This course is a primer on the nature of the contract process, negotiations, the intent and content of the digital license, its relationship to copyright law, and service delivery implications.

Anatomy of a Plug-in

8:00am - 12:00pm (half-day) Lunch Not Included

Instructor: Paul Groll, Director of Network and Information Systems Division, Library of Michigan

The expanding arena of Internet software changes and evolves at a rapid pace. Driven by the growing need to meet user and market demands, software designs have been developed to incorporate a number of techniques to swiftly adapt to

immediate needs in the real world. One successful approach, enabled by modern software development tools, techniques, and open standards, is the development of "plug-in" products and the underlying software infrastructure. In this hands-on workshop, we will examine the nature and development of plug-in technology, including a survey of today's popular titles and major market players. We'll take a brief look at the details of how they work, as well as the conceptual model at the foundation of their development, distribution, and installation. Part of the time will be devoted to the installation and configuration of common plug-ins, along with samples of their use. Ample time for questions and answers will be available, and active participation by attendees is highly encouraged.

Exploring Technology: Collaboration Between Library and Information Technologists

1:00pm - 5:00pm

Eastern Daylight Savings Time (half-day)

Sponsor: GMR Technology Awareness and Training & Education Committees

This half-day videoconference forum is planned to provide institutional teams of librarians and information technologists the opportunity to acquire knowledge and develop techniques designed to increase the effectiveness of collaborative efforts. The broad focus on partnering in the first part of the workshop, and the narrow focus on institutional priorities in the latter part will address the needs of a broad range of people, perspectives, and projects.

The workshop is designed to be highly interactive, with sharing among the full group, pairs of librarian/IT institutional teams, and reactor panels participating at the Grand Rapids host site and the four remote sites connected by videoconferencing technology. The forum will also include targeted individual presentations.

Specific goals of the workshop are:

- To bring together librarians and information technologists for cooperative partnership activities,
- To identify common factors that motivate professionals into solution-orientated modes in their institutions,
- To share ideas and creative models of collaboration,
- To utilize these ideas and skills in practical ways.



Daily Program Continued (Wed., Thurs.)

The program will include an overview of cultural systems ideology, an introduction to the changing environment and technical issues that can affect working relationships and will highlight the collaborative relationships between library and information systems personnel within different organizational environments [academic, hospital system, and stand-alone hospital].

Conference attendees are encouraged to invite information systems personnel from their organizations to attend this program in order to generate productive discussion. Registration fee is \$50 per attendee at each site: Allina Health System, Cook Institute in Grand Rapids, University of Iowa Information Arcade, Loyola Center for Telehealth, University of Cincinnati. Space is limited to 30 attendees per site.

Conference attendees should indicate site preference on registration form. Readings and bibliography provided.

Presenters

- Overview, Introductions, Purpose of Videoconference - Logan Ludwig, Ph.D., Loyola University Health System
- Organizational Culture - Cathy Perley, St. Luke's Regional Medical Center, Sioux City, IA
 - Technotranslator - Allan Barclay, Ruth Lilly Medical Library
 - Boundary Spanning: The Development of Job Descriptions for Librarians and Information Technologists - Ellen Nagle/ Joe Crawford, University of Minnesota
 - Education/Training: Cultural Integration of Librarians, IT Personnel, and Customers Leslie Schick/Ralph Brueggemann, Univ. Of Cincinnati Medical Center

Success Stories from the Field

- Silver Cross Hospital** (276 beds): Firewall issues as they relate to OCLC FirstSearch and ISDN lines at a new cancer center. Paul Blobaum -Librarian, Silver Cross Hospital, Joliet, IL
- Healthy Iowans 2000 Project** Networked hospital environment. Larry Woods, Jim Duncan, and Director of IT - Univ. of Iowa
- Net Wellness** Large academic setting Roger Guard/Ralph Brueggemann/Steve Marine - Univ. of Cincinnati Medical Center

Reactor Panels

- Cincinnati: University of Cincinnati Medical Center
Ralph Brueggemann, Information Technology, University of Cincinnati
- Roger Guard, Health Sciences Library, University of Cincinnati
 - Steve Marine, Health Sciences Library, University of Cincinnati
 - Leslie Schick, Health Sciences Library, University of Cincinnati

- Chicago: Loyola University Center for Telehealth
- Ken Kainz, Information Technology, Loyola University Health System
 - Steven Van Houten, Information System Librarian, Loyola University Health System
 - Loretta Wolski, Information Technology, Loyola University Health System

- Grand Rapids: Cook Institute for Education and Research
- Jean Sayre, University of Illinois, Library of the Health Sciences
 - Chris Shaffer, University of Illinois, Library of the Health Sciences

- Iowa City: University of Iowa Information Arcade:
- Jim Duncan, University of Iowa Libraries
 - Larry Woods, University of Iowa Libraries
 - Mary Wegner, Iowa Methodist Medical Center & President, Iowa Library Association

- Minneapolis: Allina Health System
- Donna Johnson, Allina Health System
 - Josephine Crawford, Allina Health System

6:30pm - 8:00pm
Welcome Reception

Thursday, October 7
7:00am - 6:00pm
Registration



Daily Program Continued (Thurs., Fri.)

8:45am - 9:00am

Welcome Address

(Details on p. 7)

9:00am - 10:00am

Plenary Session I

Internet II and the Future of the Internet

Speaker: Douglas E. Van Houweling, President and Chief Executive Officer of the University Corporation for Advanced Internet Development (UCAID)

10:30am - 12:00pm

Plenary Session II

The State of the Net

Speakers: Richard Wiggins and Charles Severance

We're approaching the end of Year 7 of the Age of the Web, as well as a new century and a new millennium. Our speakers, hosts of a television show called *Nothin' But the Net*, will each offer wide-ranging opinions on the successes, the challenges, and the trends we all confront as Internet users. After each has made brief remarks, they will then proceed to converse jointly, each trying to refute the other's prepared remarks in their entirety.

12:00pm - 1:15pm

Lunch and Midwest Chapter Business Meeting

1:30pm - 3:30pm

Journal Futures Panel

One area of information that is changing significantly by the proliferation of electronic resources is journals. Where are they headed? How will the changes in journal publishing affect retrieval? How can we, as librarians, be proactive rather than reactive during this tumultuous time? These and other issues will be discussed by our panel.

Presenters: Beth Salzwedel
Document & Technical Services
Supervisor
Henry Ford Hospital
Detroit, Michigan
Wendy Lougee

Library Initiatives
University of Michigan
Ann Arbor, Michigan

Ed Hueckel

Senior Account Manager - Midwest
Elsevier Columbus, Ohio

OCLC Representative to be named

1:30pm - 3:30pm

Deciphering the 'L's: HTML, SMGL, DHTML, XML

Presenter: Paul Groll, Director of Network and Information Systems Division, Library of Michigan

Whence all these L's? What do they really mean? When should I use which? Which should I use for my website? What should I know about it? Why should I care? Join us for a comprehensive, interactive seminar to explore these terms, their role in modern software development, and their use by today's internet surfers. We'll talk about the origin and evolution of markup languages, the differences between the various versions and types, and their applications in current technologies. A brief survey of development tools will be covered, along with a discussion of pros and cons from both a developer and user viewpoint.

3:45pm - 5:00pm

Contributed Papers Concurrent Sessions

6:00pm - 9:00pm

Midwest 50th Anniversary Reception & River City Improv

Gerald R. Ford Presidential Museum
(Details on p.7)

Friday, October 8

7:00am - 5:00pm

Registration

9:00 am - 10:30am

Keynote Address: The Future of Medical Libraries - An Environmental Scan of Trends and Issues That May Affect Medical Libraries.

Speaker: Michele Bowman, Global
Foresight Associates



Daily Program Continued (Fri., Sat.)

Ms. Bowman will present interesting information not only about health sciences librarianship, but also a picture of some of the emerging issues that are shaping education, work and society. Learn to understand and anticipate cycles, trends and emerging issues. Become less apprehensive about the future and more open to positive, effective change.

10:30am - 12:00pm
Exhibits & Vendors

10:45am - 12:00pm
MHSLA Business Meeting

12:00pm - 1:30pm
Lunch with Vendors

1:30pm - 2:45pm
MLA/NLM/GMR Update

Updates by Eve-Marie Lacroix, Chief of NLM's Public Services Division who directs MEDLINEplus and system reinvention projects. J. Michael Homan, MLA president-elect, will provide the MLA update.

3:00pm - 4:00pm
GMR Technology Awareness Forum
Panel and open forum discussion

3:00pm - 4:30pm
Poster Session and Exhibits

Saturday, October 9
7:00am - 10:00am
Registration

8:00am - 5:00pm
More Continuing Education Courses (Full-day)
Lunch Not Included

Possible, Probable and Preferable Futures for Your Medical Library

Instructor: Michele Bowman, Global Foresight Associates

Future Focus is an innovative one-day workshop that introduces participants to the major trends and emerging issues affecting the future both at the organizational and global level. Organizational leaders who understand the dynamics and dimensions of change are better positioned to anticipate how those changes will affect their business, and thus develop proactive - rather than reactive - strategies.

Designed and facilitated by senior futurists, this highly interactive workshop challenges participants to examine their assumptions about the future and explore current trends within a broader, systemic context. The structure of the workshop encourages participants to develop organizational strategies that consider not "the future" but rather a wide range of "alternative futures."

Managers are often focused on the short-term, operational nature of their organizations. Future Focus™ takes participants out of that operational mode by introducing them to an entirely new way of analyzing daily events within the context of the long-term future. The result? Participants are less apprehensive about the future and more open to change. By encouraging the exploration of alternative futures, Future Focus empowers leaders at all levels to embrace change and create innovative strategies for their organizations.

MLA CE - Evidence-Based Health Care: A Practicum

Instructor: Dorice Vieira, Head of Educational Services, Ehrman Medical Library, NYU Medical Center

Focus on the practical applications to empower the librarian to become an effective member of the health care team. Apply evidence-based health care (EBHC), develop EBHC programs to fit your institution's needs, and evaluate the effectiveness of your program. If you are teaching or about to teach EBHC, you should not miss this course!

8:30am - 1:30pm
HealthWeb Meeting

9:30am - 1:00pm
Historical Tour of Grand Rapids
(Details on p. 7)



About the Speakers & Instructors

Michelle Bowman

As a Principal of Global Foresight Associates, Ms. Bowman's work focuses on helping organizations to develop strategies for the long-term future by exploring the dynamics of social, economic and technological changes affecting business, government and society. Her methods and expertise assist organizations in creating a structure and culture of futures thinking that brings creativity to the fore and helps clarify key issues for decision-makers. Ms. Bowman has successfully used these processes in private and public sector engagements in such diverse industries as health care, education and the government.

Ms. Bowman holds a Masters Degree from the University of Hawaii-Manoa, one of only two schools in the United States to offer an advanced degree in Futures Studies. Her professional affiliations include the World Future Society and the World Futures Studies Federation.

Paul Groll

Paul Groll is Director of Network and Information Systems Division at the Library of Michigan. Paul joined the staff of the Library of Michigan in 1995 as an Information Systems Specialist. In 1996, he became the Division Director for Network & Information Systems (NIS.) Recent accomplishments include taking certifications from Checkpoint Software as a Network Security Engineer (one of two in State Government, both at LM), and from Bay Networks as a Network Systems Engineer.

Charles Severance

Charles Severance is Associate Director, Media Union, University of Michigan, and former Director of the Division of Engineering Computer Services (DECS) at the Michigan State University College of Engineering. He is also the author of *High Performance Computing*. His research is the area of high performance parallel computing. Along with Richard Wiggins, Severance hosts the television show *Nothin' but the Net*.

Laurie Thompson

Laurie Thompson is the director of the State University of New York Health Science Center Health Sciences Library at Syracuse, New York.

Doug Van Houweling

Doug Van Houweling is President and CEO of the University Corporation for Advanced Internet Development (UCAID). UCAID is a consortium of U.S. research universities, in collaboration with private and public sector partners, currently

engaged in the Internet2 project to advance networking technology and applications for the research and education community.

Van Houweling is currently on leave from his post at the University of Michigan as Professor in the School of Information. Prior to undertaking his responsibilities at UCAID, Professor Van Houweling was Dean for Academic Outreach and Vice Provost for Information and Technology at the University of Michigan.

Dr. Van Houweling received his undergraduate degree from Iowa State University and his Ph.D. in Government from Indiana University. He has consulted with numerous organizations and businesses and has written many articles on information technology, as well as on urban policies and the modeling of political processes.

Dorice Vieira

Dorice Vieira is Head of Educational Services at the Frederick L. Ehrman Library, New York University School of Medicine, NY.

Richard Wiggins

Richard Wiggins is author of *The Internet for Everyone: A Guide for Users and Providers* and manages the Central Systems Services group in the Computer Laboratory at Michigan State University. He coordinates the deployment of MSU's campus-wide information system (CWIS) using Gopher and World-Wide Web. He has been active in the Gopher and WWW communities since early 1992, and organized the first Gopher Workshop in August 1992. He began working with computer networks in 1979 as a consultant helping users of the Merit network. Previously he has contributed to a book on the VM/CMS operating system and to Computer Language magazine and the Internet Letter. He moderates the Usenet News group comp.infosystems.announce, and has presented at the Special Libraries Association's annual conferences. Along with Charles Severance, Wiggins hosts the television show *Nothin' but the Net*.

Harry Youtt

Harry Youtt, J.D., is a writer, attorney, and instructor at the University of California, Los Angeles.



Special Events

Welcome Reception

Wednesday, October 6, 1999

6:00pm - 8:00pm

This reception will feature light fare, music and an opportunity to meet with your colleagues.

Midwest 50th Anniversary Reception

& River City Improv

Thursday, October 7, 1999

6:00pm - 9:00pm

Toast the 50th anniversary of the Midwest Chapter/MLA at the Gerald R. Ford Presidential Museum.

Visit with old and new acquaintances while sampling hors d'oeuvres and viewing fascinating exhibits depicting this unusual presidency. The museum's exhibits feature an exact replica of the White House Oval Office, bicentennial commemorative gifts, and items from the Watergate scandal. Our reception coincides with the last weekend a fascinating special exhibit, "The American Century," which includes items representing technological and cultural changes of this century, gathered from over 100 institutions.

Featured are FDR's wheelchair, James Dean's motorcycle, a 1950s fall-out shelter, and Louis Armstrong's trumpet. The Gerald R. Ford Museum galleries feature hands-on, interactive, video, and holographic displays that make visitors "participants" in history. Exhibits enable visitors to travel by video with President Ford and Secretary Kissinger to various hot spots around the globe; take a holographic tour of the Ford White House; "stand" on the floor of the 1976 Republican National Convention; and experience a day in the Oval Office through sophisticated lighting and new soundtrack. A Watergate gallery includes a six-minute, multi-screen history beginning with the June 1972 break-in -- plus the actual burglary tools on display for the first time ever.

Additional entertainment will be provided by the River City Improv, a group whose mission is to make people laugh and cheer in as many ways as possible without being offensive. Your conference registration includes admittance to this special event. Additional tickets may be purchased on the registration form.

Fitness Walk

Thursday & Friday, October 7 & 8, 1999

7:00am - 7:30am

Join Jill Reyers for a lively morning fitness walk. Meet in the hotel lobby, then speed walk through downtown Grand Rapids and along the Grand River. Look for more details in the conference registration area.

Historical Tour of Grand Rapids

Saturday, October 9, 1999

9:30am - 1:00pm

Board the bus and discover Grand Rapids' highlights. A knowledgeable guide will point out significant sights and provide a lively history of the area.

Included in the itinerary are the Heritage Hill Historic District and stops at the new St. Mary's Health Sciences Library and Spectrum Health's four-year-old Amberg Health Sciences Library. We'll also enjoy lunch at a surprise location.

Cost: \$35 per person (including lunch)



General Information

Accommodations

The Amway Grand Plaza Hotel is the official site of the 50th Anniversary Meeting of the Midwest Chapter of MLA with the Michigan Health Sciences Libraries Association. The Amway Grand is accessible to the major interstates as well as the airport and Amtrak station. A block of rooms has been reserved for attendees. Please return the reservation form within this packet to the Amway Grand Hotel ASAP or call 1-800-253-3590 to reserve a room at conference rates. Refer to group code HSLA99, Michigan Health Sciences Libraries Association when making your reservation. To get more information on the hotel visit its website at: <http://www.amwaygrand.com>

Airport

The Kent County International Airport serves the Grand Rapids area. The major airlines that fly to Grand Rapids are United, Delta, US Air and Northwest. There is an airport shuttle to the Amway Grand that is \$10 per person, one way; first come, first-served. The shuttle arrives at the airport each hour from 7:20am to 9:20pm. Call from a courtesy phone in the baggage claim area if arriving between shuttles.

Amtrak

There is an Amtrak train, called the Pere Marquette, leaving Chicago at 5:30pm and arriving in Grand Rapids at 10:30pm daily. Call 1-800-USA-RAIL for more information.

Conference Planning Committee Chairs

Accommodations	Sandy Swanson
Education	Valeria Long & Stephanie John
Exhibits & Vendors	Robin Alanen Mosher
Hospitality	Rose Ray
Printing & Promotion	Maureen Watson
Registration	Marge Kars
Web	Mike Simmons

Conference Chair:	Doreen Bradley
Local Arrangements:	Sandy Swanson

Membership Information

Midwest Chapter

Illinois	Kentucky	North Dakota
Indiana	Michigan	Ohio
Iowa	Minnesota	Wisconsin

Membership Chair:

Gerald Dujsik
Illinois College of Optometry
Carl F. Shepard Memorial Library
3241 S. Michigan Avenue
Chicago, IL 60616-3816
Tel: 312-949-7160 Fax: 312-949-7690
Email: gdujsik@eyeball.ico.edu
Web: http://www.uky.edu/OtherOrgs/MCMLA/Member_form.html

More Information

If you have questions or need more information about the conference, please call or email:

Doreen Bradley
Information Services Librarian
Taubman Medical Library
University of Michigan
1135 E. Catherine Street
Ann Arbor, MI 48109-0726
Tel: 734-936-1394 Fax: 734-763-1473
Email: dbradley@umich.edu

The conference web address is:
[Http://www.lib.msu.edu/mhsla/conf99](http://www.lib.msu.edu/mhsla/conf99)



Getting to the Conference



Directions to the Amway Grand Plaza Hotel

From the North:

- US 131 South
- Exit at Pearl Street (first exit after I-196 interchange)
- Left on Pearl Street
- Continue on Pearl Street to hotel, which will be on the left immediately after crossing bridge over river (Pearl & Monroe)

From the South:

- Take I-94 East or West to US 131 North
- Exit at Pearl Street
- Right on Pearl Street
- Continue on Pearl Street to hotel, which will be on the left immediately after crossing bridge over river (Pearl & Monroe)

From the Southwest:

- I-196 East
- Exit at US 131 South
- Exit at next exit Pearl Street
- Left on Pearl Street
- Continue on Pearl Street to hotel, which will be on the left immediately after crossing bridge over river

From the West:

- I-96 East
- Exit at US 131 South
- Exit at 4th exit, Pearl Street (first exit after I-196 interchange)
- Left on Pearl Street
- Continue on Pearl Street to hotel, which will be on the left immediately after crossing bridge over river

From the East:

- I-96 West to I-196 (signs will indicate downtown Grand Rapids, Holland)
- West on I-196 to Ottawa Avenue exit
- Ottawa Avenue (one way) to first intersection, Michigan Street
- Right on Michigan Street immediately get into left lane
- Left on Monroe Avenue (next intersection)
- Right on Pearl Street (second traffic signal)
- Continue on Pearl Street about a half block to hotel entrance, which will be on the right

From Kent County International Airport

- As you leave airport take right at first light (Patterson)
- Take Patterson to 28th St and turn right
- Take 28th St to I-96/196 West, enter on left
- Continue on 196 to downtown Grand Rapids
- Take Ottawa exit, go to second light (Lyon) and turn right
- Go to first light (Monroe) and turn left
- Go to first light (Pearl) and turn right
- Hotel sits on corner of Pearl & Monroe, main Entrance on Pearl (Pearl & Monroe)