



the *Chronicle*

Philadelphia Regional Chapter
Medical Library Association, Inc.

the *Chronicle*

Volume 27, No. 3, Fall 2009

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From the Chair



Cynthia McClellan

We’ve closed our pools, sent the kids back to school, and put in our storm windows. The scent of newly mown grass has been replaced by the earthy aromas of autumn. Leaves eddy in our path as the first hint of winter breezes in. We’ve taken a peek at the Farmer’s Almanac, and turned back the clocks. Where did the

summer go? I hope yours has been fun, relaxing, and invigorating, and fondly remembered as we add dates to our 2010 calendars.

I am gratified with the turnout of approximately fifty Philadelphia Regional Chapter members (of a total of 235 attendees) for the 3 by the Sea MLA TriChapter Conference, held in early October. Meeting evaluations have been overwhelmingly positive. Thank you to all who attended, and to your institutions for their support. A warm thank you also goes out to the many people who volunteered from our Chapter and helped to “get the job done.” We could not have made this happen without your hard work and dedication! I am especially proud of how we were able to form a cooperative partnership with both the MAC and NY-NJ Chapters.

Besides creating a unique learning and networking opportunity, this effort helped to build and strengthen collegial bonds, and pave the way for future collaborative efforts.

We look forward to hosting the upcoming MLA Educational Webcast, “Cut the Cord: Connecting to our Mobile Users,” at Penn on the 18th, as well as a free CE Searching Workshop on the 30th at Drexel. We hope you will come out and support these programs, and as always, provide suggestions and feedback on the programs or CE opportunities you would like to see.

The most recent Board meeting took place on November 13th. We discussed additional programming, including our Annual Chapter Meeting. We also looked closely at a number of issues, including merging our small chapter with a larger organization. There are many pros and cons, benefits and drawbacks to this timely question, and I welcome feedback on this issue; please do not hesitate express your opinions by contacting me, or by posting to our Chapter website or discussion board.

Wishing everyone a happy and healthy fall and winter, and a wonderful Thanksgiving!

Cynthia McClellan
Chair, 2009-2010

From the Editor



Rachel Resnick

Hello, and welcome to the fall issue. If you missed the tri-chapter conference last month in whole or in part, please avail yourself of the recaps published here, and refer to the links to additional conference information. Several chapter members were on the Planning Committee and deserve a round of applause for their efforts in the implementation and success of the conference: Cynthia McClellan, Andrea Kenyon, Gary Kaplan, Gina Kaiser, Nancy Calabretta, Anne Seymour, Kevin Block, Mary Alice Cicerale, Sheryl Panka-Bryman, Ellen Justice, Lenore Hardy, Linda Katz, and Etheldra Templeton. I know that a couple of us, Lydia Witman and myself, also joined Gary in videotaping librarians for a recruitment project; I also set up the conference Twitter account and tweeted whenever I could. I apologize if I missed anyone.

Please note that the deadline is quickly approaching for MLA continuing education grants and scholarships, meeting grants, and a traveling fellowship. As was noted in the Fundraising/Grantsmanship presentation on the last day of the conference by Patricia Pasqual of the Foundation Center and Claudia Perry of Queens College, scholarships, grants, and fellowships support your own professional growth, so please do take advantage of them whenever you can.

Congratulations to the individuals who were recently promoted; also to those recently published or presented; and best of luck to those who have moved to new appointments. And a big Wow! regarding the interesting discovery at the Wistar Institute. Details within.... This issue's *Member & Library News* column was edited by Sheryl Panka-Bryman. It might not be uncommon to find a librarian who is a quilter, but you might also be interested to know that member Deb Miller is also...well, I wouldn't want to spoil it for you. Jo-Anne Babish presents *Meet Your Fellow Chapter Member: Deb Miller*.

I always thought PowerPoint® was the be-all and end-all of presentation software. Not so, says Carlos Rodriguez in this issue's *TechnoHumanist Corner*. And don't forget to check out Janet Clinton's *Calendar*, listing events sponsored by our chapter and other organizations.

Just a note: Gary Kaplan and I are looking for a designer for the *Chronicle*. We were thinking that this would be a good opportunity for a library school student interested in the health sciences to build his or her resume by providing service to a professional organization, gain formatting experience, and have access to the latest news about healthcare librarianship in the region. While a good sense of humor would be helpful, it would also be helpful to be able to format photographs for size and quality, have html experience, and have access to software to create a PDF version of the newsletter. If interested, please contact me or Gary: rachel.r.resnick@gmail.com; gary.kaplan@jefferson.edu.

Rachel Resnick

Communications Committee Chair, 2009-2011

**The deadline for Vol. 28, No. 1 of
the *Chronicle* is March 1, 2010**

Deadline Approaching for MLA Grants and Scholarships Applications

MLA offers a variety of grants and scholarships to assist qualified students in graduate library science programs and to enable practicing health sciences librarians to take advantage of opportunities for continuing professional development. The deadline for applications is **December 1, 2009**.

Continuing Education Grant

Interested in taking a CE course but don't have the funds? Apply for an MLA Continuing Education Grant ranging from \$100-\$500. These grants may be used for either MLA courses or for other CE courses and activities and can be used for travel, lodging, or course tuition. Complete details about eligibility factors, the submission process and the application form are available at:

http://www.mlanet.org/pdf/grants/ce_app_20090909.pdf. For additional information contact Dee Jones, Jury Chair, at djone3@lsuhsc.edu.

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Cunningham Fellowship

Applications are now being accepted for the 2011 Cunningham Memorial International Fellowship. The Fellowship is awarded annually to a health sciences librarian from countries outside the United States and Canada. The fellowship provides for attendance at the MLA 2011 annual meeting and an optional one to two week stay at library host sites in the United States and Canada. Further details, including an application and fact sheet, are located at: <http://www.mlanet.org/awards/grants>. For additional information, contact Assako N. Holyoke, Jury Chair, at holyokea@slu.edu.

David A. Kronick Traveling Fellowship

The Kronick Fellowship provides \$2000 to an experienced librarian to support travel and research promoting excellence in health sciences librarianship. The award covers expenses for traveling to three or more medical libraries in the United States or Canada for the purpose of studying a specific aspect of health information management. Eligibility requirements and additional information are available at:

http://mlanet.org/pdf/grants/kronick_app_20090909.pdf. Please contact the Kronick Jury Chair, Susan Steelman, at 501-686-6737 or email: SteelmanSusanC@uams.edu with any questions.

EBSCO/MLA Annual Meeting Grant

The EBSCO/MLA Annual Meeting Grants, sponsored by EBSCO Information Services, assists MLA members in attending the association's annual meeting. Each year, grants of up to \$1,000 for travel and meeting-related expenses are given to four librarians. To qualify for the grant applicants must have two to five years' experience in the profession at the time of the MLA '10 annual meeting. Eligibility requirements and additional information are available at:

http://www.mlanet.org/pdf/grants/ebSCO_app_20090909.pdf.

Contact Jury Chair Patricia Gallagher at pgallagher@nyam.org for additional information.

MLA Scholarship

The Medical Library Association is accepting applications for its annual scholarship. The award provides up to \$5,000 to a library sciences student who shows excellence in scholarship and potential for accomplishment in health sciences librarianship. Applicants must be citizens of or have permanent residence in either the United States or Canada. Complete details about

eligibility factors, the submission process and the application form are available at:

http://www.mlanet.org/pdf/grants/schol_app_20090714.pdf.

Questions? Contact Victoria Pifalo, Jury Chair, at vpifalo@illinois.edu.

MLA Scholarship for Minority Students

The MLA Scholarship for Minority Students Jury announces the acceptance of applications for the 2009-2010 MLA Minority Scholarship. The scholarship of up to \$5000 will be granted to a minority student in a Masters program at an ALA-accredited library school. The second runner up for the MLA Minority Scholarship will receive a \$1,000 scholarship to attend MLA '10, May 21-26 in Washington, D.C. Complete details about eligibility factors, the submission process and the application form are available at:

http://www.mlanet.org/pdf/grants/min_app_20090715.pdf.

Contact Darlene Parker-Kelly, Jury Chair at darleneparkerkelly@cdrewu.edu for additional information.

Felicia A. Barrett, Assistant Health Sciences Librarian
University of Illinois at Chicago,
Library of the Health Sciences – Rockford
Rockford, Ill.

fbarrett@uic.edu

3 by the Sea—Articles, Odds & Ends

By Rachel Resnick

It was good to see so many of you from the chapter at last month's *3 by the Sea* conference, co-hosted by the MLA-Phil, NY-NJ, and MAC chapters. In the sections following, you will find recaps of a few events you may have missed. First, Chair Cynthia McClellan summarizes Tuesday's keynote speech presented by Dr. PM Forni of the Civility Project at Johns Hopkins University. Next, Crystal Knapp describes Wednesday's keynote by Lee Rainie of the Pew Internet and American Life Project. Gretchen Kuntz provides her overview of the presentation at Wednesday's Hospital Librarians Luncheon by speaker Karen Drenkard, Director of The Magnet Recognition Program at American Nurses Credentialing Center. Thank you, ladies, for your contributions. *Continued on next page...*

Please be sure to revisit the conference website <<http://3bythesea.pbworks.com>>, as additional information has been added since the conference ended. Notably, posters and slides are now available. Also, Lydia Witman, Gary Kaplan, and I recorded brief interviews with conference attendees, asking them how they got started in health sciences librarianship and what they get out of their membership in MLA and in attending professional conferences. These videos are being used to recruit library students into the field. Take a look: you will see names and faces you recognize, but did you know their stories?

If you would like to read “as-it-happened” accounts of some of the programs, point your browser to Twitter <<http://twitter.com/threebythesea>> I believe you can read all of the tweets there. Although I was the official tweeter (twitterer? twit?), several others commented on the programs they attended as well; I followed anyone who used the hashtag #3bythesea, and retweeted their messages so that they are all contained in the threebythesea account.

If you are on Facebook, you can find *3 by the Sea* there.

Conference photos are available on flickr® <<http://www.flickr.com/groups/3bythesea>> and if you have any photos that you would like to share, please feel free to join the 3bythesea flickr® group and upload your photos.

Lastly, MLA President Connie Schardt, AHIP, posted her impressions of the conference <<http://connections.mlanet.org/2009/10/14/tri-chapter-meeting-on-the-jersey-shore/>>. Other chapter meetings are also reviewed by Connie and other MLA National chapter members on the MLA Connections blog, so if you’re interested in what other chapters are up to, point your browser to <<http://connections.mlanet.org>>.

Dr. P.M. Forni, Keynote Presentation, Tuesday, October 6, 2009, 9:15 a.m.

“I could listen to that man forever...,” said my colleague as we walked out of the Screening Room at the conclusion of P.M.

Forni’s opening Keynote at 3 by the Sea on Tuesday morning. I couldn’t agree with her more, and that sentiment was echoed repeatedly in subsequent conversations. The lilting Italian cadences, his keen intellect and self-deprecating sense of humor, and his conviction to the promotion of civility in society provided the audience with much food for thought and encouraging ideas for positive action.



Dr. P. M. Forni

Beginning with two short video presentations, Dr. Forni illustrated the issues of civility inherent in modern society. The first featured a network news story detailing the “Incivility Crisis” and the implications of anger, rudeness, and impoliteness. The second was the country music video “Some Beach,” the tune by Blake Shelton detailing a host of incivilities and indignities suffered in daily life <<http://www.cmt.com/videos/blake-shelton/33798/some-beach.jhtml>>.

Dr. Forni is a man with a mission. Having taught classical Italian literature for many years, he told us that in the mid ‘90s, “something changed” as he came to an epiphany; even if his students knew Dante inside and out, he would have failed as a teacher if his students were not kind people. It was a career- and life-changing moment, as he eventually found himself pursuing a new passion that had “direct relevance to modern life.” Was it part of a midlife crisis, he wondered. In keeping with the lessons of the classics, he decided that the second half of his life would be devoted to the “pursuit of goodness.” Thus, a symposium on civility was held at Johns Hopkins, and soon after, the Johns Hopkins Civility Project was born. This project has since grown into a multidisciplinary “Civility Initiative,” and has spread to campuses across the United States. Concerns are also shared internationally, and efforts to confront the problem are increasing all over the world.

Now, he says, civility is central in his life, and he joked about friends' benevolent teasing with comments such as, "Here comes P.M. Better be on our best behavior now!" He also mentioned that his wife, Virginia, a librarian, also kids her husband good-naturedly about his concentration on virtue.

Civility rests on four straightforward cornerstone principles: Life is relational; Quality of life = Quality of relationships; Quality of relationships = Quality of our relational skills; Civility and good manners = Tried and true relational skills.

On the other side of the issue is rudeness, which is destructive in many ways. Incivility weakens our social bonds, erodes self-esteem, adds to stress, bruises relationships, weakens communities, and can very easily escalate into violence. It "poisons the workplace," and current estimates place the cost of stress at over \$300 billion per year, when we figure in healthcare, missed work, and other stress reduction issues.

Why is modern society so uncivil? Dr. Forni attributes this to individuals' lack of self-restraint, as well as to the real or perceived urgency of personal pursuits, coupled with a lack of time. On top of this, modern society promotes a certain disregard for others, a "who cares?" attitude. In addition, anonymity (in personal vehicles, email, etc.) gives license for people to do things they would never do, were it not for anonymity. For example, a person might flip "the arrogant digit" at another driver, while never dreaming of doing the same thing to someone they knew. And, while we focus on self-expression and encourage self-esteem in raising our children, he cautioned about today's culture that instills "oversize portions of self-esteem... trapped in a cage of narcissism."

In order to live lives of civility and grace, awareness is key, as we must strive for a "benevolent awareness of others." This fabric of awareness must be interwoven with restraint, respect, and consideration. The end result of this blending will be a world where "we care about others and we treat them well." "A world of civility, which "boils down to a flick of the wrist," says Dr. Forni, describing the simple movement one makes to protect another person from the umbrella points when walking in the rain. We must learn to "handle others with care."

Three main arguments exist in support of civility. The first stresses that civility is very important, ethically, following the

principle of "respect for persons." Practically speaking, Dr. Forni urged us all to learn our manners, such as "congratulating a colleague who is not a favorite," or "replacing paper in the copy machine... even when ONE page is left in the tray after our job is complete." In other words, to practice civility is to do the "everyday busywork of goodness." The second argument makes the connection between incivility and violence—a civil society is a less violent one. We "need to be part of nurturing groups," and important parts of our social support systems, honing our social skills in order to survive and thrive. The third argument connects civility with overall quality of life, emphasizing that we need to connect with others in "circles of acquaintances and friendships" in order to be fulfilled and protected from isolation. While kidding about his "guru-hood," Dr. Forni went so far as to say "Civility is a factor of life and death" to emphasize the importance of this topic.

In order to live a civil life, Dr. Forni has formulated 8 simple rules. First of all, slow down; learn to be present in your life. Next, listen to the voice of empathy within. Keep a positive attitude. Respect others, and grant people plenty of validation. Disagree graciously, and refrain from arguing. Get to know the people around you. Pay attention to the small things. And lastly—ask, don't tell.

In some circumstances, we must respond to acts of rudeness—but we should do so sparingly. When necessary, Dr. Forni's "SIR Sequence" is a useful tool. To employ this tool, first State the facts. Next, Inform the other person of the import of what happened to you, and thirdly, Request that the hurtful behavior not be repeated.

In summing up, Dr. Forni quoted Dale Carnegie, one of his heroes: "No matter what, never argue. If you lose, you lose. If you win, you lose." In other words, beware of the Pyrrhic victory that comes from humiliating others in "winning" an argument. Never ever make others feel bad about themselves! Give human beings what they really want, which (as Carnegie and Freud put it, respectively) is "to feel good about themselves," and "to get happy and remain so."

To be your best with others, it is helpful to remember a couple of key points. Be on the lookout for "toxic stress," and defend yourself from it. Get to know the people around you. Do not

shift the burden of your own insecurity to others in the form of hostility. Think of yourself as a good and accomplished person who doesn't have to prove their self-worth all the time. Perhaps most importantly, remember to SMILE! A smile is "a promise that we mean no harm," and a gesture that acknowledges another's existence. It is the "gateway to rapport that opens possibilities," i.e. "the master key in the house of possibilities."

Dr. Forni's talk ended with the conclusion that civility and politeness boil down to commonplace consideration. Noting that there are two ways to be very successful in life (the first is to treat others very badly, the second is to treat others very well), he advocated the second, which, while it does take longer, leads to lasting fulfillment and strengthened social support networks. Often asked if the adage, "Nice guys finish last" is true, our speaker adamantly replies—"No! Not if they are also smart." Goodness is good for others. Civility and politeness are good for others—and for us. Kindness is good for the kind. Ahhhh.... I could listen to this man forever.

For more information, please see JHU Dr. Forni's Civility Website <<http://krieger.jhu.edu/civility/index.html>>.

Cynthia McClellan
cynmcc@yahoo.com

Lee Rainie, Keynote Presentation, Wednesday, October 7, 2009, 10:15 a.m.

Lee Rainie, Director of the Pew Internet and American Life Project, opened Wednesday's keynote address by sharing a few humorous tweets/postings that he's seen about himself, including one proclaiming him as the "king of internet research." He quickly moved on to discuss research that the Pew Internet and American Life Project has conducted. He quoted numerous statistics on how internet and cell phone usage has grown since 2000. For example, in a March 2000 study, they found that only 46 percent of adults used the internet and half of adults had

cellphones. In contrast, a 2009 survey showed that 79 percent of adults use the internet and 85 percent own a cell phone.



Lee Rainie

He then discussed how today's "information and media ecosystem," has evolved. One of the more familiar changes he mentioned is the large growth in the amount and variety of information available, sometimes to the detriment of the quality of the information, despite improvements in search algorithms. Additionally, people acquire information through a larger variety of media, often via multiple media types at the same time. People have also become more engaged with the information they acquire and will comment on it, rank it, and value input from other internet users.

Rainie also discussed how social networks have evolved to become more important socially, politically, economically, and culturally. While most people are involved in social networks to a certain extent, only a small percentage of people become very active in posting and sharing information. These power users become "influencers" to people who consult social networks, and they often help people sift through and evaluate information. He pointed to the opportunity for librarians to become "influencers" within social networks and to assist their patrons as they go through the information seeking and evaluation process. This is especially important for medical libraries with the emergence of the "e-patient." Despite encouraging librarians to be as involved as they can be, he also mentioned that patrons won't hold it against a library if it is not involved in social networks, but they do expect whatever services libraries provide to be of high quality.

Lee Rainie is the author of the books *Hopes and Fears* and *Up for Grabs*, and he is currently co-authoring a book series entitled

Ubiquity, Mobility, Security that will be released in 2011. The Pew Internet and American Life Project is part of the non-profit Pew Charitable Trusts. Their research reports are freely available online <<http://www.pewinternet.org/>>.

Crystal Knapp, Visiting Lecturer
Community College of Philadelphia Library
Philadelphia, Pa.
cknapp@ccp.edu



Hospital Librarians Luncheon, Wednesday, October 7, 2009, noon- 1:30 p.m.

by *Gretchen Kuntz* edited by Lydia Witman



Karen Drenkard, RN, PhD, NEA-BC, FAAN and current Director of the Magnet Recognition Program for the American Nurses Credentialing Center (ANCC) gave the address at the Hospital Librarians Luncheon. She is a recognized nursing leader and scholar as well as a dynamic speaker. Dr. Drenkard provided an overview of the Magnet credentialing process and goals, highlighting new changes which reflect the efforts of the ANCC to reduce redundancies while preserving the standards of excellence required to achieve the Magnet credential. Her presentation was beneficial to all in attendance, regardless of whether attendees' institutions had achieved Magnet status, were in the process of preparing an application, or were thinking about applying.



Dr. Drenkard

Evidenced-based practice is a key factor in the Magnet program and librarians are key to providing and facilitating access to this information for our clinicians. We know this and some of us, but not all, work in institutions with leadership who know this as well. To prepare for her presentation, Dr. Drenkard conducted an email survey of all the Chief Nursing Officers of Magnet-credentialed hospitals, asking one question: "How and in what ways have you partnered with your medical librarian to engage them in the Magnet Journey?" She received approximately ninety-two responses out of a possible 352, and the bottom line is—we're a hit! The data she collated highlights the value of our services, and some of the examples of services that have resulted from Magnet collaborations are inspiring. Keep your eyes on the conference website—Dr. Drenkard will try to make the slides of her presentation available to us all. She also hopes to flesh out her study a bit more and publish the results.

Meanwhile, partner with your CNO and your Magnet team—it can only be good!

Gretchen Kuntz, Clinical Liaison Librarian
Biomedical Library, University of Pennsylvania
Philadelphia, Pa.
gkuntz2@mail.med.upenn.edu

Member & Library News

Edited by Sheryl Panka-Bryman



Jo-Ann Babish, AHIP, has joined the staff at The Commonwealth Medical College library in Scranton, PA, as Head, Electronic Resources and Technical Services. She will be providing leadership in development,



maintenance and support of high quality electronic resources, the library's website and technical services. Previously, Jo-Ann was the Director of Library and CME Services at Moses Taylor Hospital in Scranton, PA. The Commonwealth Medical College, one of the nation's newest medical colleges, welcomed its charter class of sixty-five medical students and Masters of Biomedical Sciences (MBS) students in August 2009.

Patricia H. Dawson of Rider University's Moore Library has been promoted from Assistant Professor I-Librarian to Assistant Professor II-Librarian. She is the Science Instruction and Reference Librarian with liaison responsibilities to the Biology, Behavioral Neuroscience, Geological, Environmental and Marine Sciences, Chemistry, Biochemistry, Physics, Mathematics, and Psychology Departments. She also co-authored a chapter in the 2009 Neal-Schuman text, *Teaching Generation M: A Handbook for Librarians and Educators* entitled, "Driving Fast to Nowhere on the Information Highway: A Look at Shifting Paradigms of Literacy in the Twenty-First Century."



Gary E. Kaplan and Daniel G. Kipnis, of Thomas Jefferson University's Scott Memorial Library, presented a poster at MLA's TriChapter Conference, 3 by the Sea, held in Atlantic City October 5-8, 2009, entitled, *Replacement for the 10 page paper? A pilot project using blogs and wikis for a collaborative EBM assignment in a 3rd year internal medical clerkship.*

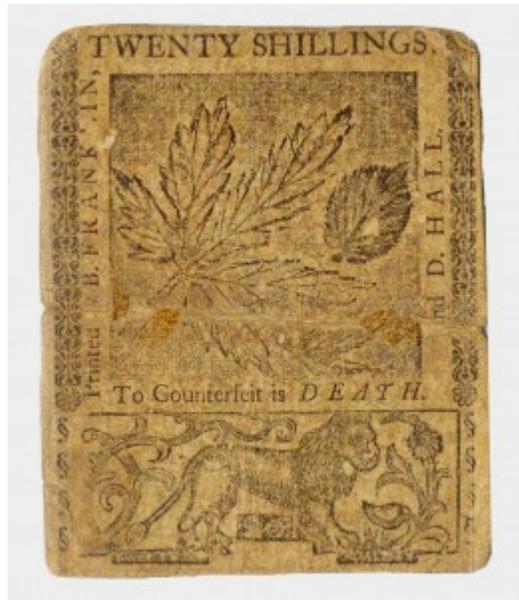


Beth A. Lewis assumed the position of Director of Library Services at the Talbot Research Library of Fox Chase Cancer Center. She has been with Fox Chase for twenty years. Prior to this promotion, she served as Librarian and Archivist.



Nina Long of The Wistar Institute Library recently discovered a box full of 19th century personal papers and documents from Institute founder, Isaac J. Wistar (1827-1905) in the Wistar vault as some reorganizing was going on. Included in the box were 74 pieces of colonial currency dating from 1758-1777, thirteen printed by

Benjamin Franklin. The money is from the colonies of PA, NJ and DE. It was accompanied by a note in Wistar's handwriting that the currency came to him from Isaac Cooper Jones, his grandfather, who died in 1865. Jones was Mayor of Philadelphia from 1767-1769. In September the collection was appraised by John Kraljevich of JK America, New York at \$14,500.



This package of Pre-Revolutionary Currency is part of a large bag full containing more than half a peck. preserved by Isaac C. Jones, & distributed among his family & descendants at his death 26 January 1865.
(Jmisa)

Jeanette de Richemond, AHIP, PhD candidate (advisor Nick Belkin), has a poster, *What is 'enough' information to make a medical decision?* accepted for the ALISE annual conference in Boston, mid-January 2010. The poster is related



to her dissertation research.

She also has been asked to give a 75-minute presentation, *Searching for Systematic Reviews*, at the OLA Superconference (Canada's largest conference of librarians) in Toronto, ONT, Canada, February 24- 27, 2010. The talk provides an overview of systematic reviews with a focus on expert searching. It will cover 1) applying the principles of evidence-based medicine (EBM), 2) information resources, including specific database retrieval interfaces and content; 3) search strategies (hedged) for EBM, including sources of hedges that have been researched and developing strategies for specific projects; 4) evaluation retrieved results to discover and identify relevant evidence and determine fit to information needs; and 5) documentation of the information retrieval process.

Lastly, Jeanette is presenting her position paper, *Questions for Collaborative Information Behavior Research*, this month as part of *Collaborative Information Seeking and Sharing: An Annual Research Symposium*, conducted by SIG USE—the Information Needs, Seeking, and Use Special Interest Group of the American Society for Information Science & Technology (ASIS&T). The symposium is being held at ASIS&T's 2009 Annual Meeting in Vancouver, BC, Canada.

Meet Your Fellow

Chapter Member: Deb

Miller, AHIP

edited by Jo-Ann Babish



1. Description of professional position.

I am a one-person-librarian (OPL) in a two-hospital health system (Summit Health, which includes Chambersburg and Waynesboro Hospitals). I serve physicians, staff, a large student population, and the general public. My responsibilities include literature

searches, interlibrary loan, purchasing, cataloging, processing and providing audio-visual services to all of my patrons. I serve on the Patient Education Committee, the CME Committee, and formerly served on the Ethics Committee. The library is a part of the Education Department, so I introduce our databases to all new employees during orientation. I teach classes to nurses and students on evidence-based medicine and our various databases. I give presentations to high school students on a regular basis about medical librarianship and give workshops to community senior members on how to find reliable health information.

2. Past professional experience.

I have been in my current position for twelve years. Before obtaining my MSLS from Clarion University I was a school librarian. My positions included libraries in a high school, a middle school, and an elementary school for fifteen years. I was a technical librarian at Three Mile Island during the “clean-up.” I have worked as a volunteer in libraries since elementary school and knew for certain I wanted to be a librarian since the age of 14.

3. What do you find most interesting about your work?

I learn something new every day whether it is in the medical or technical field. No two days are ever alike. I love variety and this is the perfect job for me.



Deb Miller, AHIP

4. What qualities or traits are most helpful in your work?

Since I am an OPL and my desk sits in the middle of the library, I would say the ability to multi-task and prioritize is the trait that serves me best. I would also mix in a splash of natural curiosity, a pinch of always looking to try something new, and a dash of good listening skills.

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5. What do you enjoy doing for fun?

I love to travel. I am currently trying to talk my husband of 32 years into going on a camel trek in Morocco. I helped to start the biking club at our hospital that now has over 200 members and meets every Tuesday night during the spring and summer. I also kayak, swim, and hike. When I can sit still long enough, I like to read and quilt. I am currently working on a quilt for Amy and Dena's MLA/Washington project <<http://warmupandread.blogspot.com/2009/08/wrap-introduction-calling-all-medical.html>>.

6. Is there anything about you that others might be surprised to know?

I recently completed my first sprint triathlon at age 55. I competed to honor my friend who is battling breast cancer—she competed in an Iron Man triathlon two months post-double mastectomy. I won my age group and beat the participants in the age group below mine. It was a pleasant surprise and now I am hooked.

7. Why would you encourage members to become actively involved in the Philadelphia Regional Chapter?

This is a hard one for me. I live 2 ½ hours from Philadelphia. My hospital has cut all travel so I try to keep up via the website and the newsletter. I was fortunate enough to be able to help on the Hospitality Committee when MLA was in Philadelphia and met many other wonderful librarians from the chapter.

TechnoHumanist Corner - Prezi Presentation Software

by Carlos Rodriguez



Have you ever done a presentation and wanted the audience to see The Big Picture? Chances are that the presentation was a PowerPoint® slide presentation. PowerPoint® is probably responsible for over 90 percent of group presentations. To paraphrase Cole Porter's song "Let's Do It," every one from the CIA to high school students do it. Let's do it. Let's use PowerPoint®. The problem with slide presentations is that they are linear. When things are presented in a linear fashion, it is very difficult to see The Big Picture, because people do not always think in a linear manner. For instance, suppose you are doing a presentation of infection transmission and prevention. On slide 18 you make the point that when handling bodily fluids, wearing gloves is one of the best ways of preventing infection transmission. An audience member indicates that on slide 10 you said that washing your hands was the best method of infection control. Since your slide presentations is linear, it will not be easy to jump back and forth between slides 10 and 18 to clear up the confusion. And the more slides in the presentation, the more difficult it becomes.

If you want to engage your audience, have them literally see The Big Picture, and not be bored, consider using Prezi, a new presentation software <<http://prezi.com/>>. It has been described as similar to using Post-It® Notes, brainstorming, and mind-mapping. If you can design an idea on a napkin, then you can use Prezi. Prezi is an online, Flash-based program developed by Zui Labs in Hungary and released in December 2008. Since it is web-based, no software need be installed on your computer unless you choose a fee-based license. All you need to begin to create and edit presentations is an Internet connection and an account with Prezi.

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How does Prezi work?

Prezi asks us to rethink how we organize and present information. With PowerPoint®, when you prepare a slide presentation, you probably develop the slides in the order which they will be displayed. In Prezi, all the information appears on one page rather than in a sequence of slides. You begin with a blank page. For some people, this is a paradigm shift. This concept is so different from how we are used to producing online presentations that it may take time to become comfortable with facing a blank page and not having to create individual slides. Begin by adding elements—text, images, etc.—to the page. Since you do not have to add the elements in the order of their appearance, it may feel like you are brainstorming or doing Post-It® Notes. You can place a variety of file formats, such as image, sound, video, and PDF document formats, in your presentations. Here is a concept that may take you a little time to become comfortable with: The single-page layout displays all the presentation information spatially rather than in a linear fashion. This is an advantage because the audience will be able to see the map or structure of the entire presentation. Another advantage of the single-page layout is that if you want to review or refer to a concept presented earlier in your presentation, this is easy to do. Instead of repeatedly hitting the Back button until you reach the earlier slide, you can move directly back to that concept with one click and not break the rhythm of your presentation.

Once you have added the elements, you can begin to organize the order of your presentation. Since the elements are spread out on a single page and may not be next to each other, you connect them to each other by using the “path” tool and clicking on concept 1 and information chunk 3. For example, if you are making the point that medical research requires teamwork, leadership, and perseverance, you can zoom in on an image of mountain climbers climbing to the top of a mountain summit, then zoom out. Prezi zooms will adjust the view so that the mountain climbing image appears in the center of the screen. Any text or images that were near the picture are either hidden or become very small so that they do not detract from the mountain climbing image. If you rotate the image or text, Prezi will rotate the entire view and bring the text back.

Its ability to zoom in and out of presentation elements is one of Prezi’s most important features. Zooming is done with an easy to

use tool known as the Zebra Transformation tool, which consists of three striped concentric circles. This tool enables you to adjust the placement, size and angle of any element, useful for symbolizing relative importance between the elements. Since a Prezi presentation is very difficult to describe and it is something you have to experience, please visit the two presentations done by the Baldwin School: *Baldwin School Improvement Initiatives 2009-2010* <<http://prezi.com/ta4enuihhgr4/>> and *Baldwin Back to School Night*<<http://prezi.com/fttysee-3b5s/>>.

To use Prezi, you must register with the company and choose the type of registration, i.e., license, you would like—Public or Fee-based. All the license levels provide an offline player, but different amounts of storage space and additional functions or privileges. The Public license is truly public. It gives you 100MB of space, limits you to online editing, and saves each presentation with a Prezi watermark. In addition, your presentation will be published by Prezi.com for the entire universe to see, so do not include any information you do not want the world to know.

There are two tiers of fee-based licenses: Private Prezi and Pro. Each can be set up for one of three time periods: three months, one year, or three years. The Private option will provide 500MB of server space and no Prezi watermark will appear on your presentation. As with the Public license, you cannot do offline editing. Using the Private license enables you to determine who can view the presentations. The price is 39 Euros or (based on the currency exchange rate as of this writing) approximately \$58 U.S. per year. The Pro Prezi provides the same privileges as the Private license, but also includes a secure connection; 2 GB of space, and an offline editor. The offline editor must be installed on your desktop. The cost for the Pro license is 119 Euros or approximately \$177 U.S. per year. Regardless of the license tier, if you choose a three-year license, the annual cost per year will be less than a one-year license rate.

What are the pros and cons of Prezi?

One big disadvantage is cost: for an individual, the fee-based licenses are expensive, and the free/public option limits the program functionality significantly while eliminating the users’ privacy. Another disadvantage is that the program provides a limited number of fonts and colors. On the positive side, Prezi’s

one-page concept allows an audience to see The Big Picture behind a presentation. By zooming in and out, presenters can quickly illustrate detailed relationships between thoughts and concepts. Prezi's zooming functionality engages the audience and makes the presentation lively. Additionally, Prezi presentations are portable. They can run on Windows and Macs as standalone files. Finally, Prezi's single-page concept breaks the linear narrative routine, and will foster better presentations. Online presentations such as PowerPoint were created so that speakers could show their audience the salient points of their presentation. Speakers reading their presentations from slides was never the intention. Prezi may restore the balance in the online presentation universe.

If you have any questions or comments, please send them to me at rodrigue@pobox.upenn.edu. Since this is the last column for 2009,

Have A Safe and Happy Holiday Season! Happy New Year!

C U NX time in 2010.

Calendar

Edited by Janet Clinton



A word about PALINET:

In April 2009 PALINET merged with SOLINET to create Lyrasis, a new library network. NELINET joined Lyrasis in October 2009.

For course offerings and registration, now see <http://www.lyrasis.org/Classes%20and%20Events/Search.aspx>.

November 18, 2009

Cut the Cord: Connecting to our Mobile Users: "an educational webcast"

Sponsor: Philadelphia Regional, MLA
Location: University of Pennsylvania, Van Pelt Library, 3420 Walnut St., Philadelphia, PA
Information:
http://www.mlanet.org/education/distance_ed/mobile/index.html

November 30, 2009

PubMed Clinics of North America: A Problem-based Approach to PubMed Searching (morning session) NLM's Consumer Health Databases (afternoon session)

Sponsor: Philadelphia Regional, MLA
National Network of Libraries of Medicine, MAR
Location: Drexel University Health Sciences Library, Philadelphia, PA
Registration & Information:
<http://www.mlaphil.org/wp/general-news/2009/10/26/free-ce-event-on-nov-30th/>

November 30 – December 1, 2009

Fundamentals of Competitive Intelligence

Sponsor: Society of Competitive Intelligence Professionals
Location: Westin Alexandria
400 Courthouse Square; Alexandria, VA
Registration & Information:
<http://www.scip.org/Training/EventsDetail.cfm?itemnumber=6520>

January 15 – 19, 2010

ALA Midwinter Meeting

Sponsor: American Library Association
Location: Boston Convention & Exhibition Center
415 Summer Street; Boston, MA
Registration & information:
<http://www.ala.org/ala/conferenceevents/upcoming/midwinter/2010/index.cfm>

January 27 – 30, 2010

Leadership Summit

Sponsor: Special Libraries Association
Location: St. Louis Union Station Marriott; St. Louis, MO
Registration & Information:
<http://www.sla.org/content/resources/leadcenter/LeadershipSummit/10leadsummit/index.cfm>

April 12 – 14, 2010

Computers in Libraries

Sponsor: Information Today, Inc.
Location: Hyatt Regency Crystal City
2799 Jefferson Davis Highway; Arlington, VA
Information:
<http://www.infoday.com/cil2010/>

Ongoing Educational Opportunities

DIALOG training workshops in the United States are now web-based.

For upcoming classes:
<http://training.dialog.com/>

MAR Workshops
Information & Registration:
<http://nmlm.gov/mar/training/>

NN/LM workshops
For locations, dates, topics & registration:
<http://nmlm.gov/ntcc/classes/schedule.html>

Special Libraries Association
Webinars:
<http://www.sla.org/content/learn/members/webinars/index.cfm>

the Chronicle Editor and Staff

the Chronicle is edited by



Rachel R. Resnick
is seeking employment
P.O. Box 1904
Horsham, PA 19044
610-405-5036
rachel.r.resnick@gmail.com

Editor-at-Large



Gina Kaiser
Coordinator of Technical Services
Joseph W. England Library
University of the Sciences in Philadelphia
600 S. 43rd Street
Philadelphia, PA 19104
215-596-8963
Fax 215-596-8760
g.kaiser@usp.edu

Editor-at-Large



Linda M. G. Katz
Associate Director
Drexel University Health Sciences Libraries
245 North 15th St.
Philadelphia, PA 19102
215-762-7632
Fax 215-762-8180
lk32@drexel.edu

Calendar Editor



Janet Clinton
Manager, Library Services
Health Sciences Library
Mercy Fitzgerald Hospital
1500 Lansdowne Avenue
Darby, PA 19023
610-237-4150
Fax 610-237-4830
jclinton@mercyhealth.org

Columnist, TechnoHumanist Corner



Carlos Rodriguez
Medical School Liaison
University of Pennsylvania
Biomedical Library
36th Street & Hamilton Walk
Johnson Pavilion
Philadelphia, PA 19104-6060
215-898-9610
Fax 215-573-2075
rodrigue@pobox.upenn.edu

Webmaster



Gary Kaplan
Senior Librarian, Information Services
Thomas Jefferson University
Scott Memorial Library
1020 Walnut Street
Philadelphia, PA 19107
215-503-7676
Fax 215-923-3203
Gary.kaplan@jefferson.edu

Co-Editor: Member & Library News, Member Profiles



Jo-Ann Babish
Head, Electronic Resources and Technical Services
The Commonwealth Medical College
501 Vine St.
Scranton, PA 18509
570-504-7302
Fax 570-963-8994
jbabish@tcmedc.org

Co-Editor: Member & Library News, Member Profile



Sheryl Panka-Bryman
sheryl.pankabryman@gmail.com

Also on the Communication Committee:

Discussion List Manager

Kevin Block
Systems/Reference Librarian
UMDNJ Health Sciences Library at Stratford
One Medical Center Drive
Stratford, NJ 08084
856-566-6804
Fax 856-566-6380
Kevin.Block@umdnj.edu



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Philadelphia Regional Chapter
Medical Library Association, Inc.