



the *Chronicle*

Philadelphia Regional Chapter
Medical Library Association, Inc.

the *Chronicle*

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In this issue...

From the Outgoing Chair	2
From the Editor	2
Details of the Annual Business Meeting and Reception	3
Josh Goldstein, Philadelphia Inquirer Reporter	5
A Report from the MLA 2009 NIH Public Access Open Forum.....	6
Reflections on MLA '09	9
Academy of Health Information Professionals: 2009 Chapter Roster.....	10
What the Hack?!? Essential Library and Life Hacks	11
Report on the 6th Annual SirsiDynix Northeast Regional Users Group Conference	13
HCUP Training at ECRI Institute	14
Going Global: International Experiences/Opportunities in Librarianship.....	15
The Job Market Then and Now	16
Plan to attend 3 by the Sea this October.....	18
Member & Library News	19
Meet Your Fellow Chapter Member: Lydia Witman.....	20
TechnoHumanist Corner	21
Calendar	24
the Chronicle Editor and Staff.....	24

From the Outgoing Chair



Etheldra Templeton

I enjoyed my year as Chair. I certainly came to appreciate all that your very productive board members do to keep the organization going, foster lively communication, and provide opportunities for members to gather at entertaining social and edifying educational events.

Our last event was the Annual Meeting on April 15th. It was pleasurable and instructive. Fifty members came to the College of Physicians to hear a presentation by Josh Goldstein, health and science reporter at the Philadelphia Inquirer, to honor our awardees and newly elected officers, and to party. For details on the meeting and information on other Chapter activities, please consult the 2009 Annual Report submitted to MLA National and posted on the Chapter website <<http://tinyurl.com/mlaphilannrpt09>>.

Thanks to everyone.

Etheldra

From the Editor



Rachel Resnick

“It was the best of times [*several mla-phil members were promoted, published, graduated, and honored; others contributed their first articles to the Chronicle*],

It was the worst of times [*several members are still looking for work*],

It was the age of wisdom [*record numbers of the unemployed used their public libraries to discover and apply for jobs*],

It was the age of foolishness [*legislation was introduced in Pennsylvania to severely cut public library services*], ...

It was the season of Light [*record numbers of articles were submitted to PubMedCentral*], It was the season of Darkness [*Elsevier published a fake journal for Merck*], ...”*

In this issue of *the Chronicle*, we take a look back our Chapter’s Annual Business Meeting and Reception and at MLA’s Annual

Conference. Marie FitzSimmons brings us news from MLA ’09 on the NIH Public Access initiative; she is joined by Karen Albert, Barbara Cavanaugh, Christine Chastain-Warheit, Gary Kaplan, Rebecca Landau, and Gary Childs, who provided their reflections on the conference.

We congratulate our Chapter’s AHIP members as well as those members who were honored in other ways: read the details in this issue’s Member & Library News column.

Looking ahead, we have *3 by the Sea*, the tri-chapter meeting, in October; read the promotional message in this issue, and check the Calendar as well for additional events and educational opportunities. New Chapter officers take the reins on July 14, and we welcome Lydia Witman, our new Membership Chair. Lydia is featured in this issue, while information regarding other changes of the guard is contained in the Annual Meeting recap.

For you techies, we have a few offerings: a new TechnoHumanist column, an update from member Dot Berenbrok regarding SirsiDynix, and information about how you can hack into your library’s OPAC and ... well, you’ll just have to read about it below. We haven’t forgotten you folks in reference: new member Crystal Knapp contributed an article on a very successful CE program about the HCUP database. Those of you who need to look up from a book or a computer every once in awhile will be interested to read Lenore Hardy’s recap of an SLA program on international librarianship. And I pitched in as well with an article about another SLA event on the job market.

Thanks to everyone who contributed to this issue: writing, editing, proofreading. It’s really a testament to the pride you take in your Chapter. If you are interested in helping out on the Chronicle, we could use someone to format the issue for the web and in PDF. If you’re interested, please contact me: rachel.r.resnick@gmail.com. Gary and I can train you.

*Adapted from Charles Dickens’ *A Tale of Two Cities*.

**The deadline for the fall issue of the Chronicle
(Vol. 27, No. 3) is November 1.**

Details of the 58th Annual Business Meeting and Reception

by Rachel Resnick

More than fifty attendees enjoyed reconnecting with friends, networking, listening and learning from an entertaining speaker, and sampling wonderful cuisine at the 2009 Annual Business Meeting and Reception of the Medical Library Association, Philadelphia Regional Chapter. The meeting was held on April 15 at the College of Physicians of Philadelphia in the foyer and meeting room next to the Mütter Museum. The meeting was attended by members, non-members, students, and vendor representatives. Photos of the event, taken by Archives Committee Chair Joan McKenzie, are available at <http://www.flickr.com/photos/8055980@N04/tags/annualmeeting2009/>.



Etheldra Templeton, our outgoing (in both senses of the word) Chair, welcomed the attendees. First, the minutes of the 2008 Annual Meeting were approved. A copy is posted at <http://www.mlaphil.org/wp/wp-content/uploads/2008/11/20081.pdf>. Etheldra also presented highlights from the Chapter's 2009 Annual Report to National, highlighting our accomplishments over the past year. This report is also posted to the website, at <http://tinyurl.com/mlaphilannrpt09>.

Linda Katz, our able treasurer, assured us that our finances are in order and that we have a healthy balance, or at least it was before she started paying the bills for the Annual Meeting.



Development Chair Ellen Justice relayed the chapter's gratitude to our vendor supporters this year. Three vendors—Exam Master, Elsevier, and Stat!Ref—were represented at the meeting. Majors and ECRI Institute contributed books for a raffle later in the evening.

Betty Warner, Nominating Committee Chair/Parliamentarian, provided a detailed account of the nomination and election

procedure as well as the results of the elections: We welcome incoming Chair Elect Andrea Kenyon and Secretary Sheryl Panka-Bryman.

Etheldra Templeton recognized member Mark Allen Taylor, who is retiring from the Temple University Health System Libraries. Then Board members who were stepping down from their positions were recognized: Laura Koepfler, who served as Membership Chair, was thanked for her service to



Carlos, Betty, Anne, Etheldra

the Chapter and given a Certificate of Appreciation. Betty Warner also received a Certificate of Appreciation; she had been asked to step in as Nominating Committee Chair/Parliamentarian after outgoing Chair Jackie Knuckle was unable to fulfill the obligation. Etheldra, as outgoing chair, will take over those duties in 2009-2010. Jackie was also recognized with a Certificate of Appreciation for her service as Chair in 2007-2008. Several other members were also presented with Certificates of Appreciation for their past or present service to the Chapter: Stephanie Ferretti, previously Treasurer, and now Government Relations Chair; Barbara Henry, who formatted *the Chronicle*; Gina Kaiser, previously Development Chair and currently Treasurer for the 3 *By the Sea* tri-chapter meeting; and Rachel Resnick, Communications Chair and Editor of *the Chronicle*.

Anne Seymour started off the presentation of Chapter awards with the Beatrice Davis Education Award. Information about the award is available on the chapter website at <http://www.mlaphil.org/wp/15/grants-and-awards/bea-davis/>. Ms. Davis was an active Chapter member and served as

continued next page



Sharon K. Fischer, Anne Seymour

President from 1980-81. A graduate of Drexel’s library school, she also served on its faculty. Many paraprofessionals and library students employed at the College of Physicians were enriched by Ms. Davis’ mentoring. She was the Fellows’ Librarian at the College of Physicians of Philadelphia for the last 13 years of her career, which ended in the early 1980s. The Beatrice Davis Education Award was presented to Sharon K. Fischer, a student at Texas Women’s University and an intern at the University of Pennsylvania Biomedical Library. Sharon is the library’s first intern from Texas Woman’s University’s online program, and sought out Penn specifically because of her pursuit of a career in health sciences librarianship. Anne added that “Sharon has many relevant skills; she’s dedicated, thorough, goes above and beyond what she’s asked, and is eager to learn and expand her knowledge.”

Rachel Resnick presented the Robert Preston Lee Memorial Award for excellence in technology. The criteria for the award are available on the



Carlos Rodriguez

website at <http://www.mlaphil.org/wp/15/grants-and-awards/rpl/>. Mr. Lee was Associate Librarian for Technical Services and Systems at Thomas Jefferson University, Scott Memorial Library. He was known for his innovative spirit, technical expertise, and generous collegiality. An active member of the Chapter, he served as Treasurer from 1984-1986. He was also Chair of the Archives Committee, and served on the Membership Committees

at both the local and national level. Mr. Lee died in 1988. Carlos Rodriguez was presented with the Robert Preston Lee Award for his 20 years of service to *the Chronicle* writing the “TechnoHumanist Corner”. Carlos is the Medical School Liaison at the University of Pennsylvania Biomedical Library.

Betty Warner had the distinct privilege of presenting the Chapter’s highest award, the Chapter Achievement Award. This award is given to an individual who has made significant contributions to the Chapter and to the field. The award was given to Anne Seymour, Associate Director of Information Services at the University of Pennsylvania Biomedical Library. Anne has been working in health sciences libraries for over twenty years. At Penn since 1997, Anne recently served as acting director of the three health sciences libraries as well as managing the public services functions (reference, instruction, access, and document delivery services) of the Biomedical Library.



Anne Seymour

Since July of 2006, Anne has led, on an interim basis, the programs and staff of the Biomedical, Dental, and Veterinary Libraries at Penn. As Associate Director of the Biomedical Library since 1997, outreach to all communities served by the Biomedical Library has been Anne’s responsibility as she oversees liaison programs to the Schools of Medicine and Nursing, the clinical enterprise, and the Biology Department. Prior to Penn, Anne spent seven years at Georgetown University Medical Library as Assistant Director of the Biomedical Academic Computing Center. While pursuing her degree in information science, Anne worked as a graduate assistant at Drexel University and computer laboratory assistant at Hahnemann University Medical Library.

Throughout her career, Anne has been involved in campus, local, and national activities. At Penn, she has served on the executive board of Librarians Assembly and multiple committees and task

forces in the Penn Library. She is active in regional and national library associations, serving as chair of the Philadelphia Regional Chapter of the Medical Library Association (MLA), co-chair of the Quint chapter meeting held in Philadelphia in October 2003, and member of the National Program Committee for the annual MLA meeting in May 2007. While co-chairing the NPC for MLA07 in Philadelphia, she also facilitated a round-table discussion, hosted a dine-around dinner, and assured the social accommodations for a Special Interest Group. She has regularly presented at national meetings and published in library journals, most recently as co-editor of a symposium in a 2002 issue of the Journal of the Medical Library Association. Anne is our Chapter Council Representative through 2011.

Following the awards, Ellen Justice raffled off the donated books. Winners were Christine Chastain-Warheit, Lenore Hardy, Betty Warner, PJ Grier, Stephanie Ferretti, Sharon Easterby-Gannett, and Martha Kirby.

Rachel Resnick then introduced the evening's speaker, Josh Goldstein, a *Philadelphia Inquirer* health and science reporter. Mr. Goldstein's presentation is described elsewhere in this issue <<http://www.mlaphil.org/wp/general-news/2009/07/10/josh-goldsteinjosh-goldstein/>>. Following the evening's presentation, the attendees enjoyed a menu of Mediterranean delectables.

Thanks to everyone who made the evening possible: Andrea Kenyon and Lenore Hardy handled the site arrangements; Linda Katz managed our registration fees; Gary Kaplan suggested the speaker, Rachel Resnick handled speaker arrangements, and Ellen Justice obtained the speaker's honorarium from Stat!Ref; Betty Warner procured the awards; and Anne Seymour provided the programs. Thanks also to the rest of the Board members for their input, and especially to outgoing Chair Etheldra Templeton, who kept us focused (and sane). Last but not least, many thanks to the attendees, who made the evening a huge success.

Josh Goldstein, Philadelphia Inquirer Reporter

by Rachel Resnick

The speaker at our 58th Annual Business Meeting and Reception was Josh Goldstein. Mr. Goldstein is a health and science reporter at *The Philadelphia Inquirer*, covering health care quality,



Josh Goldstein

clinical care, and hospitals. He has developed computer databases that have enabled him to do sophisticated analyses of health care trends and quality of delivery. He previously covered the business of health as a member of *The Inquirer's* business department, writing extensively about Pennsylvania's malpractice insurance crisis. He was part of an award-winning team that reported on the decline and bankruptcy of the Allegheny Health System, at the time the largest nonprofit health care bankruptcy in the country. The topic of his presentation was how broader access and use of the internet has impacted and changed the use of health information.

Mr. Goldstein likened the changes in information access due to the proliferation of blogs to the changes in health information access due to all of the healthcare sites that now populate the World Wide Web. But he lamented the lack of information literacy and health information literacy, stating that there was no "adult supervision," no help for the average lay person at the point of information access to enable them to interpret the information that they find, and no added value such as is provided by information professionals like journalists and librarians. He provided examples from his own life and from a newspaper article he was currently writing to illustrate his point. He did stipulate that there are some sites that do provide such "supervision," such as WebMD, HealthCentral.com, the Merck Manual online, and the Mayo Clinic. But many lay people are

unaware of the existence of these sites, and automatically start with “unsupervised” sites or search engines, like Google.

Mr. Goldstein also talked about the many medical journals he and his colleagues read every day in order to pick out those stories that they think will be helpful to the average person. He mentioned the public accessibility of many journal articles after six months, but pointed out that accessibility did not necessarily indicate quality or meaningfulness or significance. He also lamented the problem of researchers and physicians who write about specific drug therapies or devices and who also have a financial interest in them; that these conflicts of interest are not always divulged, and that whistleblowers are sometimes punished for bringing these conflicts to light. Because of this, many lay people are not aware of these conflicts; additionally, many do not recognize the significance of such conflicts because there often is no one to explain it to them.

Mr. Goldstein concluded his presentation by describing the different types of data that are available in order to provide information about healthcare quality among medical providers. For example, data are available that indicate how many of various types of procedures are performed at area hospitals and whether the outcomes at those hospitals is above, at, or below the national average. Comparison sites also provide information about the results of satisfaction surveys or cost research. However, this “information transparency” doesn’t go far enough in helping the lay person interpret or infer quality; and often statistics don’t explain or account for the doctors who take the hardest cases, and who therefore might have worse overall mortality rates than other doctors. The need for interpretation of data, of research results, of journal articles is still there, and information professionals such as journalists and librarians bring to the table the added value of their expertise in helping inform the public.

A Report from the MLA 2009 NIH Public Access Open Forum

The Ad Hoc Committee for Advocating Scholarly Communication sponsored an Open Forum to discuss the issues that have surfaced in the past year regarding the NIH Public Access Policy. Since April 7, 2008 all investigators funded by the

NIH have been required to submit their final, peer-reviewed manuscripts to PubMed Central (PMC) and these submissions must be publicly available no later than 12 months after the official date of publication. In addition, anyone submitting an application, proposal, or progress report to the NIH must include the PMC or NIH Manuscript Submission reference number when citing applicable articles that arise from their NIH funded research.

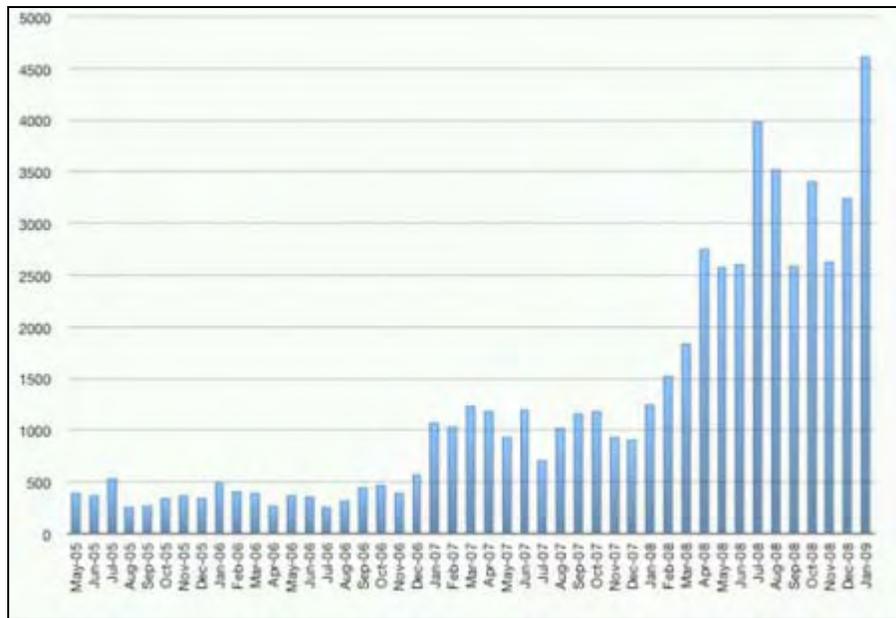
(NOT-OD-08-033

<http://grants.nih.gov/grants/guide/notice-files/NOT-OD-08-033.html>) Principal investigators and institutions are responsible for full compliance of this law. Libraries and research offices across the country have been establishing new procedures to enable the research community to meet the terms of both the government requirement for public access as well copyright compliance with the journal publishers.

The Open Forum began with a brief introduction given by Hope Barton, Chair of MLA’s Governmental Relations Committee. She announced that the Federal Research Public Access Act (FRPAA, sponsored by Representatives Cornyn and Lieberman in 2006) may be re-introduced to Congress. This bill will extend public access to research from funding from the departments of Agriculture, Commerce, Defense, Education, Energy, Health and Human Services, Homeland Security, and Transportation.

<http://www.arl.org/sparc/advocacy/frpaa/index.shtml>> David Gillikin, Chief of the Bibliographic Services Division of the NLM, gave a brief update on the NIH Public Access Policy and indicated that NIH views this as an educational year, when authors and institutions are learning about the process. He discussed some statistics for the PubMed Central Manuscript submission process, including: 56 percent of the submissions are completed within one month of article publication and 93 percent of the submissions are completed within three months. He also shared this graph, indicating the steady increase in the number of submissions to PubMedCentral.

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Monthly Aggregate Submission Statistics

Dr. Neil Thakur, point person from the NIH for the Public Access Policy, then spoke by videocast <http://publicaccess.nih.gov/PublicAccess_MLA_Q&A_5-09_small.wmv>. He made a number of important points that helped clarify issues that have arisen within the manuscript submission process. First, institutions and Principal Investigators (PIs) are responsible for manuscript submission. Second, if errors are found in the article, there are two ways to handle them:

- for the published version of the journal article, the PI should work with the publisher to make corrections—these are usually published as errata
- for errors with the PMC manuscript version, contact the NIHMS Help Desk <<http://nihms.nih.gov/db/sub.cgi?page=email&from=home>>

In both cases, the original PMCID# will be retained after corrections.

There are 4 methods for submitting an article to PMC, depending on the specific journal or publisher policy:

- A. The published version is submitted by the publisher automatically without author involvement.
- B. The published version is submitted by the publisher by arrangement with the author – there is often a cost associated with this method.
- C. Author (or designee) deposits manuscript.

- D. Publisher deposits manuscript but author must approve version and format it to finish the process.

If a manuscript is submitted through the NIH Manuscript Submission System (NIHMS) and a PMC reference number is not yet available, use the NIH Manuscript Submission System reference number (NIHMSID) instead for progress reports, applications, or proposals. If an article is published in a journal whose publisher deposits all NIH-funded final published articles in PMC without author involvement, or if the author makes arrangements to have a publisher deposit the final, published article in PMC (Methods A or B, respectively), a PMCID might not be assigned until several weeks after publication. During this time, signify compliance with the policy by indicating “PMC Journal - In Process” at the end of a citation to the article. <<http://publicaccess.nih.gov/FAQ.htm>> Authors are not permitted to state “PMC Journal - In Process” for Methods C or D.

Issues seem to be developing with option D. If an author does not have the NIHMSID, the paper is most likely out of compliance and the worst thing to do in this situation is to say that it is in compliance. This is a serious issue. It is the responsibility of the institution and the PI to get the number. If you are not submitting the manuscript yourself (for example, if you are a co-author affected by methods C or D), you can obtain the NIHMSID by:

asking the corresponding author, the publisher, or the NIHMS Help desk via their website link: <http://publicaccess.nih.gov/contact.htm>. Problems with Method D can be avoided by a discussion among the authors and perhaps also the publisher before the paper is submitted. One of the central pieces of advice given was for NIH-funded authors to consider the following with regard to this new policy when submitting a work to a journal for peer review:

- What submission method will be used?
- What version of the work will be posted to PMC?
- Who will submit the work?
- When will it be submitted?
- Who will approve the submission?
- When can the paper be made available for public viewing on PMC?

NIH reports that often the publisher has indeed submitted the manuscript and an email has been sent to the corresponding author; however, that author has not responded by completing the submission process. NIH cannot and will not negotiate with the publishers. The author entered into an agreement with a third party and NIH is not party to those agreements. The NIH suggests talking to the corresponding authors, talking to the publisher about options, or talking with your institution's office of sponsored research and say, "I am having trouble meeting the terms and conditions of my award and I need your help to resolve this issue."

There have been instances when the publisher did not submit the manuscript in a timely fashion. What is the PI to do under those circumstances? The NIH recommends contacting the publisher. In some cases in the past, the solution was to cancel Method D and instead use Method C, in which the author or designee handles the submission completely. In this case, the publisher had to grant the author permission to make the deposit. This situation is occurring less often.

Another misunderstanding, about identifying PMCIDs on grant applications and reports, was discussed. You do not have to include the PMCID for papers that are not authored by one of the PIs or arise from one of their awards. PIs must identify all applicable articles that arose from their NIH award and must identify them with their PMCIDs. An application with multiple

PIs must identify PMCIDs from all PIs. However, authors do not have to identify PMCIDs for other articles that they cite in a bibliography or in references.

Following the videocast by Dr. Thakur, Ms. Barton and Mr. Gillikin were joined by others: Karen Albert, Chair, MLA Ad Hoc Committee for Advocating Scholarly Communication (and a Chapter member); Senior Director for Education and Information Services at Fox Chase Cancer Center; Gretchen Arnold, Director and Associate Dean, University of Virginia, Claude Moore Health Sciences Library; and Pat Thibodeau, Associate Dean for Library Services, Duke Medical Center Library. The panel answered questions from the audience:

- Pat Thibodeau tried to express the frustration of PIs and librarians with publishers not submitting in a timely fashion. However, David Gillikin was adamant that NIH could not intercede. He suggested that most of the problems encountered during the submission process are due to authors not following up with the two-step author approval process after publisher submission associated with Method D.
- One of the panelists reminded researchers to submit non-Medline indexed journal articles to PMC. An example was given of an NIH-funded, peer reviewed research article published in an Irish folklore publication.
- The PMID-to-PMCID converter functionality has been expanded: <http://www.ncbi.nlm.nih.gov/sites/pmctopmid>
- There was a discussion about comparing NIH-funded articles from an institution as identified in a Medline search with PubMed Central submissions from the same institution to determine compliance. David Gillikin indicated that since not all NIH-funded papers are included in PubMed, there would be no way to accurately determine compliance. Also, it would not be possible to identify those manuscripts "in process" and those embargoed.

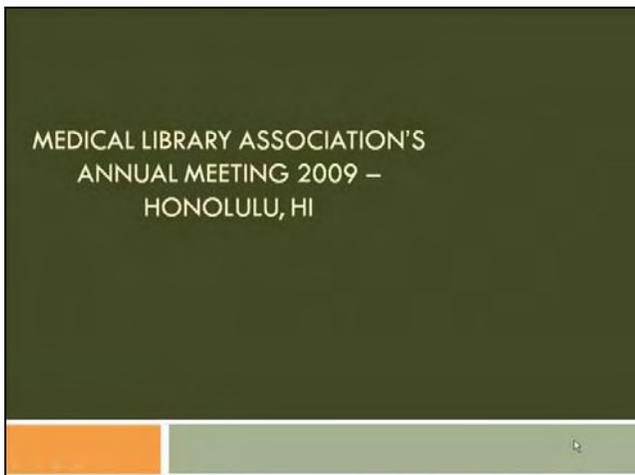
Related Resource:

NLM Theater presentations offered at the Exhibit Booth at MLA 2009, "PubMed Central and NIH Public Access Update"
http://www.nlm.nih.gov/bsd/dist_edu.html#m

Marie FitzSimmons, MS, AHIP
Assistant Librarian, Reference
George T. Harrell Health Sciences Library
Hershey Medical Center

Reflections on MLA '09

MLA held its annual conference in Hawaii this May, thirty years since its last visit. Coordinated by Michelle Kraft, conference



An audiovisual slideshow summation of MLA '09 created and narrated by Gary Childs is available at <http://www.screencast.com/t/aPVNS4CSDw8>

planners used social media to make it easier to follow the proceedings, both for those onsite and for those unable to attend. Eric Schnell put together a replay of the Twitter feed along with links to official and unofficial coverage <<http://bones.med.ohio-state.edu/mla09/>>. We put out a call to those MLA-Phil Chapter members in attendance for brief, informal reflections. Responses were received from **Karen Albert**, Fox Chase Cancer Center; **Barbara Cavanaugh**, University of Pennsylvania; **Christine Chastain-Warheit**, Christiana Care Health System; **Marie FitzSimmons**, Penn State College of Medicine; **Gary Kaplan**, Thomas Jefferson University; and **Rebecca Landau**, Penn Presbyterian Medical Center.

Your overall impressions?

KA: It was a good meeting, didn't seem like the attendance was that much smaller than usual, and the Philadelphia Chapter was

well represented! Some of the vendor-sponsored special events were wonderful, like EBSCO's evening outing to the Bishop Museum.

BC: Lots of networking opportunities. Themes of synthesizing and linking information, sharing information within our own profession, new roles for librarians.

CCW: Yes, I was there but I felt I spent all my time in meetings related to my position as Chair of the Hospital Library Section and covering meetings for those section committee chairs who couldn't attend, and some covering of the Section Council booth. I remember going to only two programs. I did spend time with my vendors in the exhibit hall.

MF: I had an enchanted time in Hawaii. I noticed many people (including Etheldra) walking between sessions in the open air Convention Center with an aloha smile planted on their faces! The setting was truly beautiful.

GK: Great mix of speakers, programming and networking opportunities in a beautiful and fascinating part of the world.

One thing you learned?

KA: It's amazing to contemplate what impact passage of the Cornyn-Lieberman or Federal Research Public Access Act (FRPAA) would have. This legislation may be re-introduced into Congress this year. It could extend the NIH Public Access Policy to the other major government funding agencies, requiring each researcher with funding to submit an electronic copy of the final manuscript accepted for publication to a digital stable repository permitting free public access.

BC: I was very focused on linking library resources to the electronic medical record (EMR). I hadn't been aware of just how many products claim they can do this. I learned that there are different levels of linking, and that true context-sensitive integration is much more difficult to achieve than a simple "i" for information button. Also, I began to think of "informationists" and "bioinformaticians" as very broad terms. These are terms that can represent many types of library positions, ranging from clinical to research, from public services to technical services, from library-based to embedded "librarian in context" scenarios.

CCW: If you have authors, make a policy that all donate one copy of any book to the library. Have a raffle: Lunch with the Librarian!

MLA needs to do a better job promoting and encouraging new and emerging leaders. Sixty percent of MLA members intend to retire in the next five years (I am one). There is going to be an Emerging MLA Leaders Task Force and it will be rolled out in DC in 2010. Focus on competencies of lifelong learning and professional success—prepare a CE for MLA on professional competencies. Most medical librarians (46%) start off in a non-medical library (I did—I was a school librarian for six years). Beef up distance learning and education—the MLA CE Clearinghouse should offer distance ed for essential competencies. Create an annual meeting experience for everyone to build networks—48% of MLA members stay home. The Annual Meeting revenues equal 36% of the MLA budget; therefore, participation is essential. Online forums are planned for next year—also planned is the selection of a book that all attendees will read (hopefully)—Dan Pink’s *Whole New Mind*. MLA wants to build a conference community and improve on wireless access. They want an engaging meeting experience for all. MLA intends to make the video conferencing software available to all task forces and groups. The Social Networking Task Force will assist. They want MLA to be an essential benefit and pathway to leadership.

MF: [One thing I learned is that] the sand on Waikiki was imported in the early part of the century. [Also,] PubMed will undergo an interface redesign expected to be released in late summer 2009. Single Citation Matcher will remain on the PubMed homepage. As an independent project, Advanced Search and My NCBI will also be updated in the coming months.

GK: MLA is getting a new association management system this year. Watch for improvements on mlanet.org!

Have any links to a good conference piece: a blog post, a photo, a presentation?

BC: Link to comments about Penn’s IRB poster: <http://npc.mlanet.org/mla09/?p=859&cpage=1#comment-306>

MF: Two popular resources that were discussed at the Open Access Session:

Ten simple rules for getting published
<<http://www.ploscompbiol.org/article/info:doi/10.1371/journal.pcbi.0010057>>

and *SciVee* <<http://www.scivee.tv/>>, the “YouTube for science.” “Make your research known through videos, podcasts, and postercasts.”

GK: The online poster viewer for the conference posters is fabulous: <<http://posterexperience.com/index.php>>. Here’s a link to Rebecca Landau’s poster on “Solo librarian and outreach to hospital staff using web 2.0 technologies” <<http://www.posterexperience.com/poster.php?id=28>>. Gillian Mayman delivered a talk on “Integrating a course on applying social media technologies to health communications into a curriculum.” Not especially useful without the audio, except that the slides are truly inspired <<http://tinyurl.com/13funz>>!

Compiled by Gary Kaplan and Gary Childs.

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Here is a link to an audiovisual slideshow summation of MLA ’09 created and narrated by Gary Childs:
<http://www.screencast.com/t/aPVNS4CSDw8>

Academy of Health Information Professionals: 2009 Chapter Roster

Congratulations to the forty-nine Chapter members who are also members of the Academy. The letter by each name indicates the individual’s level of membership in the Academy: D for Distinguished, S for Senior, M for Member, and P for Provisional.

Karen M. Albert, D
Edith M. Asbury, D
Jo-Ann Babish, D
Lillian R. Brazin, D
Karen Burstein, M

Cheryl A. Capitani, S
Nicola J. Cecchino, D
Christine Chastain-Warheit, D
Marion C. Chayes, D
Swaran L. Chopra, M
Susan Cleveland, D
Janet C. Clinton, D
Elizabeth E. Coldsmith, S
Prudence W. Dalrymple, D
Jeanette de Richemond, P
Esther Y. Dell, D
Eric P. Delozier, D
Sharon Easterby-Gannett, S
Marie Fitzsimmons, S
Eugene Garfield, D
PJ Grier, S
Lenore K. Hardy, D
Barbara J. Henry, D
Michael Heyd, S
Barbara J. Iobst, M
Ellen M. Justice, D
Linda M.G. Katz, D
Cynthia King, M
Martha Z. Kirby, S
Virginia A. Lingle, D
Nina P. Long, D
Deborah G. Lovett, D
Robert T. Mackes, D
Catherine W. Marchok, M
Debra Miller, S
Joanne M. Muellenbach, D
Barbara Nanstiel, S
Kristine Petre, S
Michael John Ratti, P
Cynthia K. Robinson, D
Susan M. Robishaw, D
Britain G. Roth, D
Michael C. Schott, M
Rosemarie Kazda Taylor, D
Patrica Ulmer, P
Elizabeth R. Warner, D
Diane G. Wolf, D
M. Sandra Wood, D
Ann Marie F. Zglinicki, D

submitted by Esther Dell
AHIP Liaison 2008-2010



What the Hack?!? Essential Library and Life Hacks

by Rachel Resnick

On Wednesday, May 27 Nicole Engard and Steven Cohen presented useful tips, tools, and tricks you can use to provide more value to your library website, work more efficiently, and make life easier. “What the Hack?!? Essential Library & Life Hacks” was sponsored by the Pennsylvania Library Association, College and Research Division, and held at the Haub Executive Center at Saint Joseph’s University.

Nicole Engard is known as the “Open Source Evangelist” at LibLime, a provider of open source solutions for libraries. Her website, “What I Learned Today,” keeps the library community updated on web technologies. She has edited [Library Mashups: Exploring New Ways To Deliver Library Data](#), which will be published by Information Today in September. Steven Cohen is Senior Librarian at Law Library Management, Incorporated. He is the creator of the “Library Stuff” blog, also published by Information Today, and is the author of [Keeping Current: Advanced Internet Strategies to Meet Librarian and Patron Needs](#), published in 2003 by ALA. Both presenters have been named in *Library Journal*’s “Movers & Shakers” list.

Nicole’s portion of the program was dedicated to library hacks. While originally a hack referred to an enhancement to a program (before the negative connotation concerning security breaches arose), the term has also come to mean anything that can help you be more productive or more efficient, or simply a way to get something done smarter. A hack can be a shortcut, tool, or idea. Today’s college students expect dynamic delivery of information and services, and get their news from multiple sources—websites, blogs, microblogging utilities—which they then share on social networks. If you’re not on their radar, your information, no matter how useful, won’t get to them. Hacks provide a simple way to provide dynamic content: that is, content that is automatically populated on your site, requiring just a small amount of effort to function. One way to add content to your site is to bring it in from other sources. An Application Programming Interface (API) is code that enables you to retrieve content from other sources and use it for your own purposes. You could use the *New York Times* Best Seller List API to populate your

website, or you could use the ISBN matching provided by Library Thing to link to the cover art and other related book information. Many sites provide their APIs for free, encouraging their visitors to use their data for other purposes. Some are simple, and some require programming knowledge.

Related to the API is the mash-up, in which content from two or more sources are used together to create a new service. Most people are familiar with map-related mash-ups. A mash-up being worked on at Temple University that has not yet been publicly unveiled includes a map of all buildings, departments, and services, so that anyone searching for Financial Aid, for example, will be able to find the building that that service is housed in on the map, learn its exact address, and discover what other services are provided in the same building.

Another useful resource is Yahoo! Pipes, which enables you to mix RSS feeds. You can combine RSS feeds from various publishers to create one large Table of Contents feed for the journals you subscribe to, or a subset thereof. A Yahoo! Pipes user called DereikBad has created two feeds: a very complex one for library literary journals, and another, simpler one for substance abuse journals <<http://pipes.yahoo.com/pipes/person.info?eyuid=5MBNu6Y3rXFeg9.vwvc1gw>>. Check them out to see what sources he combined to create the feeds. Note: you will need a Yahoo! email address and password in order to log in to create a pipe. If your OPAC provides the ability to create RSS feeds for searches or new books, you can use that as well to create a pipe with another RSS feed. And while I haven't experimented with this, Nicole indicated that your users can then be alerted to your information via SMS (Short Message Service) on their cellphones. A *Computers in Libraries* article by Judy Fagan provides an excellent explanation and evaluation of Yahoo! Pipes.

Another way to add dynamic content to your website is to take advantage of social bookmarking sites. Suppose you save resources on delicious.com; then you can provide a feed for the entire set, or for specific tags. Here is the RSS URL for everything I have tagged as Reference: <<http://feeds.delicious.com/v2/rss/RachelLibrarian/reference?count=15>>. I put that into the "Widgets" section of my blog, and it's available on the left side of the screen (if you scroll down) <<http://rachels101blog.blogspot.com/>>. So instead of blogging

about every new resource that I add, I just add it to my delicious.com account, and my blog is updated automatically.

Another useful tool is LibX, a browser plug-in for Firefox and Internet Explorer that provides direct access to your library's resources. The plug-in enables your users to search Google Scholar or use OCLC's xISBN service, and then determine whether the resource is available in your library. The LibX plug-in has other uses as well.

It's also a good idea to be where your users are. So YouTube, Flickr, Facebook and other social networking sites are good to use to update your users on upcoming events or to share information about past events. You could use Flickr to populate your site with photos of events or staff, and Twitter to provide updates on library hours or to comment on a live presentation. There is a LibGuides plug-in for Facebook, and you might also be able to put a search box for your OPAC on Facebook. LibGuides is a knowledge sharing system used to create multimedia content, share information, and promote library resources.

For those of you seeking to put your library on your users' mobile devices, check out the M-Libraries page of the *Library Success: Best Practices Wiki* <<http://www.libsuccess.org/index.php?title=M-Libraries>>. You will learn which libraries are active in mobile librarianship and how.

Steven's presentation ran more like SLA's "60 Sites in 60 Minutes," and he did indeed present about sixty resources. These could be used for work or leisure. Steven noted that many hacks worked on FireFox as extensions and bookmarklets, although the more doodads you download, the slower the browser runs, so sometimes it's a tradeoff. But you don't necessarily have to add them to your browser; you can also just go to their respective sites to run them. There are applications to make URLs smaller if space is at a premium (as when you post a tweet on Twitter), to sign into a site when you don't want to register your personal information, to create PDFs from other document types, to create RSS feeds for sites that don't provide their own, to block advertising, and more. Here are a few hacks that I regularly use: *tinyurl*, *page2RSS*, and *downforeveryoneorjustme*. Steven uses these to: get good deals on eBay (*Auction Bloopers*), log into the Southwest Air website to ensure that he gets a good seat (*Refresh Every*), and download all of the resources linked from a page at once (*Download Them All*). A few new ones that I intend to try

include *PDF me Not* (to view PDFs without waiting for Adobe to open), *PDF Escape* (to annotate PDFs), *Ping.fm* (to update all of my social networking sites at once), *Media Convert* (to convert any file type to any other file type), and more. And where does Steven learn about such great new tools? From a social networking site, of course: He checks the tools tag on delicious.com for new hacks he can use to make his life easier. You can, too.

I have only touched on a few of the hacks that Nicole and Steven recommended. You should examine the resources below (and those that they link to) to discover which ones are right for you. Happy surfing!

- Pennsylvania Library Association: <http://www.palibraries.org>
- Nicole Engard's slides and links: <http://www.web2learning.net/wp-content/uploads/2006/06/pala-hacks-printable.pdf>
- Nicole Engard's blog, "What I Learned Today": <http://web2learning.net>
- LibraryThing for Libraries: <http://www.librarything.com/forlibraries/>
- Yahoo! Pipes: <http://pipes.yahoo.com>
- Fagan, Jody Condit. 2007. "Mashing up Multiple Web Feeds Using Yahoo! Pipes." *Computers in Libraries* 27, no. 10: 10-17. Library, Information Science & Technology Abstracts, EBSCOhost (accessed June 1, 2009). <http://search.ebscohost.com/login.aspx?direct=true&db=lxh&AN=27432934&site=ehost-live>
- LibX: <http://libx.org/>
- LibGuides: <http://www.springshare.com/libguides/>
- Steven Cohen's presentation links: <http://www.librarystuff.net/palalifehacking>
- Hacks and other tools on delicious.com: <http://www.delicious.com/tag/tools>

Report on the 6th Annual SirsiDynix Northeast Regional Users Group Conference

From June 14–17, 2009, the lovely University Park, PA campus of Penn State University was the setting for the sixth annual meeting of the SirsiDynix Northeast Regional Users Group (SNRG 2009). Approximately 125 library professionals attended the three-day event, and were offered a wide variety of presentations. Sessions fell into six broad categories: Access Services, Business Intelligence, General, Systems, Tech Services, and User Experience. As an attendee with an interest in technical

services, systems, and user interface, I found each time slot to have worthwhile options. Additionally, there were many opportunities to learn from SirsiDynix representatives about their latest offerings.

The opening reception on Sunday afternoon was a chance to register, pick up welcome packets, and greet colleagues, but things really got underway Monday morning. We were warmly welcomed by Penn State's Nancy L. Eaton, Dean of University Libraries and Scholarly Communications. Terry Jarnagan, SirsiDynix Vice President of Client Care and Education Services, gave the first keynote address, outlining the company's vision for supporting current products and offering new solutions. Following that, I attended two presentations on SirsiDynix Enterprise, their newest discovery interface <http://www.sirsidynix.com/Solutions/Products/portalsearch.php>. The presenter for both sessions was Jared Oates, SirsiDynix Director of Product Strategy. First, he stressed the user experience, emphasizing the simplicity of the interface, faceted search, added content such as book covers and reviews, and federated search. Unfortunately, the product is not yet capable of article-level discovery. In his second session, Jared gave a more technical, behind-the-scenes look at Enterprise, showing how an institution could customize its own iteration of the web-based product.

Later on Monday afternoon, there were two sessions on OPAC customization offered by Tun Chin, the Lead Research Programmer for the Penn State Libraries. Both of his sessions were packed with attendees; it was a testament to the almost universal dissatisfaction that librarians have with their OPACs. He explained, in relatively simple terms, how anyone with server access and a little imagination and care can make changes to the user interface.

The conference dinner was held at a Penn State landmark, the Nittany Lion Inn. Our gracious hosts provided many door prizes and entertainment was provided by a group of local singers. It was a very nice event.

Day two started off with a keynote address by Kevin Marooney, Penn State's Vice Provost for Information Technology. He used stories about and quotes from baseball great Satchell Paige to challenge us to think about higher education in new ways. Rather

than give suggestions, his intent was to provoke conversation. It was an excellent talk.

The sessions that I attended that day were more varied. First was WorkFlows Improves the Work Flow: Creating Shelf List Cards for a Special Collections Library by Timothy Babcock, Library Assistant III at Penn State. He outlined his use of the ILS to dramatically improve efficiency in a formerly time consuming process. Later, Carolyn Blatchley, Training Services Coordinator; and Barbara Leach, Automated Services Coordinator from the Cumberland County Library System, presented a session on creating and implementing a user-centered web site. They shared their experience in modifying their website to include many self-service features, from basics like renewals to readers' advisory tools and online payment options for fines, fees and donations. The day ended with a treat—a quick tour of the labyrinthine Pattee and Paterno libraries, and an hour-long tour of the Special Collections.

Sessions were only offered in the morning on Wednesday, the final day of the conference. One of the best attended and, in my opinion, most interesting, was the first of the day. Presenters from Penn State's Department of Geography (Ph.D. Candidate Rui Li and Assistant Professor Alexander Klippel) and the Libraries (Associate Librarian Paige Andrew), examined wayfinding issues throughout the library building. As part of the project, Rui had six students look for particular books in the stacks, and tracked them using GIS technology. He integrated the movement data with a floor plan of the stacks, and analyzed the decision making process of the students. Additionally, the group looked critically at existing signage throughout the libraries, assessing confusing discrepancies (such as "basement" vs. "ground floor") and places where signs were inadequate or lacking entirely. Finally, they showed us examples of library catalogs where simple wayfinding information was included with records.

Those of us who stayed for the closing session were rewarded with one more Penn State specialty—a double pack of sticky buns from the Diner on College Avenue to take home and enjoy with ice cream. Overall, it was a successful, informative event. Many of the concepts from the presentations, such as the wayfinding talk, covered much broader issues than just SirsiDynix use. Selected slides are available at the SNRG 2009 website

<http://www.libraries.psu.edu/snrg09/presentations.html>. The only thing you'll miss out on is the trip to the beautiful Happy Valley!

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HCUP Training at ECRI Institute

Claudia Steiner and Chaya Merrill, two trainers from the Agency for Healthcare Research and Quality (AHRQ), provided training on the Healthcare Cost and Utilization Project on Thursday, April 23 at ECRI Institute. Forty-five attendees learned about the six different HCUP databases and received a quick demonstration of how to use "HCUPnet," AHRQ's free web-based tool. Following the training session, Evelyn Kuserk, ECRI Library Director, gave a tour of the facility and library.

HCUP's suite of databases and tools contains hospital discharge data for both the insured and uninsured on the national, state, and local levels. The suite is useful for researching and comparing health statistics and practice patterns, healthcare policy and cost, patient access to healthcare, and healthcare quality.

HCUP uses data specifically from the ICD-9 hospital billing codes. These codes include detailed information on patient treatment and diagnosis as well as basic demographic data, but they have limited outcomes data. Currently forty states voluntarily submit data to AHRQ to use for HCUP, and some send more detailed data than others. Pennsylvania has not participated since 2003, but the AHRQ trainers were hopeful that Pennsylvania will start participating again soon.

HCUP databases on CD include:

- Nationwide Inpatient Sample (NIS): 1988-2006
- Kids' Inpatient Database (KID): 1997, 2000, 2003, 2006
- Nationwide Emergency Department Database (NEDS): 2006 (to be available later this year)
- State Inpatient Databases (SID): 1990-2006
- State Ambulatory Surgery Databases (SASD): 1997-2006

- State Emergency Department Databases (SEDD): 1999-2006

For more detailed information on the individual databases, see the HCUP database page: <http://www.hcup-us.ahrq.gov/databases.jsp>.

AHRQ publishes new HCUP CDs every few years as new collections of data become available. The new CDs do not include data from previous years, so to do time frame comparisons, you would need to re-run your search across previous databases. The three national databases cost \$200 each. The cost of the statewide databases varies from \$20 to \$3000, depending on the state.

HCUPnet (<http://hcupnet.ahrq.gov/>), is free online and allows users to search limited collections of data that are based on the above databases. Users can search HCUPnet by specific ICD-9 codes or browse by groups of conditions. The HCUP main website also links to free topical reports and statistical briefs on specific conditions (<http://www.hcup-us.ahrq.gov/reports.jsp>).

Although HCUP data is considered public information, AHRQ requires all users to sign a usage agreement and restricts how users publish data. These usage restrictions would prevent academic or other libraries from freely lending HCUP databases to their patrons, as libraries could be liable for making sure all users comply with the usage agreement.

Overall, attendees seemed impressed with the type of data available in HCUP. The AHRQ trainers were receptive to our questions and mentioned that many of the site's interface improvements have been made in response to user feedback, so feel free to contact them with any suggestions.

Thank you to Jen de Richmond for planning this successful event and to Laura Koepfler for coordinating local arrangements. If you were unable to attend the training or would like a refresher, a free tutorial is available linked from the HCUP website <<http://hcupnet.ahrq.gov/>>(see "HCUPnet tutorial" link on the top right). HCUP also provides an email list to keep users up-to-date. Go to <http://www.ahrq.gov/data/hcup/hcuplist.htm> to sign up.

Crystal Knapp



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Going Global: International Experiences/Opportunities in Librarianship

At an April 21 SLA Philadelphia Chapter program attended by more than 35 people, Valerie Ryder and Stephen Marvin discussed their experiences in international librarianship. They had very different stories to tell. Valerie, who participated in the People to People library delegation to China, described her two-week trip in October 2008, while Stephen talked about his life-long interest in international travel and how he has worked to meld his career with his passion. The program was co-sponsored by Penn State Great Valley School of Graduate Studies and Great Valley LIBNET. LIBNET is a consortium of corporate and business librarians in the Great Valley area.

The idea behind People to People, an organization created in the 1950s by President Eisenhower, is for participants to serve as citizen ambassadors; this was the first program arranged specifically for librarians. Fourteen delegates and their guests visited libraries in three Chinese cities: Beijing, Shanghai, and Nanjing. They were led by Rebecca Vargha, former SLA president.

Valerie is an information management professional and SLA Philadelphia Chapter Vendor Relations Chair. She had toured China twenty years ago and noted many changes, both good and bad: fewer bicycles, Chinese nationals now able to travel as tourists in their own country, and lots more pollution. The trip was hectic but it mixed business with pleasure—alternating long days visiting libraries with days devoted to pure sight-seeing.

The group was taken to a variety of libraries: In Beijing, The National Library of China—very similar to LC; Beijing Normal University—a traditional library school; China Society for Library

Science—analogous to ALA; and Cass Institute of Law Library. In Nanjing they visited Nanjing Library—a public library with state-of-the-art design, and Jiangsu Institution of Education—a teachers’ college. In Shanghai they visited the Changning Library—a public library, and met employees from the local offices of Rohm and Haas and from Air Products and Chemicals. The country seems to have every type of library except corporate! Valerie explained that public libraries handle questions and requests from businesses. The group discovered many ways in which Chinese libraries are similar to those in the West: loads of computers, a variety of e-resources, and large digitization projects. They also face similar challenges: a lack of funding and competition for jobs with graduates from IT programs.

Stephen Marvin is a librarian at West Chester University, Secretary of the ARL Section of IFLA, and SLA Philadelphia Chapter International Relations Chair. He took his first trip abroad after high school to Spain, and never looked back. He told the group about many of his adventures and offered tips on how to leverage grants and other funding opportunities into foreign travel and study.

Steve’s first professional job was at the International Institute of the Americas of World University, located in Puerto Rico. Interest in copyright led to grants to visit China three times. Other professional activities took him to Korea, Milán, Australia, London, Prague, Oslo, South Africa, and Quebec City. He has been very active in IFLA, the International Federation of Library Associations, a non-profit organization that represents libraries’ interests in the international arena. He currently has a grant from IFLA to facilitate a global mentoring project in which libraries in developing countries mentor librarians in the developing world. This grant will take him to Costa Rica. Steve has every intention of visiting many more exotic locations before he retires!!

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The Job Market Then and Now

by Rachel Resnick

On June 4 the Philadelphia Chapter of SLA presented the first of three presentations in its Career Management series, “The Job Market Then and Now & Effective Networking at Conferences and Meetings.” Valerie Ryder, SLA member and Career Management/Job Resource Consultant at Right Management, was the speaker. Right Management provides career consulting services for companies that need to downsize.

Valerie discussed the differences between the job market of the past and that of the present. Previously, our work lives had us tied to our desks, waiting for the telephone to ring. Today, we are a mobile society, getting messages on our mobile devices and laptop computers. Before, we received letters or postcards informing us of our application status in a job search; today we may be able to check our status online. Before, interviews were always conducted in person; today a prescreening or a first interview by phone is not unusual. Previously, background checks were rare; today, employment may be contingent upon criminal background checks, drug testing, physicals, proof of citizenship or right to work in this country, and other requirements.

Today’s resume is more of a marketing tool than a list of your prior employment. The resume must be written in a way that distinguishes you from your competition. Because resumes today are often scanned and data mined, it is important to put important keywords and synonyms of those keywords in your resume (and cover letter) so that the employer can easily match your qualifications to the job’s requirements. The employer’s software is often the first filter in weeding out inappropriate candidates—even before a human sees your resume. Depending on the type of job you are looking for, the cover letter may or may not be important. Participants mentioned that corporate libraries often do not consider the cover letter important, public libraries do. If possible, find out who the hiring manager is—the person to whom you would report—and target that person with your cover letter and resume.

Make sure your resume includes your accomplishments—ways that you added value in your previous positions. Make a habit of keeping copies of your annual evaluations so that you can include

specifics regarding your accomplishments in your resume. Including the overall scope of your responsibilities is often more important than simply listing all of your job duties. For example, saying that you “were responsible for a budget of \$75,000 to manage electronic resources for an academic medical school of 30,000 students” tells your potential employer that you had budgeting responsibilities, managed electronic resources, and the size of the institution you worked for.

In years past, job seekers found jobs in the classified ads of newspapers, professional journals, and newsletters. Today, job announcements can be found on online job boards, company websites, and social networking sites. You can also create email alerts from those sites and professional websites. On one hand, this makes jobs easier to find; on the other hand, you have more competition because other people can also find these jobs more easily.

If you are fortunate to land an interview, you should know that the days of a single interview with a single person may have gone the way of the dodo. Now, you may have several interviews, with panels of individuals. They are trying to figure out: Will you do the job? Will you fit in? Accordingly, the interview questions will be very targeted regarding your previous experience, and questions may also be designed to elicit responses regarding your past behavior and situations you have found yourself in.

While in the past most people were happy to be offered a job and just accepted whatever package of salary and benefits were offered, today there may be room to negotiate salary, vacations, starting dates, and other aspects of your employment.

Valerie spent the second half of the presentation talking about networking. Networking in the past meant that you flipped through your Rolodex, or talked to your friends and business contacts in person. Today, besides in-person networking, you can also click through your contacts and send them messages through email or social networking sites like LinkedIn, Facebook, and Twitter. The benefits of networking cannot be underestimated:

- You can uncover opportunities before they are advertised.
- There may be less competition if, through your contact, you are able to set up an interview with the hiring manager before an ad is placed.

- You may achieve better interview results, having learned some inside information about the job or company from your contact.
- You can enhance your credibility with the employer by coming in knowing someone who already works at the company.

There are several ways to leverage your professional network. The first is to attend meetings and conferences *and introduce yourself to people*. Just attending the meetings is not enough: you need to meet new people so that you can talk a little about yourself, let them know that you’re job searching, let them know what type of job you’re looking for, and ask if they know anyone who might be hiring. Make sure to bring an ample supply of business cards and a pen to every potential networking event. If you don’t already have business cards from your current job, you can inexpensively create one from a template and get the set printed from a stationer or copy company. Ask for other people’s cards as well, to follow up on conversations you had or to send reminders after a period of time with an update on your job search. Remember to write on the back of their cards where you met them, so that you can remind them of the context of your meeting.

To keep expenses down and improve the efficiency of your search (especially if you intend to stay in the same geographic area), limit your attendance to local or regional events. Don’t forget to ask about reduced rates if you’re unemployed. Volunteers sometimes can get their registration fees waived. If you have been attending these events over the years, you may have frequent flyer miles that you can use. Other economies include sharing a room, attending for a single day, and taking advantage of free food events.

Choose your workshops, classes, conferences not only on information you would like to obtain, but also on the event’s networking potential. Especially if you’re looking to switch jobs or careers, find classes full of people who already do what you would like to do, so that you can learn more about the field and job opportunities. Review presenters and attendees lists. Search social networking sites or search engines like ZoomInfo or Google to learn more about these people. This is especially helpful if you can only attend events online, or cannot attend a specific event.

Besides bringing business cards, also bring a summary profile. This is not as extensive as a resume, but does include your contact information, experience and skills, and the specific industry or companies you want to target. Of course, bring resumes if the conference provides a career center or interviewing opportunity. Often you can apply for available jobs ahead of the conference, submit your resume in advance and set up interviews before the date of the conference. Your resume should be no longer than two pages.

If you would like to work for a vendor, take advantage of the time you have to visit the exhibit hall. Keeping in mind that the vendor's purpose for attending is to connect with customers and obtain new business, keep your inquiries short and to the point.

Besides attending events, there are other ways to network: Join a committee that has a lot of visibility in your association. Examples are programming, membership, and vendor relations. Get involved in high-visibility activities—become the webmaster or blogmaster for your chapter. And if you have expertise to share, make sure you do share it, by writing an article, conducting a workshop, or participating in a panel presentation.

The takeaways from Valerie's presentation were:

- Your professional network is your safety net.
- An investment in your profession is an investment in yourself.
- Today's job market requires new tools and techniques.
- Take advantage of networking opportunities at conferences and events.

The two other presentations in the Career Management series are "Resumes with a Competitive Edge," which was held on July 7, and "Interviewing for Success," which will be held on August 11. All presentations were scheduled to take place at West Chester University.

Plan to attend 3 by the Sea this October

Planning is well under way for what promises to be a rewarding tri-chapter conference with our colleagues from the New York-New Jersey (NY/NJ) and Mid-Atlantic (MAC) chapters of the

Medical Library Association. Our three chapters have over five hundred members in eight states plus the District of Columbia! Join your colleagues, vendor partners, and distinguished speakers at 3 by the Sea <<http://3bythesea.pbworks.com>> on October 5-8 at Resorts Hotel in Atlantic City.



Monday and Thursday feature eight continuing education courses: Electronic Collection Development for Health and Medicine E-Libraries (Diane Kovacs), Librarians: Let's Escape the Box (Diane Wolf), Influencing & Negotiating Skills (Lynne Waymon), Developing & Negotiating License Agreements (Rick Anderson), Measuring Your Impact (Sue Hunter and Cindy Olney), Hands-On Web 2.0 (Gregg Notess), PubMed for Experts (Arpita Bose and Sheila Snow Croft), and Canny Consumer (Terri Ottosen).

The Tuesday keynote speaker will be Dr. P. M. Forni, a professor at Johns Hopkins University and co-founder of the Johns Hopkins Civility Project (JHCP). In 2008, Dr. Forni published *The Civility Solution: What to Do when People Are Rude*. Listen to a Hopkins Great Ideas podcast recorded for the occasion <http://www.jhu.edu/news/podcasts/index.html#pm_forni>.

The Wednesday keynote speaker will be Lee Rainie, Director of the Pew Internet & American Life Project, a non-profit, non-partisan "fact tank" that studies the social impact of the internet. Listen to an April, 2009 uncut interview with him from NPR's On the Media <<http://www.onthemedial.org/episodes/2009/04/03/segments/127913#segment127913>>.

The Wednesday evening banquet speaker will be noted local author and historian of the Jersey shore, Margaret Thomas Buchholz <<http://www.down-the-shore.com/mtb.html>>.

The conference wrap-up session speaker will be MJ Tooey, Executive Director, Health Sciences and Human Services Library, University of Maryland, Baltimore. Her speech is entitled, "A Crisis is a Terrible Thing to Waste."

The schedule is packed with quality programming around Tuesday's theme, "Skills for the Future," and Wednesday's theme, "Patient Care & Technology."

Meet with vendors in the Exhibit Hall, open Tuesday 9 to 5 and Wednesday 9 to noon.

Find out the latest in what your colleagues are doing at three juried poster sessions. The deadline for poster proposals has been extended to July 15 and a Poster Mentoring Program is available for those with little or no experience in preparing and presenting posters.

Back by popular demand, MAC's Speed Mentoring Program, modeled on speed dating, will be available to all conference attendees. If you are interested in participating, please e-mail Meredith Solomon, msolomon@hshsl.umaryland.edu with your contact information and indicate whether you would like to be a mentor or mentee.

The conference rooms are in the original Resorts Hotel, which was built in 1912 and retains its classic atmosphere. The reserved guest rooms (only \$99/night) are in the stylish new Rendezvous Tower.

Early bird registration for members is \$225 and runs from July 15 through August 26. On Facebook? Visit us at <http://www.facebook.com/event.php?eid=209109695156>.

Hope to see you down the shore!

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Member & Library News

Compiled by Jo-Ann Babish

The Penn Libraries announced the appointment of **Barbara Cavanaugh** to the position of Associate Director for the Health Sciences Libraries and Director of the Biomedical Library, effective April 1. Her responsibilities include leadership of the Biomedical Library and oversight of the operations of the Dental and Veterinary School Libraries. She will play a key role in re-imagining Biomedical Library spaces and services in support of the joint renovation planning efforts between the Penn Libraries and the School of Medicine. Ms. Cavanaugh has more than 25 years of medical library experience. She came to Penn in 1993 as the Health Sciences Libraries Liaison. In 2001, Barbara was promoted to head of Veterinary Libraries. That same year she was a recipient of the Veterinary Medical Student Government's Commendation Award for Excellence in Teaching. As head of the Veterinary Libraries, she played a pivotal role in the planning and development of the school's new, cutting-edge facility, the Steven W. Atwood Library & Information Commons, in the school's new Vernon & Shirley Hill Pavilion.

Eric Delozier, Associate Librarian at Penn State Harrisburg, published an article in *OCLC Systems and Services*, entitled "The GNU/Linux Desktop: an Open Access Primer for Libraries," 25(1):35-42. The article describes the GNU/Linux operating system, with special attention to its use as a desktop computing platform in libraries. Specific topics covered include the graphical desktop, office productivity, electronic mail, web browsing, viewers, and public access computing.

Emily Dunster, Access Services Technician at Scott Memorial Library, Thomas Jefferson University, graduated from Drexel University with an MSLIS.

Dan Kipnis and **Ann Koopman**, both from Thomas Jefferson University, published an article in the April-June issue of *Medical Reference Services Quarterly*, "Feeding the Fledgling Repository: Starting an Institutional Repository at an Academic Health



Dan Kipnis

Sciences Library,” 28(2):111-22. In 2005, the Scott Memorial Library at Thomas Jefferson University started an institutional repository (IR), the Jefferson Digital Commons (JDC) <<http://jdc.jefferson.edu/>>. Originally intended as a showcase for faculty scholarship, it has evolved to serve as a university press for original journals and newsletters, and as an institutional archive. Many lessons have been learned about marketing techniques, common IR issues, and advantages of an IR for a library. IR recruitment has come to be viewed as yet another form of collection development and has been integrated into all forms of the library’s outreach. Jefferson’s academic health sciences environment has proven similar to other academic environments on issues of acceptance and participation.

Crystal Knapp is a new member of MLA-Philadelphia. She recently moved to the area from Salem, Oregon, where she was



Crystal Knapp

the EGovernment/Web Services Librarian for the State Library of Oregon. She has also worked in systems and reference at academic libraries in the Atlanta metropolitan area and as a graduate assistant at the University of Illinois Reference Library, where she completed her MLIS. Crystal has a strong interest in medical librarianship and is looking for a full-time position in a medical library. She is currently working part-time at the Penn State Great Valley School of Graduate Professional Studies.

Mike Krasulski has joined the J.W. England Library at the University of the Sciences as Coordinator of Access Services. Mike has an MS from Drexel and an MLA in Urban History from

Temple. He worked previously at Philadelphia University, where his most recent position was Coordinator of Public Services.

Marita J. Krivda, in November 2008 was appointed Director of the Medical Library at Chestnut Hill Hospital, owned by Community Health Systems and the University of Pennsylvania Community Health Network. Her most recent position was as the Director of Library Services at the Episcopal Campus, Temple University Health System. Ms. Krivda replaced Jacqueline Kuckle, who is now a librarian for the Community College of Philadelphia Library System. Ms. Krivda also serves as Chairperson for the DEVIC Consortium, which consists of hospital & medical research libraries in the Delaware Valley.

Brian Kysela began in May as the Director of Digital Initiatives for AISR, Thomas Jefferson University. Prior to coming to Jefferson he was the Web Technologies Librarian at the University of Tennessee at Chattanooga.

Mindy Robinson-Paquette, Senior Information Specialist at Sanofi-Aventis, Inc., received a certificate from the Hospital Libraries Section of MLA naming her to their “Scroll of Exemplary Service” to HLS and MLA in general.

Meet Your Fellow Chapter

Member: Lydia Witman

[Besides being a fellow Chapter member, Lydia Witman is also our Chapter’s new Membership Chair. Please congratulate her the next time you see her, and read below what Sheryl Panka-Bryman was able to learn about our colleague.—RR]

Please talk about your current professional position. Describe what you do and for which organization.

I’m the Clinical Librarian at Pennsylvania Hospital, in the University of Pennsylvania Health System. I help hospital staff develop search strategies and complete searches for literature and evidence, I provide training on best practices when searching for and using information, and I help users locate, access and navigate library resources. I also support other hospital information-related projects such as updating nursing policies with new references and improving patient education materials. I enjoy other occasional projects like a recent collaboration with the University of Pennsylvania Libraries on their annual Penn

Reading Project, for which I provided references on Medical Practice and Medical Education in their bibliography related to Thomas Eakins' painting *The Gross Clinic*.

What is your past professional experience?

Apart from brief forays into the pharmaceutical industry (in a computer training department – I'm no scientist!) and the singular world of rare bookselling, I've mostly worked in libraries. In the summers during my high school and college years, I worked in the Rare Books & Special Collections departments at Princeton University and Bryn Mawr College libraries; I also spent two summers in the Collections Conservation unit of the Preservation Department at Princeton University. My first medical library experience was at Thomas Jefferson University, where I learned many valuable lessons about patient care and clinical education while supporting the Medical College's Simulation Center and the School of Nursing's clinical practice labs. I've now been at Pennsylvania Hospital for over four years, during which time I've also completed the MLIS program at the University of Pittsburgh.

What do you find most interesting about your work?

Biology and the health sciences in general have always fascinated me – they touch all of our lives and are always evolving, so there are always new things to learn. I like finding new reports from studies that might change the direction of medical, nursing, or allied health practice, and sharing them with other interested parties. I also enjoy meeting the new staff when they come on board – new nurses each month, and new residents each year!

What qualities or traits do you find most helpful in your work?

Teamwork and collaboration are increasingly valuable skills, along with flexibility and being able to prioritize quickly – in a hospital setting, even the librarians have to know how to triage our work! Being inquisitive and creative/innovative also helps, especially for keeping current.

If you weren't a librarian, what else can you imagine yourself doing?

In the past I've considered being a professional songwriter, or a bookbinder/conservator, but both are trades that require a lot of patience and skill to master, and at the moment I find it hard to imagine being anything other than a hospital librarian!

What do you do for fun?

My husband Eric and I enjoy rock climbing; we're members of an indoor climbing gym in Philadelphia and we climb outside whenever we can – beyond Pennsylvania, we've gone to New Hampshire, West Virginia, and New York to climb. I also enjoy singing and playing piano, gardening, kayaking, watching movies (especially foreign films), and spending time with my family.

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

My high school acting teacher nominated me to apply for a summer New Jersey Governor's School of The Arts – Theater Division, but I turned down the nomination so that I could return to my summer job at the Princeton University Library. Perhaps that's not very surprising, in retrospect!

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

We're a friendly, knowledgeable and helpful community; participating in MLA activities locally, regionally, and nationally is the best way to network with each other, and it's also a great way to expand your horizons and continue your education in librarianship.

TechnoHumanist Corner:

Twitter

by Carlos Rodriguez

What do The Vatican, NIH, Fox News, Oprah, John McCain, Ashton Kutcher, and President Obama have in common? They all use Twitter, the fastest growing method of communications on the Web. This service has been quietly growing among students and the Facebook audience. However, Twitter's popularity quickly grew once it became known that Obama used it, Oprah spoke about receiving tweets (messages or postings), and Twitter appeared on the June 15, 2009, cover of *Time* magazine.

Twitter was founded by Evan Williams, Biz Stone, and Jack Dorsey. Previously, each had worked at various Internet companies. Williams had created Blogger, a popular social journal service, which he sold to Google. After selling Blogger, Williams went to work for Google. At Google, he met Stone and

together they left Google to form Odeo, a podcasting service. Although Odeo floundered, one of their newly developed products, Twitter, began to generate excitement. Wanting to further develop the new application, Stone and Williams decided to form a company around Twitter. They were soon joined by Jack Dorsey. Dorsey liked social journals and wrote software for taxicabs, ambulances, and bike messengers. He was fascinated by the concept of dispatches and the possibility of applying them in a social setting. It was Dorsey who fine-tuned Twitter into what it has become today. The company's staff began using Twitter to stay in touch and communicate with each other. Soon they were expanding their use of Twitter to their friends and family. The concept took root and Twitter went public.

Twitter is a union of various concepts: the Web; the Short Message Service (SMS), which uses short, crisp dispatch-like messages; and multi-format accessibility such as the Web, IM, and portable, hand-held mobile devices. Simply defined, Twitter is a communications utility based on the concept of Short Message Service (SMS). However, it has also been defined by how it is used. Twitter, like beauty, is in the eyes of the beholder or user. If you ask a tweeter, someone who uses Twitter, to define it, they will probably explain how they use it. Twitter can be utilized for microblogging, news, discussions, communicating in times of crisis, chatting, marketing, etc. You get the picture. Twitter is sort of a microblogging tool. While blog posts usually have a theme and are longer than tweets, tweets are similar to snippets of a conversation or short, quick reactions to posts.

Twitter is an open source application. Open source means that the application code is open to everyone. This allows tech-savvy users to create new functions for Twitter and accounts for some of its popularity. To use Twitter, first create an account and personalize your profile. Twitter is a free service that has no advertising or subscription fees. Once you have created your account and profile, you can start writing in a text box and create your tweets (messages or postings).

Tweets are governed by the SMS (Short Message Service) rules. Although SMS allows each message to be a maximum of 160 characters (notice I said *characters*, not words), Tweets confine messages to a maximum of 140 characters. The remaining twenty characters are reserved for the sender's name or "handle". Tweets are strictly text: no attachments or images. One of the criticisms of Twitter is that tweets do not have content with depth. That's

true. Twitter is not a content management system. However, tweets do allow the inclusion of URL links to information that does provide more in-depth information. Brevity forces the writer to be focused, concise, and to the point. Yes, people send frivolous messages, but that is true of any communications medium. Meaningful content depends on how you craft the message. Remember that Dorsey's communications software for ambulances was one of the inspirations for Twitter: If someone suffers a possible heart attack on the street, the ambulance dispatcher is not going to spend ten minutes talking about the situation. Most likely the message to the EMT will indicate, "Man collapsed at the northeast corner of Broad and Walnut. He's conscious, complaining of chest pain." That was a 100-character message with a lot of important information.

Tweets are distributed in real time. They appear in reverse chronological order. Each message is time-stamped and identifies the tweeter. The tweeter's screen name links to a profile page which shows the individual's previous tweets. A profile page will also show that person's friends' postings, if the friends include the original tweeter's screen name, preceded by the @ symbol, in their own messages. In Twitter, you can follow others' postings or be followed. Click Follow on an individual's profile page. Now every time they post a tweet, you will receive it. Likewise, you can invite individuals to follow you, or people can elect to follow you without an invitation. Every time you send a tweet, your followers can receive it. Unless you elect to make your tweets private (a/k/a Direct or Protected), the postings will also be viewable by the public. Since SMS does not allow attachments, use Twitpic (<http://www.twitpic.com/>), to upload your photographs, using your same Twitter username and password. The Twitter site may have additional free tools for some of the functions SMS does not support.

You can tweet using different media such as the web, your cell phone, or IM. If you are using your cell phone to Twitter, you should be selective about who you follow. If you follow a popular person such as Ashton Kutcher, who daily sends and receives a lot of tweets, you may be very unhappy when you receive your cell phone bill.

Here is the other appeal and power of Twitter: when you are following and being followed, you are developing a community of people you know and people you don't know. This can be a powerful communications tool. So, when Oprah sent a tweet

asking for a remedy for her dogs' fleas, she got responses not only from her followers, but also from their followers. She got advice from experts and from lay persons whom she probably never would have contacted or met. This is the use of collective thinking to resolve or answer a question. Twitter subscribes to that old adage that two heads are better than one.

How are people using Twitter? I asked that question on medlib-l, the medical librarians' email discussion list. Although I did not receive many responses, I did receive some interesting ones. One person likes the serendipitous results of Twitter. He wrote that while many of the postings he saw were not of interest to him, he does get three to five links per day which he might not be specifically looking for but are nevertheless useful and interesting. Another person said that he tweets medical sites and library information that is intended for a new class. The class instructor also places his instructions and updates on Twitter.

Governments have begun to appreciate the value of Twitter, especially when dealing with emergencies and disasters. During the October, 2007 raging wildfires in Southern California, there were burned cell towers and communication lines. The LA and San Diego Fire Departments used SMS and Twitter to communicate with their people to coordinate fire fighting efforts. Since natural and man-made disasters are usually fast moving, unpredictable events, responders need real-time information to deal with these quickly changing situations. The CDC tweets on Twitter as CDCemergency, providing real-time epidemiological tracking information on the H1N1 flu virus. It also provides links to the latest information on E. coli. Since news stories are triaged according to the importance of the day's events, the E. coli information may not appear on the morning or evening news, but if you follow CDCemergency, you will get the news update as soon as the CDC releases it. The Food and Drug Administration (FDA) tweets as FDArecalls, and posts notifications of FDA recalls, market withdrawals, and safety alerts. Doctors and hospitals are beginning to use Twitter to make their presence known. Individuals may tweet to discuss or get support for managing problems such as weight control, smoking cessation, controlling diabetes, etc. If you continue to follow individuals for a period of time, and begin thinking about their tweets, you realize that you have developed a sense of these individuals.

I have to confess, I was very lukewarm about Twitter, but the more I looked at it the more I saw its potential. Twitter is

experiential. The more you use it, the more uses you may find for it. The more tweets by specific individuals that you read, the more understanding you get of that person. Twitter is changing how we communicate and how we come to understand people. It is a vehicle of the Net Generation—the generation that has grown up with the Internet. They have grown up with tools that allow them to communicate and form relationships with each other over distances. They know that information is provided quickly, efficiently, uncensored, and in-real time. Twitter is showing us a new way to communicate.

Before I sign off, I would like to digress for a moment. At the last Chapter meeting I was presented with the Robert Preston Lee Award for writing this column. I thank you for the honor and privilege of being given such a prestigious award. (I'm still speechless about it.) I never thought I would be writing this column for so long. At press time, I always expect my editor to thank me for my service and say no one is really reading the column. To my surprise, I am still here. So, I want to thank my colleagues, especially my editors (past and present)—Nancy Calabretta, Linda Katz, and Rachel Resnick—for their support and patience. Finally, I want to thank you, the reader, for putting up with my quirkiness and giving me the honor of your time to read this column. THANK YOU!!

Have a safe and great summer. C U @ the movies.

Here is a selection of healthcare-related twitterers. Go to <http://twitter.com/> and append any of these screen names to the URL:

AIDSgov
BioMedCentral
BirdFluGov
CDCemergency
CDC_eHealth
cochranecollab
FDArecalls
Girlshealth
healthfinder
medlibs
NIHforFunding
NIHforHealth
nihlib
niosh
womenshealth

Calendar

SAVE the DATE!! 3 by the Sea Tri-Chapter Conference

Philadelphia, NY/NJ, Mid-Atlantic
October 4-7, 2009
Resorts Casino, Atlantic City, NJ

A word about PALINET:

In 2009 PALINET joined SOLINET to create Lyrasis, a new library network which includes over 4000 member libraries across the US and beyond. For course offerings and registration, now see

<http://www.lyrasis.org/Classes%20and%20Events/Search.aspx>

July 9 – 15

ALA [American Library Association] 2009 Annual Conference

Location: McCormick Place West, 2301 S. Lake Shore Drive
Chicago, IL 60616

Information: <http://www.ala.org/ala/conferenceevents/upcoming/annual/2009/generalinformation.cfm>

Registration: <http://www.ala.org/ala/conferenceevents/upcoming/annual/2009/registration.cfm>

Virtual

Conference: <http://www.ala.org/ala/conferenceevents/upcoming/annual/2009/registration.cfm#virtual>

July 25 – 28

102nd AALL [American Association of Law Libraries] Annual Meeting

Location: Walter E. Washington Conference Center, Washington DC

Information: <http://www.aallnet.org/events/>

Registration: http://www.aallnet.org/events/09_registration.asp

July 29

Libraries and Copyright in the Digital Age

Sponsor: Academic Expressions [for AALL]

Information: <http://www.aall.org/calendar/eventdisplay.asp?eid=274&arc=no>

September 14 – 15

Websearch University 2009

Sponsor: Information Today, Inc.

Location: Washington Marriott, Washington DC

Information: <http://www.websearchu.com/2009/>

Registration: <http://www.websearchu.com/2009/registration.shtml>

October 5 – 8

3 by the Sea, an MLA Tri-Chapter Conference

Sponsors: Middle-Atlantic, New York/New Jersey, & Philadelphia Regional Chapters, MLA

Location: Resorts Hotel & Casino, Atlantic City, NJ

Information: <http://www.mlaphil.org/wp/events/2009/06/05/3-by-the-sea-an-mla-trichapter-conference-to-be-held-in-atlantic-city-nj-on-october-5-8-2009/>

Registration: <http://3bythesea.pbworks.com/Registration>

October 18 - 21

PaLA [Pennsylvania Library Association] Annual Conference

Location: Harrisburg Hilton, Harrisburg PA

Information forthcoming:

<https://m360.palibraries.org/ViewEvent.aspx?id=7040&instance=0>

November 6 – 11

2009 ASIS & T Annual Meeting

“Thriving on Diversity – Information Opportunities in a Pluralistic World”

Location: Hyatt Regency Vancouver

655 Burrard St.

Vancouver, BC, Canada, V6C 2R7

Information: <https://www.asis.org/Conferences/AM09/>

Registration: <https://www.asis.org/Conferences/AM09/am09regform.php>

Ongoing Educational Opportunities

DIALOG training workshops in the United States are now web-based. For upcoming classes: <http://training.dialog.com/>

MARL 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 online courses:

<http://www.sla.org/calendar/>

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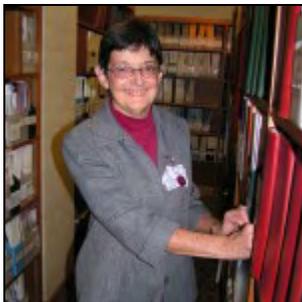
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