

**Philadelphia Regional Chapter - 2009/10 MIDYEAR REPORT**  
**Submitted October 23, 2009**

The Board of the Philadelphia Chapter of the Medical Library Association met twice since April's annual meeting. The Board's transition meeting was held on July 14, 2009, and attended by outgoing and incoming board members. Subsequent meetings included a very informal Chapter breakfast, held at the "3 by the Sea" Tri-Chapter Conference on October 8<sup>th</sup>. The next meeting is scheduled for November 13<sup>th</sup>.

As reported by Treasurer Linda Katz, as of July 14, 2009, the Chapter had \$ 12,120.62 in its checking account and \$5,724.63 in its investment account, with total assets in the amount of \$17,854.25.

The following represents the activities of the Chapter for the period of May through October 2009, relative to the strategic plans and goals of MLA, as well as the President's priorities:

**MLA Goal 1: Recruitment, Membership, and Leadership in the Profession**

New Committee Chairs were welcomed at the July 2009 Transition Meeting: Etheldra Templeton, Parliamentarian/Nominating Committee Chair; Andrea Kenyon as Chair Elect/Program Chair; and Lydia Witman as Membership Chair.

Additional turnover occurred as Barbara Henry resigned as Chapter Council Alternative in July. Nancy Calabretta accepted the nomination, and was appointed to the position by the Board. She will serve the remainder of the existing 2008-2011 term.

Lydia Witman (Membership Chair) began work on a recruitment project at the "3 by the Sea" Tri-Chapter Conference, compiling videotape interviews of Chapter members, which we intend to make available online. We foresee these as being a valuable tool in promoting and publicizing our Chapter, with the aim of increasing membership.

Forty-nine Chapter members are members of the Academy of Health Information Professionals.

**MLA Goal 2: Life Long Learning**

The Chapter partnered with the New York-New Jersey and MidAtlantic Chapters to present a unique learning experience, coming together to produce the "[3 by the Sea](#) Tri-Chapter Conference," held in Atlantic City, NJ, October 5-8. The Conference featured top notch CE opportunities, as well as high quality, innovative programming and presentations.

Gary Kaplan co-chaired the meeting's Communications Committee, also serving as Webmaster. Under his direction, a blog was created, facilitating communication and expanding opportunities for interaction and networking among organizers and attendees. This dynamic website remains available, and continues to serve as an effective and valuable communication and educational resource.

We look forward to hosting the upcoming MLA Educational Webcast, "Cut the Cord: Connecting to our Mobile Users," which will be presented on Wednesday, November 18<sup>th</sup>, from 1:30 – 4:30. This presentation has been widely publicized via the Chapter's website, discussion board, and through cross-posting throughout the region.

Chapter member Gary Kaplan donated MLA '09 CDs to his library (Scott Memorial Library, Thomas Jefferson University), and has publicized their availability through interlibrary loan via the Chapter website and discussion board.

### **MLA Goal 3: Advocacy**

The Chapter was pleased to contribute \$2000 in support of the upcoming Value of Hospital Libraries Study of the Middle Atlantic Region of the National Library of Medicine. We are delighted to support this valuable initiative, as collection and dissemination of the resulting data will be extremely valuable to the profession.

Additionally, in support of the MLA President's priority of emphasizing environmental issues, we were gratified with the environmental awareness brought to the "3 by the Sea" Conference. For example, the Conference program was printed in a compressed, paper-saving format; and attendees were asked to "BYOB" (bring your own conference bag) to cut down on the use of resources.

### **MLA Goal 4: Creating and Communicating our Knowledge**

Rachel Resnick, Chair of the Communications Committee, produced a Summer 2009 issue of the Chronicle in July. This issue ([volume 27, number 2](#)) was packed with 24 pages of pertinent columns, reports, member and library news, and articles. This popular publication (3 issues/year), is consistently high quality. It is also "green," as it is published in online form only

Rachel Resnick also continues to administer the Chapter and Board discussion boards. She has also created a group for the Philadelphia Regional Chapter in LinkedIn, a professional networking site.

Webmaster Gary Kaplan continues to administer the Chapter's [webpage](#), which is in blog format.

The Board has made recent efforts to communicate more effectively, expanding its utilization of online tools and Web 2.0 technology.

### **MLA Goal 5: Building a Network of Partners**

As also stated under MLA Goal 2 (Life Long Learning), the Philadelphia Regional Chapter collaborated with the New York-New Jersey and MidAtlantic Chapters to present the "[3 by the Sea](#)" Tri-Chapter Conference, communicating across geographical and chapter lines in order to facilitate a high-quality educational and networking experience. Many contributed significant time and effort toward this undertaking, with key leadership roles assumed several Board members.

Ellen Justice, Development Chair, continues to build and nurture relationships with our sponsors. In addition to her Chapter responsibilities, she also contributed effort as a member of the "3 by the Sea" Fundraising/Vendors/Exhibits Committee.

Respectfully submitted,  
Cynthia McClellan, Chair

Andrea Kenyon, Chair Elect/Program Committee Chair  
Etheldra Templeton, Nominating Committee Chair/Parliamentarian  
Sheryl Panka-Bryman, Secretary  
Linda M. G. Katz, Treasurer  
Esther Y. Dell, AHIP Liaison  
Joan R. McKenzie, Archives Committee Chair  
Lenore Hardy, By-Laws Committee Chair  
Anne K. Seymour, Chapter Council Representative  
Nancy Calabretta, Chapter Council Alternate  
Rachel R. Resnick, Communications Committee Chair  
Ellen Justice, Development Committee Chair  
Jeanette de Richemond, Education & Credentialing Committee Chair  
Stephanie Ferretti, Government Relations Committee Chair  
Lydia Witman, Membership Committee Chair  
Gary Kaplan, Webmaster