



the Chronicle

Philadelphia Regional Chapter
Medical Library Association, Inc.
Volume 26, Number 1, Winter 2008

From the Chair



Since my first “From the Chair” column I have noted the passage of time. This message will be no different.

The dictionary defines spring as “a time or season of growth or development.” As we look forward to this delightful time of year, spring is also a time for the growth and development of our chapter. Spring represents the time of year when we elect new officers, who will be charged with the governance of the Chapter.

The past few years have been challenging in that regard. As our membership numbers decrease, so have the number of people willing to accept leadership positions. Our chapter will not survive if we do not have people who are willing to serve in a leadership capacity. We love to see you at our events, but we need your support on a different level.

If you are a long-time chapter member who has served on the Board or on a committee in the past, please consider volunteering again. If you are a new chapter member, now is the time to step up and volunteer for a Board position. As I write this mes-

sage, fewer than half of you have renewed your MLA-Phil membership. Membership renewal can easily be done by check or credit card using our new Acteva system. You will hear more about this at our annual meeting and luncheon on April 17th, 2008 at Jefferson Alumni Hall, Thomas Jefferson University.

Do not let our chapter’s legacy of service to the Philadelphia region die. The future depends on Y-O-U. ☑

Jackie Knuckle
Chair, 2007-2008

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From the Editor



Rachel R. Resnick
Communications
Committee Chair,
2007-2009

Hello, and welcome to this issue of the *Chronicle*, the newsletter that answers the question, What's new with you? Besides Linda Katz's usual columns detailing the activities and kudos of member librarians and the coming and goings at your libraries, this issue also is about your opinions and uses of our chapter's communications media: the email list, the website, and the newsletter. Thanks to everyone who participated in creating the Communications Survey and in responding to it. We have a wealth of information about which formats you use and why.

I would like to allay any fears that may have arisen as a result of the survey: nothing is going away. The survey was not created in order to figure out if we could drop the email list or the *Chronicle*. Nothing of the sort. The primary reason why you were asked to participate in this survey was because I'm too busy, and I'm trying to figure out ways to save time. When I took over the editorship of the *Chronicle* from Linda Katz, she told me that when it came time to announce to the chapter that the next issue of the *Chronicle* was ready, I would need to get the list of chapter members' emails from (then Membership Chair) Gary Childs, and send an email to that list of addresses. Why? Because not all of the chapter members were subscribed to the email list. Oddly enough, in an organization that had a perfectly good email list for making announcements, I needed to send out additional emails to alert members to chapter news. Since my email software at work won't accommodate all of the addresses in one email, I have to split up the list of addresses into three parts, and send three separate emails. But I have done that with nearly every issue of the *Chronicle* since I became editor. And then our new website came along, enabling anyone to post to it, so a post needs to be placed there as well; fortunately, Gary Kaplan, our Webmaster extraordinaire, usually takes care of this before I get a chance to.

Fast forward to now: I no longer have

even a part-time librarian working with me; I occasionally get a volunteer to help out in the library, but essentially, I'm a solo. And then besides my usual duties, this year I have also become the (accidental) webmaster <<http://tinyurl.com/2ewhw6>> at my place of employment <<http://www.abramsoncenter.org/PRI/>>, and I'm busier than I ever was. So I am revolting against doing unnecessary work. Of course, some of you may think I was already revolting. ...

If you don't already receive emails with [MLAPhil-L] in the subject line, then you are not subscribed to the email list. See "Keeping Current with MLA-Phil" elsewhere in this issue for information on how to subscribe. I will no longer be sending out individual invitations to alert you to the *Chronicle* or to solicit for article writers. If you choose not to subscribe, then please visit the website regularly; otherwise, you're going to miss announcements regarding new issues.

But beyond my need to save time, I realized that with the new website and the move to the new email list, we really needed to find out what messages were getting through to you, how you were getting information about the chapter, whether it was necessary to repeat information in the various formats, and whether people were interested in participating by writing for the newsletter or posting to the email list or the website. Membership has its privileges, but it also has responsibilities, like staying informed and participating.

Jackie Knuckle and Laura Koepfler have also written about membership in this issue, about getting more involved in leadership and in member recruitment, respectively. As mentioned above, Member & Library News is available in this issue, as well as two new Member Profiles. Janet Clinton has provided a list of events for the Calendar; if you're interested in writing about any that

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Chapter Membership: The State of the Union

Many of you have already renewed your 2008 Membership through Acteva, our new online system, which accepts payment by credit card or check <<http://www.acteva.com/booking.cfm?bevaID=147201>>. We have received positive feedback about the system and are pleased that it is now easier than ever to maintain Chapter membership. While updated tools like Acteva and our redesigned website cast a tech-friendly glow on the Chapter, there is a behind-the-scenes membership trend that warrants sharing.

When I became Membership Chair in July 2007, I inherited a database containing names and contact information of past and present members dating back to 1994. The database shows that since 1994, the Philadelphia Regional Chapter has had 373 unique members. Yet our 2007 membership roster contained only 137 active Members. Where has everybody gone? Retirements, relocations, and library closures can only partially explain this downward trend.

Whatever the cause, the onus is on all of us to reverse the curve. Membership dues pay for our continuing education and social events, and enable the variety of grants and awards we offer deserving colleagues each year. If you're wondering what you can do to recruit new people, reinvigorate lapsed members, and/or act as a catalyst for those considering careers in medical librarianship, there are several ways to get involved.

Connect with students and new grads to talk up the benefits of membership. Do you work in a unique setting that you'd like to share with future colleagues? Help us recruit new members by participating in Drexel's Library Panel Series on Medical Librarianship at Hagerty Library, April 22d, from 4:30-6:30. Join chapter members Gary Kaplan (Scott Library, Thomas Jefferson University), Jackie Knuckle (Chestnut Hill Hospital), Sue Couch (National Board of Medical Examiners) and me as we share our experiences on our unique work environments and professional duties. Contact

Jackie Knuckle about volunteering (Jacquelyn_Knuckle@chs.net).

Is a promising library student working in your library? Make sure to consider them for the Bea Davis Education Award <<http://www.mlaphil.org/wp/15/grants-and-awards/bea-davis/>>. This award of \$600 goes to an individual pursuing a career in health science librarianship. Applicants must submit a completed form to <<http://www.mlaphil.org/wp/wp-content/uploads/2008/01/bdeawardapp.doc>>, a published description of the program, a resume, and a letter of recommendation. Send the completed packet of materials to Nina Long, Nominating Committee Chair, The Wistar Institute, 3601 Spruce St., Philadelphia, PA 19104; nlong@wistar.org.

Reach out to old friends and let them know what's new in the Chapter. Give your colleagues a "gentle nudge."

Look around you and consider what you can do to recruit a member. Do you work in an environment where colleagues have let their membership lapse, or who have never been members in the first place? Let your colleagues know that the Philadelphia Regional Chapter helps members:

- gain familiarity with professionals in the field of medical and health sciences librarianship
- find opportunities for professional development through continuing education, meetings, and roundtable discussions
- apply for chapter grants
- be considered for awards
- access membership directories
- receive the official chapter newsletter, the *Chronicle* <<http://www.mlaphil.org/wp/chronicle>>
- participate in the chapter discussion list, mlaphil-l <<http://www.mlaphil.org/wp/15/communications/#mlaphil-l>>
- post news to the chapter's website <<http://www.mlaphil.org/wp/news>>
- receive discounted prices for chapter events.

So don't wait, act today! 📧



*Laura Koepfler
Membership
Committee Chair,
2007-2009
HTAIS Hotline
Team Leader,
ECRI Institute,
Plymouth Meeting,
Pennsylvania*

Keeping Current with MLA-Phil

Rachel Resnick
Communications
Committee Chair,
2007-2009

If there's one thing the recent communications survey revealed, it's that we're all a group of very, very busy people. So busy, in fact, that some of us don't keep up with the goings on of the chapter as well as we might. To save you the time of looking up instructions, here, in a nutshell, is how you can keep up with Chapter news and events:

MLAPhil-L

We have three ways of providing information about our Chapter, but if you only had the time to use just one method, the most efficient is our email discussion list, MLAPhil-L. Once you subscribe, you don't have to do anything else: notices about Chapter news, events, the latest website postings, and the latest issue of the *Chronicle* will be sent directly to the email address of your choice. You'll also get postings of job announcements; these may also appear on the website, but they will not appear in the *Chronicle*. Additionally, you may benefit from the questions and answers that other members post to the list. Don't worry: our list doesn't get the amount of traffic that other lists, like medlib-l, get.

If you're not already receiving any emails with [MLAPhil-L] in the subject line, then you're not subscribed to the list. To subscribe, go to: http://mlaphil.org/mailman/listinfo/mlaphil-l_mlaphil.org. Enter your email address and your name in appropriate fields and click "subscribe." Establishing a password is optional, but you will be automatically assigned a random password if you do not choose your own. You will then receive an email asking for confirmation that you want to subscribe to the MLAPhil-L email list. Follow the instructions to confirm your subscription. Once you do that you will receive a Welcome email that contains your password and information on how to change your subscriber options or to unsubscribe. Save this email. Remember to enter the list's email address, mlaphil-l@mlaphil.org, as a safe sender in any spam-blocking software that you or your institution may

use.

To post a message, address your message to mlaphil-l@mlaphil.org. Enter a concise description in the subject field. Type your message, and send. Unless you are subscribed to the list, you will not be able to post messages to it. This is to prevent spam being sent to subscribers.

Contact the list owner, Kevin Block, with any questions you may have: Kevin.Block@umdnj.edu or 856-566-6804.

Our website: <http://www.mlaphil.org>

Besides the email list, the website is the other resource for time-sensitive information. Some news appears on the home page, but the bulk of it appears in the News section. This section is similar to the email list in that you will get news about chapter events and members news, but is unique in that both the news items and the comments have RSS feeds, enabling you to keep up with them via your news aggregator, if you do not want to visit the site regularly. Any chapter member may post items, so if you think you have something to share, consider sharing it on our website. Our own Dan Kipnis has created animations to show you how to register and post: access them at <http://www.mlaphil.org/wp/web-dev/2007/11/08/getting-started/#more-279>. If after viewing them you still have questions, contact our Webmaster and Website Committee Chair, Gary Kaplan, at gary.kaplan@jefferson.edu or 215-503-7676.

Other sections of the site include those for Chapter-specific information, such as past issues of the *Chronicle*, the list of our Board of Directors and Chapter Officers; Chapter documents, like our Bylaws and Policies and Procedures; and Grants and Awards information.

Some MLA national news is available via the links to MLA President Mark Funk's blog; the MLA '08 blog for news about the upcoming conference; and the MARquee, the blog for the NN/LM Middle Atlantic Region.

Those are just some of the features of our website. Please take the time to explore the site and consider posting news items or comments to other posts.

Our newsletter, the *Chronicle*

The third way to get information about chapter news and events, member and library news, and so much more, is to read the *Chronicle*, available at <http://www.mlaphil.org/wp/chronicle/>. Besides information you may get from the email list and the website, the *Chronicle* also has committee reports, profiles of chapter members, a column on technology, a calendar of events for information-related organizations, articles describing past events, occasional MLA national news, and more. Published three times a year, the *Chronicle* is the (virtual) place to get to know your fellow chapter members better, through profiles, member news, or their own articles. Any member may write for the *Chron-*

icle, so if you have an idea for an article about a project at your own library; if there is an event sponsored by any information-related organization that you would like to report on, or if you'd simply like to write a letter to the editor for publication in the next issue, please contact me: Rachel Resnick, rresnick@abramsoncenter.org or 215-371-1333. Additionally:

- to supply ideas for a future TechnoHumanist column, contact Carlos Rodriguez: rodrigue@pobox.upenn.edu or 215-898-9610
- to submit brief news items about yourself or your library, or if you would like to be profiled, contact Linda Katz: lk32@drexel.edu or 215-762-7632
- to submit items for the Calendar; contact Janet Clinton: jclinton@mercyhealth.org or 610-237-4150.

We look forward to hearing from you! 📧

Karen M. Albert, Director of Library Services, Talbot Research Library, Fox Chase Cancer Center, Philadelphia, has been appointed Chair of MLA's Ad Hoc Committee on Scholarly Communications. In addition, she has been accepted to the Frye Leadership Institute, a two-week program that is sponsored by EDUCAUSE and the Council on Library and Information Resources; it will be held in June 2008 at Emory University, Atlanta, GA. The Leadership Institute is designed for "those in higher education who aspire to more significant leadership roles, including...librarians, information technology professionals...people who view themselves in the middle of the educational structure of their institutions." She has also been awarded the Medical Library Association's 2008 Medical Informatics Section/MLA Career Development Grant, the purpose of which is to support career development ac-

tivities that contribute to advancement in the field of medical informatics.

Mark D. Puterbaugh, Information Services Librarian, Warner Memorial Library, Eastern University, St. Davids, PA, has been awarded the Medical Library Association's 2008 Donald A. B. Lindberg Research Fellowship. The purpose of this fellowship is to fund research aimed at expanding the research knowledgebase, linking the information services provided by librarians to improved health care and advances in biomedical research.

Anne Seymour, Interim Director, Health Sciences Libraries, University of Pennsylvania, Philadelphia, was part of a group of fifteen University of Pennsylvania faculty and staff who traveled to Ghana to explore for-

*Edited by
Linda M.G. Katz,
Drexel University,
Health Sciences
Libraries,
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Member & Library News

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Member News continued

mal relationships with counterpart faculties and departments at the Kwame Nkrumah University of Science and Technology (KNUST). She was the University of Pennsylvania Libraries representative on the delegation, participated in meetings with the leadership of the KNUST health sciences schools, and visited KNUST's main library and school-based libraries.

The **University of Pennsylvania Libraries** has received a grant from the Elsevier Foundation's program for Innovative Libraries in Developing Countries. Six recipient programs "were selected from over 150 applicants worldwide for their innovation and potential for impact in the developing world and the academic workplace." The Penn Libraries will conduct a comprehensive assessment of library and information services to support medical education and improve HIV/AIDS prevention, care, and treatment in Botswana—a country with the second highest rate of HIV/AIDS in the world. A team from the Penn Libraries will be making a site visit to Gabarone, Botswana, in late spring or early summer.

M. Sandra (Sandy) Wood, Librarian Emerita, Penn State University Libraries, Penn State University, University Park, PA, is the editor of two recently published books. *Introduction to Health Sciences Li-*

brarianship, a major one-volume comprehensive textbook for health sciences librarians, published by the Haworth Press, Taylor & Francis Group, came off the press in December 2007, with a 2008 publication date. *Medical Librarian 2.0: Use of Web 2.0 Technologies in Reference Services* was published in November 2007 by the Haworth Press (published simultaneously as Supplement 1, 2007, to *Medical Reference Services Quarterly*).

Staff Changes

Ene Belleh is the new Medical Librarian at the Lewis B. Flinn Library, Christiana Hospital, Christiana Care Health System, Newark, DE. She obtained her master's degree in library science from the State University of New York at Buffalo in December, 2007. While at the University at Buffalo, she served as a student reference assistant at the Health Sciences Library, a virtual reference desk chat room student assistant, and a student assistant for the Canisius College Library Practicum. She obtained her bachelor's degree in communications from Fort Valley State University. She says, "I am enjoying my time here at Christiana Hospital. The environment is great and the people are some of the best that I have worked with." 🌱

From the Editor continued

you plan to attend, please contact me. Gary Kaplan and I have written up the results of the Communications Survey. Carlos Rodriguez provides information about a free, open-source citation management program in the TechnoHumanist Corner.

Enjoy this issue of the *Chronicle*.

I hope to see many of you at our Annual Meeting and Luncheon in April. Otherwise, I'll "see" you in the summer issue. 🌱

**The next deadline is July 1
for Vol. 26, No. 2,
Summer 2008.**

Member Profiles

*Edited by
Linda M.G. Katz
Drexel University,
Health Sciences
Libraries,
Philadelphia,
Pennsylvania*

Jeannette de Richemond

Present Professional Position: I have the best job—it is practically 100% searching—as a Medical Information Specialist, Technology Assessment Information Center, ECRI Institute, Plymouth Meeting, PA. ECRI Institute is “designated an Evidence-based Practice Center (EPC) by the U.S. Agency for Healthcare Research and Quality. EPCs “produce comprehensive technology assessments and evidence reports on healthcare technologies for public benefit” <<http://www.ecri.org>>. These reports may take as long as eighteen months for information specialists to research and analysts to write. They are used for informing and developing coverage decisions, educational materials, guidelines, and research agendas.



My role is to conduct “expert searching” of the literature using methodical and systematic approaches. Our search methodology is highly sensitive in order to be as comprehensive as possible in capturing results. Our work involves evaluating retrieved results to discover and identify relevant evidence and determine its “fit” to information needs. We carefully document our information retrieval processes so that they can be replicated in the future.

As a career changer, this position allows me to bring my past understanding of the medical literature, practice, terminology, and healthcare systems to bear on the clinical questions that we search.

Past Professional Experience: For approximately twenty years, I had a boutique agency, MediaMedica, Inc., that provided communication services to many organizations in the healthcare industry in the United States and France. These services included: writing and editing supplements for

medical journals; reporting on national cardiology meetings annually; preparing product launch materials for Madison Avenue agencies; and writing Congressional testimony, speeches, internet content, behavior change materials for major pharmaceutical companies, marketing materials and newsletters for many regional Philadelphia hospitals and healthcare organizations, and for companies providing services to them (architecture firms, consulting firms, group purchasing organizations, emergency department management firms, etc.).

What do you find most interesting about your work? I like to imagine that searching, similar to running, releases “good chemicals” in the brain that reward me for my work. I’m just waiting for someone to conduct a study on this, but first we have to teach white mice how to use OvidSP ;).

On a more serious note, I enjoy the problem solving: working with controlled vocabularies and thesauri of various databases, developing and reformulating search strategies, and reviewing search results. Learning and executing ECRI Institute’s search methodology for conducting evidence reports has been broadening and fascinating.

I have been working in health care—in different ways, to be sure—since I was graduated from university, and it never fails to interest me. It is gratifying to contribute, even in a small way, to efforts “to improve the quality, effectiveness, and appropriateness of health care” by locating, identifying, and filtering studies that provide research for evidence reports.
<<http://www.ahrq.gov/clinic/epc/>>

What qualities or traits do you find most helpful in your work? Curiosity. Persistence. Deductive and inductive reasoning. Interest in the structure of language. Interpersonal communication skills. Passion for healthcare. Unquenchable desire to

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learn and grow.

What do you enjoy doing for fun? For fun, I cook with my friends, go to yoga class, teach a writing workshop most summers, sing torch songs in the car (only when alone), am entertained by the antics of my English bulldogs, hike with my sons in the summer, and read by the fire with my husband in the winter.

Is there anything about you that others might be surprised to know? This family story surprises me so it might surprise others. My parents, a professor and a college librarian, met over a library reference desk. Years later, when my mother returned to work after raising four children, she became a medical librarian at the Medical College of Pennsylvania (MCP) (under Etheldra Templeton). At that time, as a recent college graduate, I was moonlighting by writing a “Coping” column on health problems for the *Philadelphia Inquirer*, and would visit the MCP library on my way home from my full-time job. At MCP, I was first introduced to MEDLARS batch searching. Later, I learned to search MEDLINE using “Grateful Med” on my own. (And have been hooked ever since.)

Today in my academic pursuits—ABD (all but dissertation) in my PhD from Rutgers University’s School of Communication, Information and Library Studies—and in my professional work at ECRI Institute—I have followed and combined my parents’ professional interests (this is the part that surprises me!) while reinventing them for our time and my abilities and interests. And I’m still writing—an ethnography of information behavior in family practice clinic for my work at Rutgers. I wrote two posters which have been accepted for the upcoming MLA conference in Chicago. Please come see them. Or just come by to talk to me!

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

the local chapter were wonderful to me during my field study while I was earning my MLIS degree. Participating on the Web Committee in the local chapter provides me with a way to continue to have contact with them. Working on projects together is the best way to get to know people better—so my committee work (Local Arrangements Committee for MLA ‘07 and Web Committee at present) has made my world bigger and been fun!

P.S. ECRI Institute is interested in talking to potential interns. If you know anyone who might be interested, please give them my e-mail address, jderichmond@ecri.org. I will direct them to the appropriate person.

Jackie Knuckle

Present Professional Position: I am the Medical Library Director at Chestnut Hill Hospital, Philadelphia.



Past Professional Experience: I started my professional career as a Reference Librarian at Scott Memorial Library, Thomas Jefferson University. I was excited to accept this position six months prior to the completion of my MS degree at Drexel. I worked in reference services for three years and moved on to work another three years as the Manager of Access Services, also at Jefferson. I have also worked part-time as the Evening Weekend Supervisor at the Drexel University Health Sciences Libraries, Hahnemann Library, in Center City. Additionally, I have taught solo and co-taught the course Medical Bibliography as an adjunct instructor for the iSchool at Drexel,

a/k/a the College of Information Science and Technology.

What do you find most interesting about your work? The most interesting thing to me is that every day is different. I regularly get challenging search requests from our doctors and nurses. I enjoy answering typical reference questions; however, I especially enjoy the challenge of finding information that helps support administrative and policy decisions. I often help our patients and community members, who are always grateful for information that helps them to better understand their health conditions. Because I work solo, I have responsibility for all areas of the library, which means that I have had to draw on skills that I acquired in my pre-professional years, such as cataloging and interlibrary loan, in addition to acquiring new skills. I coordinate audiovisual requests and I have learned a thing or two from our Information Systems department that has allowed me to provide technical support to our staff when needed. I have had the opportunity to market the library's resources in different ways during my tenure here, most recently during National Medical Librarians Month.

What qualities or traits do you find most helpful in your work? Patience, flexibility, creativity, and a little bit of daring are all "keywords" for this profession, and I believe that I possess all of these traits.

What do you enjoy doing for fun? I enjoy the usual things--going to the movies, reading, going to restaurants, walking in Fairmount Park (especially along the Wissahickon), gardening, spending time with family and friends, and last, but certainly not least, shopping.

Is there anything about you that others might be surprised to know? This is a tough question. However, I would guess that most people don't know that I was an

only child up until age nine. I am now the oldest in a family of four girls. Also, I am the current President of the College of Information Science and Technology Alumni Association at Drexel University. So iSchool graduates, I am may be calling on you to support the Association!

Why would you encourage members to become actively involved in the Philadelphia Regional Chapter? I would encourage members to become actively involved in our chapter to take advantage of my two favorite words related to professional life: networking and opportunity. Networking with colleagues provides an invaluable opportunity to learn about the profession if you are contemplating a career in health sciences librarianship or if you are new to the profession. For those who are "seasoned" librarians, membership provides a ROI in the form of building relationships that can lead to career advancement, taking advantage of educational opportunities, and developing lifelong friendships. Finally, I would say that membership in the Philadelphia Regional Chapter offers the opportunity to give back to the profession by serving as a committee member or as a chapter officer. 📖

Treasurer's Report

We have \$12,743.43 in our bank account. In our Invest program we have \$5594.86. 📖



*Stephanie Ferretti,
Treasurer,
2006-2008*

MLA-Phil Communications Survey Results: the *Chronicle* and MLAPhil-L

Rachel Resnick
Communications
Committee Chair,
2007-2009

I would like to start off by thanking each and every one of the sixty-five people who participated in the survey. And of those, fifty-eight answered every question. On behalf of Gary and Kevin and our committees, it really means a lot to know that you care enough about communications within the chapter to help us help you by answering our questions about how you use our various communications media. We want to do right by you, and your participation tells us that you want us to do well.

First some demographics: about three-fourths of the respondents were members of MLA National, while nearly all were members of the Chapter. Many of you are members of other information-related organizations, including but not limited to the American Libraries Association, SLA or its local chapters, the Central PA Health Sciences Library Association, the American Society for Information Science & Technology, the Pennsylvania Library Association, and several others. More than ninety percent hold the MLS or MS degree. Only about one-quarter of the respondents were solo librarians.

the *Chronicle*

<http://www.mlaphil.wp/chronicle/>

To paraphrase the old Philadelphia *Bulletin*, “nearly everybody reads the *Chronicle*,” with over ninety percent answering in the affirmative. I have a favor to ask of those of you who do read it: please turn to your colleagues at work and, if they don’t read the *Chronicle*, tell them, “You don’t know what you’re missing.” I know, I know, we’re all busy (and that was the most prevalent reason for not reading it), but there is information in the *Chronicle* that you just won’t get anywhere else. See my article elsewhere in this issue, “Keeping Current with MLA-Phil,” which describes the unique features of each of the Chapter’s communications media.

The various regular features and columns are very popular, with at least sixty percent

of you reading them “usually” or “every issue.” The most popular of these features are “Member & Library News”—with 94.6% of respondents claiming to read it “usually or “every issue”; “Meet Your Fellow Chapter Members”—92.8%; “From the Chair”—87%; and “From the Editor”—83%. So, ahem, I’ll try not to talk so much about the weather, and maybe my readership will improve.

About two thirds of the respondents said that they do not rely on the *Chronicle* to get information about MLA national news and events, and that’s fine; there are vehicles for that type of information, such as *MLA News*, edited by our own Linda Katz; as well as *MLA Focus*, the MARquee blog, and MLA President Mark Funk’s blog.

Since we have two other sources for chapter information besides the newsletter, I wondered if you minded finding the same news items in more than one source: Over eighty percent of the respondents said that it’s useful to have information duplicated in the *Chronicle*, so that practice will continue.

When asked what additional types of information you would be interested in reading about in the *Chronicle*, here are some answers:

- Local success stories of “how I did it good,” including technology application stories
- Information about ILL, document delivery and access issues
- Summaries of sessions from other non-MLA conferences
- Opportunities for collaboration

I thank you for these suggestions, and will try to get more such items into the newsletter. If anyone would like to write an article about any of the above, please do not hesitate to contact me. Remember: I’m the editor of the *Chronicle*, not the author.

Here are a couple of suggestions that probably will not make it into the newsletter:

- Announcements of vendor visits that

could benefit other libraries

- Job postings.

For the first, I'm not sure if the writer meant summaries of visits that already occurred; if so, then the librarian receiving the visit is surely welcome to write about his or her experience for the *Chronicle*. If, however, a notice of an upcoming visit is meant, then that probably will not appear in the newsletter, nor will job announcements. Remember that the *Chronicle* is published only three times a year, so news requiring immediate action or an immediate response is better communicated via the email list or the website.

As I suspected, the *Chronicle* is read both online and in print. Over forty percent read it online, about a quarter print it out, and nearly a third do a little of both—I'm guessing skimming it online and then printing out individual articles of interest. This gives the *Chronicle* staff insight into such production aspects as whether URLs should be linked within each issue or spelled out; how large photos should be, and how you have adjusted to online access, since the *Chronicle* is not being mailed out.

Nearly forty percent of the respondents had written for the *Chronicle* at one time or another, and most of those folks would do it again. For those of you who have not or would not do it again, I do realize that we're all busy (the most common reason for not writing), but this is your newsletter, and the best way to ensure that your voice is heard is to use it, so don't wait for a written invitation—you have a standing invitation to share whatever you think might be of interest to your fellow chapter members. Contact me if you'd like to write something.

And I thank you for reading the *Chronicle*.

The email list, MLAPhil-L

<<http://www.mlaphil.org/wp/15/communications/#mlaphil-l>>

I was surprised that only eighty percent of the respondents indicated that they subscribe to the email list; usually an email list

is the prominent format for communications within an organization. I was even more surprised that twenty-five percent of those who are not subscribed indicated that they had "never heard of it." Well, hear this: We have an email discussion list: it's full of the LATEST news about the chapter, plus much more, so please subscribe. See my article elsewhere in this issue, "Keeping Current with MLA-Phil," or just go to the URL listed above, for subscription information. In the interest of efficiency, I will no longer be sending out individual emails to each chapter member to let them know that a new issue of the *Chronicle* is available; I will only be sending an email to the list, and posting to the website. So if you're not subscribed to the list or you're not checking the website, you're going to miss out on those announcements.

Some of you who are not subscribed to the list say that you get your information from the website or from the *Chronicle*. The website is a better source than the *Chronicle* for the latest information and for information that needs to be acted upon immediately. MEDLIB-L is used by some of you for chapter news, but I don't recall seeing much chapter news on there lately; similarly, *MLA News* is a vehicle for MLA national information. The *Chronicle* doesn't have job announcements or items requiring immediate response, so if you don't subscribe to the email list, the website is really your next best option.

For those of you who are not subscribed to the list and do not use the website, here are the reasons why members do subscribe:

- For alerts to upcoming chapter activities and events—84.3%
- For alerts to news on the MLA-Phil website—70.6%
- To ask questions of/get advice from fellow chapter members—51.0%

Continues on page 12

- For alerts to MLA national items of interest—47.1%
- Other reasons: job openings; and interesting tidbits from fellow chapter members.

More than half of the respondents have posted to the email list either with their own news or in response to something that others have written, and the majority of those people have also posted to other library-related lists.

For those of you who use the email list—thank you. For those of you who

don't—you don't know what you're missing. Our chapter list isn't as busy as MEDLIB-L, for instance, so you won't get information overload.

Aggregate responses are available on the website at <http://www.mlaphil.org/uploads/surveyresults/SurveySummary.html>. Since no identification was requested, all responses were anonymous.

In the next article, Gary Kaplan reports on the survey responses regarding the website. 📧

MLA-Phil Communications Survey Results: the Website



Gary Kaplan
Webmaster, 2007-
2009
Thomas Jefferson
University,
Philadelphia

Thanks to everyone—and there were a lot of you—who responded to the communications survey! Since launching the new site last summer, this is the first formal investigation into its use. Our site is powered by WordPress, a publishing platform which allows any chapter member to contribute. One person wrote that the chapter wants members to use the blog. Just to clarify: the chapter wants its members to communicate using whatever technology is appropriate. (Talking is good.) But, yes, please do try the blog out. Let's all learn together. Please consider promoting your work on the website. Are you promoting Women's History Month with an exhibit in your library? Did you talk to a community group about health information? Toot your own horn. Post about it to let your colleagues know and to let the public see the great work we do. While our website's main target audience is its members, the public and our stakeholders—employers, vendors, users—are also important. We get a lot more hits than are accounted for by the sixty-four people who responded that they have viewed the site. Many of our visitors come as a result of search engine queries on

names of our members and their institutions; consider the website as a way to publicize your information services and the value you add to your organizations.

Almost all of the respondents (56 people, 97%) had seen the website, with 25 (43%) visiting once a month or more. Thirty-one people (56%) visit less than once a month. One person commented that "[m]any hospital IT [departments] block blogs, so the listserv is sometimes the only way to get information at work." If you are in that position, please contact Gary (215-503-7676).

All chapter members are eligible for an account on mlaphil.org that allows posting. Eleven people (20%) indicated that they had posted to the website (not a bad response rate out of the fifteen who actually have posted) and eleven indicated that they would do so again. As one person commented, it's "easy to do."

The survey asked how much you value each of twelve content areas of the website. No surprises about the areas most frequently chosen as very important: chapter information (75%), the *Chronicle* (67%), the home page (68%), event calendar (61%), news (61%), and the membership

directory (54%). The items people were most unsure about were the MARquee (the MAR RML blog [26%]) and the Only Connect blog (22%). Just to clarify, our website runs feeds of the latest headlines from these and other blogs. You'll see them in the right column towards the bottom (see figure). They provide a way to connect with news from MLA national and medical libraries in the region. If you'd like to in-

clude your feed, let me know!

Full results are available at <http://www.mlaphil.org/uploads/surveyresults/SurveySummary.html>.

Thanks to everyone who responded. It's clear that all our modes of communication are important. This survey will be useful as the web committee explores ways to improve the site. 🌱

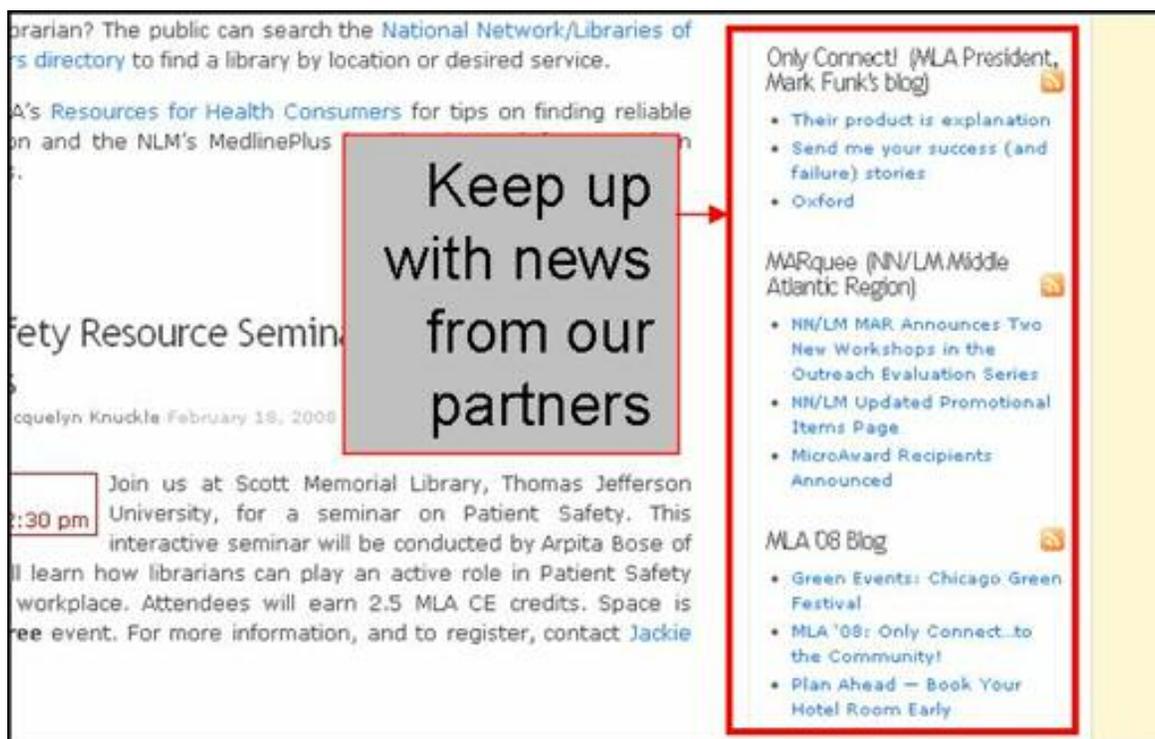


Figure: Headlines from several relevant partner sites are displayed in the right column. Let Gary know if you would like yours included.

TechnoHumanist Corner

By
Carlos Rodriguez
University of
Pennsylvania

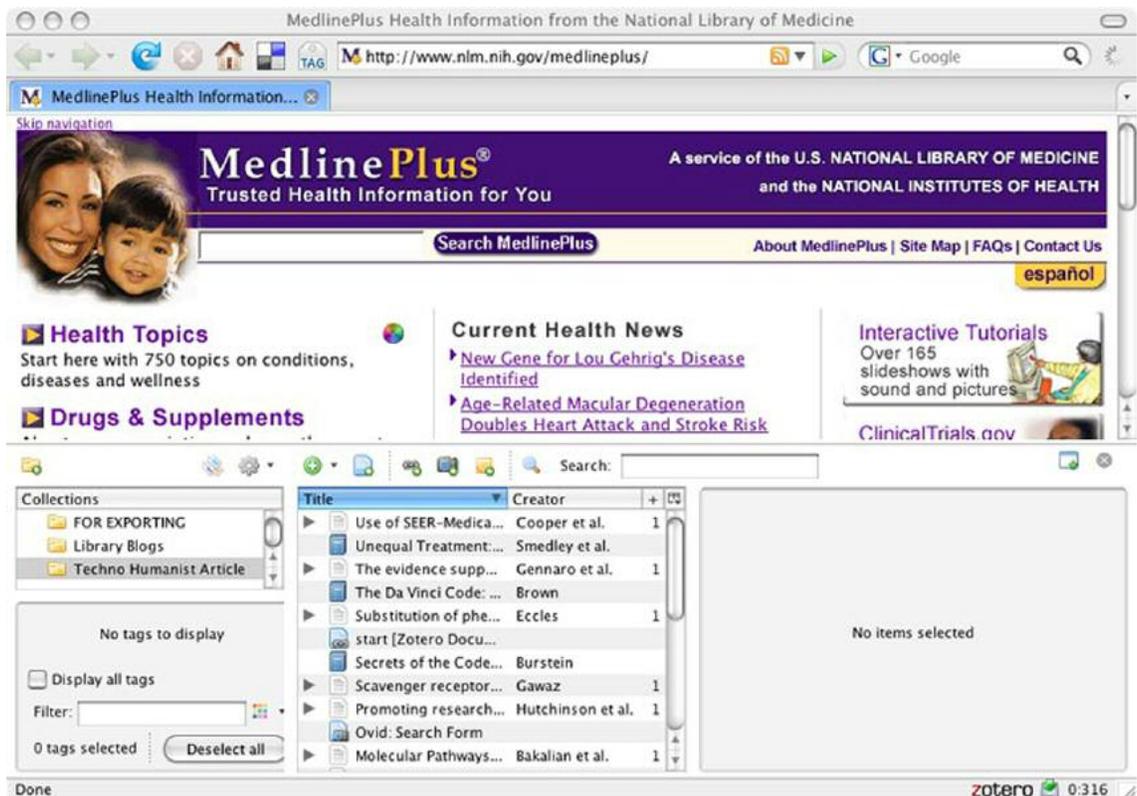
As librarians and information specialists, we are always looking for resources and tools that will help our patrons in their research and writing endeavors. We have databases, electronic journals, web sites, resources in various formats such as PDFs, images, spreadsheets, word processing documents, etc. This richness of resources has created a dilemma—can the information obtained from these various resources be organized and managed by one tool?

Bibliographic information management programs have come close to being that tool. Web-based information management

programs include *RefWorks* and *EndNote Web*®. Desktop versions of *EndNote*®, *Reference Manager*®, and *ProCite*® are also available. These programs are worth the expense, but they are not cheap. Now, for the budget minded, or for the person who occasionally needs an information management program, there is *Zotero*.

Zotero has been described as a citation manager, but it is more than that. *Zotero* is a research tool that allows you to collect, or-

ganize, edit, make annotations, and retrieve research sources. You can also use it to insert references into a manuscript and create a formatted bibliography. *Zotero* is a free, open-source add-on to the Firefox browser. Open-source means that the programming code is available to anyone to enhance. Currently, it runs in Firefox 2.0, Netscape Navigator 9.0 or Flock 0.9.1 for Windows, Mac, and Linux, but is compatible with neither Internet Explorer nor earlier versions of Firefox. You can download *Zotero* from its home site <<http://www.zotero.org>> or from the Firefox



Zotero add-on page <<https://addons.mozilla.org/en-US/firefox/addon/3504>>.

Once *Zotero* has been installed in the browser, you can open it by: [1] clicking on the *Zotero* logo on the lower right corner of the browser; [2] selecting *Zotero* from the Tools menu, or [3] pressing <Control><Alt><z> on a PC or <Shift><Apple><z> on a Mac. When it opens, the tool will cover about a third of the active window, but it can be resized.

You will see three panes.

The left pane is labeled Collections and lists your databases. Under Collections, you will see *MyLibrary*, which is the main database storing all your references. You can create as many collections as you want. You can copy reference sources from the web into a specific collection, or copy references from one collection into another. For example, if I am giving a talk on arthritis, I can create an Arthritis Collection for my references. I can import citations from *PubMed* into it and can also copy anything from *MyLibrary*, such as the Arthritis Foundation web page, into the Arthritis Collection.

The middle pane lists the specific references, e.g., citations from *PubMed*, websites, books, etc., stored in the collection that is highlighted in the left pane.

The right pane has tabs that allow you to view, add, or edit details about the references highlighted in the middle pane. If you click on the *Info Tab*, the format (web page, book, journal article, etc.) of the selected reference is identified and the bibliographic information about the resource is displayed. In the case of database citations, you get the bibliographic citation and, if available, an abstract. If your institution supports SFX, the program that links your database citations to your e-journals, *Zotero* can be easily configured to enable the SFX function. If the selected reference is a website, then the *Info Tab* will display the URL and the date the site was accessed. You can also click on the *View Snapshot* button to view a screen capture of the web page. In the *Notes Tab*, you can make annotations to your reference and add as many notes as you want. Notes are automatically saved as you type. Also, all your notes are searchable. If you want to attach files to the reference, select the *Attachments Tab*. You can attach various types of files, such as PDFs, images, Microsoft Office Word documents, snapshots of a web page, links to files, etc. The *Tags Tab* will store the subject headings for book and journal article references. If you

want to create your own tags, you can add them to your reference. The *Related Tab* is unique to *Zotero*. This feature allows you to indicate a relationship between items. To the best of my knowledge, *Zotero* is the only personal information management program that easily does this. For example, in the Arthritis Collection, you have an article by Dr. Smith on drug therapy for arthritis and in *MyLibrary*, you have a medical site about the therapeutic use NSAIDs. In the *Related Tab*, you can link the Smith article to the NSAID item by adding the NSAID reference to Smith. When you click on the Smith *Related Tab*, you will see the NSAID reference listed. When you click on the NSAID *Related Tab*, you will see the Smith article listed. You may choose to add a note to one of the two items to remind yourself about why they are related.

How does *Zotero* work? *Zotero* has little programs called *site translators* that sense if a site is compatible with the plug-in. When you visit a site, if it is compatible with *Zotero*, a book icon will appear in the corner of the URL address box. If you have *Zotero* open and are in a collection, a folder icon will appear. To automatically pull the information into *Zotero*, all you have to do is click on the book/folder icon and the reference will be listed in the middle (Titles) pane. *Zotero* is compatible with some of the major sites, such as *PubMed*, *PubMed Central*, *Blackwell Publishing*, *EBSCOHost*, *FirstSearch WorldCat*®, *Google Scholar*™, *Highwire Press*®, *JSTOR*, *Proquest*®, etc. To see the Compatible Sites list, go to <<http://www.zotero.org/translators/>>. Unfortunately, *Zotero* is currently not compatible with *Ovid*, *Thomson Web of Science*®, *CSA Illumina*, *LexisNexis*®, *SpringerLink*, or *ScienceDirect* because these sites underwent "makeovers." The new site versions have new code, which affects the ability of the existing site translators to function. *Zotero* developers are aware of the problems

Continues on page 20

Symposium on Scholarly Communication

Anita Chiodo
Access Services
Librarian,
Health Sciences
Library,
Drexel University

The Drexel University Libraries, with support from the Institute of Electrical and Electronics Engineers (IEEE), will present The 5th Annual Scholarly Communication Symposium titled: Scholar2Scholar: How Web 2.0 is Changing Scholarly Communication.

Join us for a half-day symposium featuring speaker Jean-Claude Bradley, Associate Professor, Chemistry and E-Learning Coordinator for the College of Arts and Sciences at Drexel University, followed by panel and roundtable discussions.

An optional Dutch-treat networking lunch concludes the day.

Date: Wednesday, April 16, 2008

Time: 8:30 AM – 1:30 PM

Location: Drexel University, Edmund D. Bossone Research Enterprise Center, Market Street (between 31st and 32nd Streets), Philadelphia, PA

Registration is free, but required. For more information, visit:

<www.library.drexel.edu/scholarlycommunication>. 

Grants and Awards



Nina P. Long
Past Chair,
Nominating
Committee Chair &
Parliamentarian,
2007-2008

- Do you know a librarian who is providing vital consumer health information or doing innovative work with technologies?

- Is a promising library student working in your library?

- Could you use some monetary support to attend a professional development workshop?

If you can answer “Yes” to any of the above questions, please consider nominating yourself or someone you know for an MLA-Phil grant or award.

Awards will be made at our Annual Meeting coming up in April. Submit the required applications to the Nominating Committee by March 23, 2008. Full information for each award is available on the MLA-Phil website <<http://www.mlaphil.org>>.

Send completed applications to: Nina Long, The Wistar Institute, 3601 Spruce Street, Philadelphia, PA 19104; (215)898-3856 fax; or nlong@wistar.org. 

New Members

The chapter extends a warm welcome to new members:

- Mary Ann Heltshe-Steinhouer,
Library System of Lancaster County
- Kara Krissel,
Devereux Foundation (student)
- Robert T. Mackes,
Delaware Academy of Medicine
- Sheryl Panka-Bryman,
Temple University Health Sciences
Center Libraries
- Barbara Pilvin,
Free Library of Philadelphia
- Mark Puterbaugh,
Eastern University 

Welcome to Chicago for the 2008 MLA Annual Meeting

Colleagues – we are writing to encourage you to attend the 2008 Annual Meeting of the Medical Library Association in Chicago.

The Preliminary Program is online at <http://www.mlanet.org/am/am2008/pdf/pp_web.pdf>, and the print edition has probably already been delivered to your mailbox.

Surveys have shown that MLA members approach the annual meeting first for its program content and second for its location. For the 2008 meeting, you get a double bang for your buck. From the content theme to the plenary speakers to the section programs, there is plenty of learning material to satisfy everyone. The 2008 National Program Committee has put together an excellent array of content to meet our information needs.

And what a better place for an annual meeting than Chicago. The conference theme highlights Chicago "connections" via our many bridges, but Chicago connects us on so many different levels.

From great American architecture to fabulous shopping, to spectacular museums to delightful culinary adventures – Chicago

has it all. And so much of what Chicago has to offer is so easily accessible from the annual meeting hotel, Chicago's Hyatt Regency Hotel (the flagship for the Hyatt chain). The 2008 annual meeting provides the environment for you to connect with colleagues, to learn from them, to make new colleague connections and to do it in a friendly and exciting location.

On behalf of the Local Assistance Committee, we invite you to attend the 2008 Annual Meeting. We are here to help you make your plans.

Look for interesting info about the 2008 annual meeting at the MLA 2008 blog, <<http://npc.mlanet.org/mla08/>>. If you have questions about the weather, getting around the city, restaurants, or anything else about Chicago, contact the Local Assistance Committee at dwerner@uchicago.edu. Please let us know if we may post your question to the blog to share with others.

We look forward to connecting you to Chicago! 🇺🇸



*Jim Shedlock,
Co-Chair,
Local Assistance
Committee
Christine Frank,
Co-Chair,
Local Assistance
Committee
Deb Werner,
Chair,
Publicity
Committee*


Connections: Bridging the Gaps
May 16–21 • **Chicago**

Calendar

*Compiled by
Janet C. Clinton,
Mercy Fitzgerald
Hospital,
Darby,
Pennsylvania*

PALINET Workshops

Location: PALINET
3000 Market Street, Suite 200
Philadelphia, PA 19104
Registration and Information for all locations: 215-382-7031 or
http://www.palinet.org/ep_workshops_results.aspx?Type=FTF

Workshops at the Philadelphia site:

March 11 OCLC cataloging basics for new users of Connexion Client
March 18 Grant writing for digitization & preservation projects
March 27 Using Contentdm
March 31 Catching your customers on the go: podcasting to the iPod generation
April 1 Emergency preparedness & response
April 17 Creating website content using the Joomla Content Mgt. System (CMS)
May 19 Integrating resources cataloging (SCCTP)
May 20 Motivating employees through improved performance appraisals
May 29 Practical statistical applications for library work
June 3 Cataloging maps
June 5 & 6 Advanced serials cataloging (SCCTP) parts 1 & 2
June 10 Using Contentdm
June 24 Implementing open source public access workstations using Ubuntu

To register for online workshops:
http://www.palinet.org/ep_workshops_results.aspx?Type=Live

March 10 – 12

Summit on Translational Bioinformatics
Sponsor: American Medical Informatics Association
Location: InterContinental Mark Hopkins, San Francisco, CA
Registration & Information: <https://www.amia.org/secure/order/login.asp?fid=summit>

March 12

It's about Time, It's about Space: Time & File Management
Sponsor: HSLANJ [Health Sciences Library Association of NJ]
Location: New Jersey Hospital Association Conference Center, Princeton, NJ
Directions: <http://www.njha.com/conferencecntr/html/mc.directions.aspx>
Registration & Information: <http://www.hslanj.org/timespace.doc>

March 31

Patient Safety Resource Seminar: Librarians on the Front Lines
Sponsor: Phila/MLA
Location: Scott Memorial Library, Thomas Jefferson University
Information: <http://www.mlaphil.org/wp/events/2008/02/18/patient-safety-resource-seminar-librarians-on-the-front-lines/>

April 7 – 8

Internet @ Schools East

Sponsor: Information Today, Inc.

Location: Hyatt Regency Crystal City, Arlington, VA

Registration: <http://www.infotoday.com/I@SE2008/>

April 7 – 9

23rd Annual Computers in Libraries 2008

“Innovation Change: Integrating High Tech with High Touch”

Sponsor: Information Today, Inc.

Location: Hyatt Regency Crystal City, Arlington, VA

Registration & Information: <http://www.infotoday.com/cil2008/Registration.shtml>

April 13 – 19

NATIONAL LIBRARY WEEK 2008 – 50th ANNIVERSARY!!

April 14 – 17

2008 International Annual Conference & Exhibition

Sponsor: Society of Competitive Intelligence Professionals

Location: Manchester Grand Hyatt Hotel, San Diego, CA

Information & Registration: <http://www.scip08.org/index.php>

April 17 PHILA. MLA Annual Meeting *SAVE THE DATE***:**

Details forthcoming: <http://www.mlaphil.org/wp/>

April 29 – May 1

Valuing Libraries, Librarians and Library Staff

Sponsor: New Jersey Library Association

Location: Ocean Place Conference Center, Long Branch, NJ

Information: <http://www.njla.org/conference/2008/>

Registration: <http://www.njla.org/conference/2008/registration.pdf>

May 13 – 14

National Library Legislative Day 2008

Location: Washington, DC

Registration: <http://www.palibraries.org/ALALegDayReg.pdf>

Information: Debbie.malone@desales.edu; <http://www.ala.org/nlld>

May 20 – 21

Streaming Media East 2008 Conference & Exhibition

Sponsor: Information Today, Inc.

Location: New York Hilton

Registration & Information: <http://www.streamingmedia.com/east/register.asp>

June 26 – July 2

2008 American Library Association Annual Conference

Location: Anaheim Conference Center, CA

Registration & Information:

<http://www.ala.org/ala/eventsandconferencesb/annual/2008a/home.htm>

July 12 – 15

American Association of Law Libraries Annual Meeting

Location: Portland, OR

Information & Registration: <http://aallnet.org/events/am-update-200802.asp>

July 28 - July 30, 2008

EBM Institute for Medical Librarians

Location: Dartmouth College, Hanover, NH

Cost: \$850.00 (includes housing & meals)

Registration & Information: <http://www.dartmouth.edu/~biomed/institute2008/>

Or contact Erin Branch, erin.branch@dartmouth.edu or (603) 650-1661.

Ongoing Educational Opportunities

NN/LM workshops

For locations, dates, topics & registration: <http://nlnm.gov/ntcc/classes/schedule.html>

For course descriptions & all educational opportunities:

<http://nlnm.gov/mar/training/classes.html>

Health Sciences Libraries Consortium [HSLC]

Location: 3600 Market St., Suite 550, Philadelphia, PA

Information: (215) 222-1532 or http://www.hslc.org/classes_intro.html

Special Libraries Association online courses: <http://www.sla.org/calendar/>

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

For upcoming classes: http://training.dialog.com/sem_info/calendar/webtraining/#us 

TechnoHumanist column continued

and are hoping to fix them soon.

One of the great features about *Zotero* is how it handles web pages. When you grab a web page and add it to a collection, you take a screen snapshot of the page you were viewing. Since web information and pages are ephemeral, the snapshot will always display the original information you found. Another nice feature is the ability to highlight text and add notes to the highlighted text. For people who use the web heavily for

research, you will always have the highlighted information—your own commentary—at your fingertips. The tools for highlighting and notes appear in the upper left corner of your screen snapshot.

Zotero enables you to collaborate with others and share data, but not in the same manner as *RefWorks* and *EndNote Web*® do. Since those products are Web-based, the information is on the Web and available to users 24/7. In the case of *Zotero*, the infor-

mation is stored in your computer, not on the Web. However, you can share your *Zotero* data with other users by using the import/export function to export your *Zotero* library in the RIS format, then import the file into *EndNote*® or *RefWorks*. A drawback to this method of sharing is that you cannot export just a collection, e.g., Arthritis. You have to export the entire database, i.e., *MyLibrary*. You can also import data into *Zotero* from *EndNote*® and *RefWorks*.

Zotero lets you insert references into a manuscript and format it in a bibliographic style. First, obtain the plug-in/extension from <http://www.zotero.org/documentation/word_processor_integration>. *Zotero* does not have as many citation styles as the more established citation management programs, but it does have popular styles such as NLM, APA (American Psychological Association), *Nature*, *Harvard*, and *Chicago Manual of Style*. The list of citation styles is growing, however, and they can be down-

loaded from the *Zotero* Style Repository <<http://www.zotero.org/styles>>. I found inserting citations into a document and formatting its bibliography easier and more intuitive than using *RefWorks*.

Zotero is the ideal tool for the person who occasionally needs to use an information management program and does not have access to *RefWorks* or does not want to buy *EndNote*®. It is also ideal for the person who wants all the information on their computer and wants to be able to work offline. Finally, if web resources are one of your main research sources and you need a good way to save, organize and annotate them, then *Zotero* is for you.

Zotero may not be as robust as the more established programs, but it gives you a lot of functionality for free. It has a clean layout, is more intuitive than the other programs, and is unique in how it handles web page resources. *Zotero* is tool with a lot of potential. Try it out!

Until NX Time C U @ the movies. 🍿

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