



the *Chronicle*

Philadelphia Regional Chapter
Medical Library Association, Inc.
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From the Editor

If you like technology, you're going to like this issue. Within you will find an article about electronic journals licensing and a recap of a webcast on emerging technologies for library management, complemented by the TechnoHumanist perspective on collaborative software and web-based business applications. And if you don't like technology, rest assured that these items have been written with the novice in mind. For the more bookish types, we have an article about Doody's Core Titles program. If you take a look at some of the sites described, or try some of the resources, you might like them, and what might seem time-consuming to learn initially will actually save you time in the long run, so don't be afraid to dip your toe in the water. Learning about new resources and obtaining new skills makes you more knowledgeable—and more marketable.

Notice anything different? The *Chronicle* has a new look, thanks to a new logo, which Nina Long and Linda Katz will tell you all about. Also, it's a pleasure to recognize chapter members who have attained professional achievements, like AHIP certification,

or who step up to contribute by volunteering to write for the *Chronicle*. Take a look at the names within the articles and after the articles; you might not recognize them. But they thought they could contribute in some way—and they did! And if you think you can, too, just do it. It's easier than you think.

Our usual columns are back, so there's lots to enjoy!§

Rachel Resnick
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From the Chair

Fall is always a busy time of year for librarians and their patrons – as we move toward the winter months there's no sign of things letting up! Your Continuing Education and Program Committees have been hard at work offering an array of classes to attend as well as a special Holiday Party with SLA's local chapter in December. Watch both your email and regular post for information on the many offerings.

MLA National has written to remind me that my AHIP credentialing is coming up for renewal. The CE and program content our chapter presents each year are great ways to accrue the credits needed for AHIP, along with volunteering for various committees, contributing to journals, and getting involved with other professional library organizations, such as PaLA and SLA. With the upcoming national meeting scheduled for Philadelphia in May there are so many ways to be involved at any level. I hope that many of you will take the opportunity to join your colleagues in professional organizations—it keeps us up to date but also is a great way to form friendships with colleagues “in the same business.”

We have a new Chapter Logo designed by Soheila Nikpour, web designer for the Wistar Institute. I had encouraged Soheila to enter the contest because I am familiar with the design work she has done at Wistar, and was delighted to see her win the contest. A profuse “thank you” to Linda Katz who organized the contest, which was no small task—we had many great entries and plenty of discussion in selecting the winner. Thanks, as well, to all participants. Our next step will be to take the logo and put it to use, so please be watching for it on our website, in program notices and maybe even on a t-shirt or two!

Busy is better than bored! Hope to see many of you at a class or event soon.§

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The Chapter Has a New Logo!

At its July 12th meeting, the Board of Directors of the Philadelphia Regional Chapter agreed to sponsor a contest to obtain a newly-designed logo for the Chapter, to be used on the website, on the *Chronicle* masthead, and on any other Chapter materials, such as program and continuing education announcements, and stationery. The contest was announced on July 18th by the Chair of the Communications Committee in a number of venues, including discussion lists reaching numerous library groups and students; the challenge was open to all.

Response to the call for submissions was excellent: there were nearly 40 submissions, from seven contestants. The Board met on September 20th, discussed the submissions, and voted. There wasn't a clear winner, but two designs from two submitters were rated highest. Since each had some features requiring modification, the two finalists were asked if they would be willing to rework their designs to meet the Chapter's needs. They graciously agreed to do so.

After the modified designs were submitted, the Board voted again--and we have a winner and a wonderful new logo! The design is displayed on this issue of the *Chronicle*, and will shortly be apparent on the Chapter website. The winner of a \$100 American Express gift card, attribution on the website, and the gratitude of the Board, is Soheila Nikpour, of the Wistar Institute, in Philadelphia. Congratulations, Soheila! And many sincere thanks to all of the talented designers who offered wonderful logo possibilities.§

Linda M.G. Katz, Chair
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Doody's Core Titles Program

When it was announced in 2004 that the Brandon/Hill List was being discontinued, medical librarians expressed concern over what collection development tool they would use. The Philadelphia Regional Chapter's program, *Doody's Core Titles: Collection Development and You*, provided an overview of how Doody Enterprises became involved in transforming the list into *Doody's Core Titles (DCT)*. Dan Doody of Doody Enterprises Inc.; Meg White, Executive Director of Technology Services at Rittenhouse Books; and Mignon Adams, Director of Library and Information Services at University of the Sciences in Philadelphia, presented an informative panel discussion on Wednesday, October 4, 2006 at the Drexel University College of Medicine.

Dan, a 29-year veteran of the medical publishing industry, started with an historical overview of *DCT* followed by a live, web-based demo. Doody Enterprises, established in 1993, became renowned for Doody's Book Review Services, a tool that is an integral part of medical library collection development. When Dorothy R. Hill announced in early

2004 that there would not be another Brandon/Hill List, Dan received queries from concerned publishers about who would take over the list. After discussions with MLA's Collection Development Section and Doody's Library Board of Advisors, it was decided that Doody's would create a new collection development tool. *DCT* debuted in December 2004, advertised as being "created by librarians for librarians." *DCT* is currently produced each May before the Medical Library Association annual conference. The oldest book on the list is "On Death and Dying," by Elisabeth Kübler-Ross, 1969. Eight to 10 percent of the resources on the list are non-print titles.

The 2006 edition features 121 specialties organized by discipline; 466 resources are labeled "essential purchase titles"--a substitute for the Brandon/Hill List's minimal core purchases. Over 2000 core titles were chosen by 94 content specialists and 103 library selectors. The website (<http://www.doody.com/dct/>) reveals a wealth of information, including the history of the *DCT*, an explanation of the core title selection process, and information about the selectors. The FAQ page contains the end user license agreement.

Each month a sample list covering one specialty is available free at the website. Librarians who do not have a Doody's account can receive a report on a specific specialty through email monthly or can view the specialty listings on the *DCT* homepage.

Two products are listed on the *DCT* website. *Doody's Core Titles* (\$49.50) is a list of selected titles rated in each specialty. *Doody's Core Titles Premium* (\$149.50) includes book reviews for all the core titles reviewed by Doody's Review Service. *DCT* is also available via an online participating distributor, such as Rittenhouse Book Distributors.

Rittenhouse's Meg White described the partnership between Rittenhouse and *DCT*. Using the Rittenhouse website, she demonstrated how librarians can purchase *DCT* through Rittenhouse and have it charged to their account. The content has been integrated into Rittenhouse's website, and anyone subscribing through any means can access it at <http://www.rittenhouse.com/> after logging in with a Rittenhouse account number and password. Content can be viewed online by specialty or product detail, and can be printed.

The last presenter, Mignon Adams, of the University of the Sciences, has been a pharmacy librarian for 20 years. She used to volunteer to select titles on the Brandon/Hill Lists and now volunteers as a library selector for the *DCT* pharmacy list. She described the reviewing process as "a virtual experience." She receives her list from the content selector via the Internet and returns her ratings via the Internet. The librarian selectors communicate through email and do not get to see the books they are reviewing.

During the selection process, a selection is first reviewed by a content specialist. Then the librarians read the review and add comments relevant to librarians. The librarian selectors base their reviews on five criteria: 1) authoritativeness of authors and publisher; 2) scope and coverage of the subject matter; 3) quality of content; 4) usefulness and purpose; and 5) value for money.

Then the library selector scores the item by a grade of 0 (not a core title) to 3 (excellent). Librarian selectors can also give the book an “essential purchase” designation. Librarian selectors can also veto books off the list or add books to the list. Two other library selectors also rate titles for the *DCT* pharmacy list. All selectors' ratings are averaged to arrive at the final rating.

Mignon added one caveat about the essential title designation. Multiple users (e.g., academy libraries, hospital libraries) in the health field use the *DCT* list. Not all library users have the same needs, so each of us should review an essential designated title with an eye for our own library users.

In the question-and-answer period that followed, Mignon elaborated on her librarian selector role, and Dan mentioned that there will be more DVDs and video reviews added to *Doody's Reviews*. Librarians were also invited to email Doody's at dcteditor@doody.com if interested in becoming a selector. Doody's goal is to have three selectors in each of the 121 disciplines. As a bonus, Meg White presented each attendee with a subscription to *Doody's Core Titles*, compliments of Rittenhouse. §

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Academy of Health Information Professionals Roster for Philadelphia Regional Chapter, MLA

Editor's Note: Congratulations to all of the individuals listed below and to the Philadelphia Regional Chapter for excellent representation in AHIP! Thanks to Esther Dell, Chapter AHIP Liaison, for supplying this information. For assistance with AHIP questions and/or portfolio preparations, contact Esther at eyd1@psu.edu or 717-531-8633.

Albert, Karen M. (D)
Asbury, Edith M. (D)
Babish, Jo-Ann (D)
Brazin, Lillian R. (D)
Burstein, Karen (M)
Capitani, Cheryl A. (S)

Chastain-Warheit, Christine (D)
Chayes, Marion C. (D)
Chopra, Swaran L. (M)
Clinton, Janet C. (D)
Coldsmith, Elizabeth E. (S)
Dell, Esther Y. (D)
Delozier, Eric P. (D)
Easterby-Gannett, Sharon (S)
Grier, P.L. (P)
Hardy, Lenore K. (D)
Henry, Barbara J. (D)
Iobst, Barbara J. (M)
Katz, Linda M. G. (D)
Kirby, Martha Z. (S)
Lingle, Virginia A. (D)
Long, Nina P. (S)
Lovett, Deborah G. (D)
Miller, Debra (S)
Rose, Dianne Elizabeth (D)
Roth, Britain G. (D)
Taylor, Rosemarie Kazda (D)
Taylor, Mark-Allen (D)
Warner, Elizabeth R. (D)
Wolf, Diane G. (D)
Wood, M. Sandra (D)

M= member

S= senior member

P= provisional member

D= distinguished member

Information on AHIP levels can be found at <http://www.mlanet.org/academy/summ.html>.

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Moving at the Speed of Byte: Emerging Technologies for Information Management

More than 25 people gathered at Thomas Jefferson University's Blumele Life Sciences Building on November 8 to view an important and timely MLA webcast: *Moving at the Speed of Byte: Emerging Technologies for Information Management*. In attendance were seasoned information professionals, recent information science graduates and a Rutgers PhD information science student. A panel of distinguished information professionals presented.

The goal of the webcast was "to expose information professionals to new and emerging technologies and to encourage their use in information management." These technologies can be used by information professionals to influence healthcare and improve the patient experience.

From Geek to Cool: Web 1.0 and Web 2.0

According to panelist Gabriel R. Rios, Deputy Director at the University of Alabama-Birmingham, Lister Hill Library of the Health Sciences, Web 1.0, also known as "your Mother's web," began in 1993 and contained mostly static HTML pages. Viewed with a browser, Web 1.0 used client/server architecture with a target audience of mostly computer geeks. A hallmark of Web 2.0, which began in 2003, is that users are also content providers. Web 2.0, with its wikis and RSS feeds, was and is created by everyone for everyone. Making a science out of user engagement, Amazon.com, Blogger.com, Ebay, and Wikipedia are high-profile Web 2.0 examples. And because its content is continuously updated by anyone and everyone, Wikipedia is an example of "radical trust." User-centric technology--blogs and wikis--are part of the Web 2.0 "webvolution."

Weblogs (aka Blogs) and Really Simple Syndication (RSS)

Michaëlle Kraft, AHIP, and author of the medical librarian blog "The Krafty Librarian"--<http://www.kraftylibrarian.blogspot.com>--discussed the uses and usefulness of blogs. Blogs are websites where the author(s) write entries that appear in reverse chronological order and are similar to journals, diaries, or editorial columns on a particular subject. Forerunners to blogs were electronic bulletin boards and web forums, both of which contained conversation threads. Prior to 1999, fewer than 100 blogs existed; as of November 8, 2006, Technorati (<http://www.technorati.com>) had tracked over 59.4 million blogs! The number of blogs doubles every five months. Blogs influence politics, news and the media. Blogger (<http://www.blogger.com>), LiveJournal (<http://www.livejournal.com>) and TypePad (<http://www.typepad.com>) are a few blog hosting services. Ms. Kraft cautioned that if your library has a blog, it must contain links back to your library's website, and vice versa. Bloggers should know their audiences and their reasons for blogging and should continually update their blogs.

Question: how does one efficiently keep track of information posted on websites and blogs? Answer: Really Simple Syndication, or RSS. RSS is a format developed to distribute information and news. RSS makes it possible for users to subscribe to favorite websites and blogs. An aggregator or "feed reader" program is software that manages a list of RSS feeds. Once the feed is added to the aggregator, it automatically checks for new content and displays it to the user. There are web-based (<http://www.bloglines.com>); desktop (<http://www.newsgator.com>); and plug-in types (<http://www.firefox.com>) of aggregators. RSS feeds and blogs are great tools for increasing communication, visibility and library outreach. To view a superb example of library blogs, check out the Ann Arbor District Library's website at: <http://www.aadl.org>.

Podcasting

Assistant Director for Library Technology Services at the Claude Moore Health Sciences Library at the University of Virginia, Bart Ragon explained that you do not need an iPod to listen to a podcast--you just won't look as cool without one. RSS allows users to subscribe to podcast series or feeds. And podcast aggregators, or podcatchers, allow one to subscribe to a podcast feed so that new episodes are automatically downloaded. Examples of some web-based podcatchers are Podnova (<http://www.podnova.com>); Netvibes (<http://www.netvibes.com>); and Pageflakes (<http://www.pageflakes.com>). And of course, the National Library of Medicine has feeds and podcasts: http://www.nlm.nih.gov/listserv/rss_podcasts.html. Mr. Ragon stated that "libraries were born to understand podcasting--it's all about metadata."

Wikis

The best-known wiki is Wikipedia (<http://www.wikipedia.org>). Chad F. Boeninger, Reference and Instruction Librarian at Ohio University's Alden Library, explained that a wiki is an easy-to-use website or web resource dependent upon community contributions and editing. Originally intended for collaboration in technical fields, wikis now have a variety of purposes. Since a wiki is essentially a knowledge base with content that is keyword searchable, libraries can make use of both internal and external wikis in an effort to communicate with library staff and patrons. A reference wiki would be internal and may contain answers to difficult reference questions, library policies, FAQs and meeting minutes. An external library wiki could be used to replace the traditional research guides and pathfinders. OCLC's WorldCat Wiki Project is a fascinating study in what might be called a super-wiki: <http://www.oclc.org/news/publications/newsletters/oclc/2005/268/labs.htm>.

Technology Forecasting

By the time you have finished reading this, the future will have come, gone, and is now history -- Uncredited

Source: <http://en.wikipedia.org/wiki/Futurists>

David Topps, director of eLearning at the Northern Ontario School of Medicine, Sudbury, talked of "ubiquitous computing" and asserted that every place is a learning place. The "Millennials" (born between 1980 and 2000) are concerned with team performance rather than individual performance. They know that there are numerous avenues to obtain information--unlike previous generations, who looked to the all-knowing, omnipresent teacher, standing in the front of a classroom. However, he warned that everyone needs to be taught critical thinking skills, which need to be nurtured. He also discussed "just-in-time" learning. JIT learning is not just about facts: it's about how to think, search, and critically appraise information sources. The future includes digital paper, steganography (the art and science of hiding information) and ultrawideband publishing.

Conclusions

I am one of those who remember DOS, 1200-baud rate and BRS and DIALOG bluesheets. This MLA Webcast was a great primer for me and helped widen and broaden my understanding of wikis, RSS, blogs and podcasts.§

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Membership Statistics

At this point of the year we have 135 members! This marks a significant increase from last year's total membership. Last year's *Chronicle* indicated membership at 120. This means we've made a 12.5% increase in our total membership numbers. Thank you to everyone who made this possible. §

Gary Childs, Membership Chair
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Electronic Journal Licensing and Negotiation

On Thursday, September 28 the Wistar Institute hosted this MLA-Philadelphia Regional Chapter program. Representatives from EBSCO, Elsevier and the VALE consortium appeared to explain how their organizations have adapted to electronic journal licensing and negotiation.

Chip Phelps from EBSCO listed all the roles a subscription agent now plays in the electronic subscriptions age. Traditionally, subscription agents have saved time and money for the librarian by consolidating subscriptions into one large order and invoice, and by handling claims for missing issues. But the realm of electronic journal licensing has necessitated that subscription agents provide additional services. Enabling connectivity is one such role, and EBSCO fulfills it by providing multiple platforms by which library patrons can access electronic subscriptions (Electronic Journals Service, EBSCOHost); they also enable online authentication via registration assistance, including updating IP addresses so that publisher sites recognize registered users; and by activating title access on content hosting sites (MetaPress and Ingenta). Further, subscription agents can indicate which titles are available electronically, provide MARC records for integrated library systems, and provide collection development assistance. Chip also described EBSCO's specific products in these areas.

Next up was Daviess Menefee from Elsevier, who described the scientific, technical, and medical (STM) publishing landscape today; explained how Elsevier has invested resources in the electronic age; and talked about Elsevier's policy regarding open access initiatives, including NIH's publication repository request. STM publishing is truly a global endeavor, with China and India growing in publishing activity. The field is highly competitive for the over 2,000 STM publishers, which are each trying to get authors to

publish in one of the 18,000 STM journals available. The number of journals increases by about 3% each year—equal to 10-15 new titles annually. Elsevier has invested in electronic article management services for authors and editors; it has invested over \$100 million for ScienceDirect® and other electronic platforms on which to provide access to its articles; and it has invested \$40 million digitizing journal backfiles.

For librarians, Elsevier provides a reporting tool for usage statistics, available via ScienceDirect® and Scopus®. It has entered into an agreement with the Dutch Royal Library and Portico, an electronic archiving service, to ensure digital preservation and archiving of back volumes. Additionally, Elsevier has developed a method to ensure electronic access to articles even if a library has canceled its service to ScienceDirect®. It has established “Articles in Press,” providing access to articles not yet published in print. CrossRef® linking, using an article’s digital object identifier (DOI), is a system that Elsevier uses to enable access from databases to full text. Elsevier is permitting author-based article repositories, and is looking into sponsored articles to enable open access. Elsevier will submit articles into the PubMedCentral archive automatically unless an author opts out of that NIH archiving program. Elsevier is providing free or low-cost access to articles to developing countries. Lastly, Elsevier participates in patient INFORM, a free, online service dedicated to disseminating original medical research directly to consumers (<http://www.patientinform.org>).

The third speaker was Judith S. Cohn, from UMDNJ and the Virtual Library Academic Environment (VALE) consortium. Judith discussed the roles that library consortia have in enabling their members to purchase subscriptions at reasonable rates and access their holdings effectively. She described the research of two NN/LM working groups, an e-licensing working group and a hospital internet task force, regarding barriers that inhibit easy access to Internet-based information in the hospital environment. Their final report is available at http://nmlm.gov/archive/20060919133544/final_report_3-21-05.pdf.

Applied to the e-journal licensing issue, additional barriers or issues have arisen during the 10-year-old transition from print to electronic resources: Should you prefer the print or the electronic publication? Is ownership a must, or is access sufficient? Is availability more or less important than the ability to deliver a document as needed? Librarians must learn to work with publishers and aggregators to determine the best mix of their journal, book, database and other resource collections and determine the best options for licensing those resources. You can go it alone, or join one of a variety of consortia. Individual librarians and consortia can develop the skills necessary to become good negotiators: become familiar with licensing language, monitor relevant websites and email discussion lists, and take advantage of continuing education opportunities. Over the years and through the interactions of individual librarians and consortia with publishers, licenses have become more readable and more lenient regarding electronic reserves and interlibrary loan; more vendors are supplying COUNTER-compliant journal usage statistics; more standardized models are available (cost per FTE, number of simultaneous users, etc.), and other improvements have been accomplished. However, there is still work to be done regarding publisher prices as a starting point for further negotiation; unbundling content from the Big Deal; preservation and archiving issues; and multiple access models.

The fourth segment of the program included questions for the panel. These covered pricing models for different types and sizes of organizations, interlibrary loan issues, embargoes, Loansome Doc and the concept of “authorized users,” and vendor service charges.

Thanks to Nina Long, our hostess for the morning, and kudos to Brad Long and Jackie Knuckle, past and present program chair, respectively, for their committee’s work to provide this informative program. §

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Meet Your Fellow Chapter Members

Profile #1: Rachel Resnick



Present Professional Position: I am the research librarian for Polisher Research Institute at the Madlyn and Leonard Abramson Center for Jewish Life (formerly known as Philadelphia Geriatric Center).

Past Professional Experience: My first library job was at the Devereux Foundation as the assistant librarian in the Behavioral Research Library, part of Devereux's Institute for Clinical Training and Research. My supervisor was Joyce Matheson, now retired. When I felt ready to manage a library I applied for and obtained the position of manager of library services at Doylestown Hospital. I've been working in behavioral sciences and medical libraries since 1996.

What do you find most interesting about your work? I never stop learning. Thanks to LIS professional literature and blogs, I'm able to learn about different tools and techniques to improve my skills and increase the types of support I am able to provide. For example, thanks to the literature, I learned about various library-related blogs, which informed me about RSS, newsreaders, and social software. As a result, I now check Bloglines daily for information for myself and my patrons, and keep two Furl accounts: one for aging-related news and resources (<http://www.furl.net/members/prilib>), and the other for LIS-related information (<http://www.furl.net/members/PolisherLibrarian>).

What qualities or traits do you find most helpful in your work? I work with researchers studying psychosocial aspects of aging, for the purpose of discovering or innovating ways to improve the quality of life of older people, particularly in long-term care settings. Curiosity, and the desire to dig for answers are, of course, necessary in this type of work. But beyond that, I have an innate desire to be helpful; to that end, I try to

make my patrons' interests my own, to the extent that I am constantly looking for information that can inform their research.

What do you enjoy doing "for fun"? I bought a guitar a few months ago, and am trying to learn how to play. I've discovered a myriad of magazines and web resources that provide helpful tips and techniques. I'm not sure which is more fun--the practicing or the reading!

Is there anything about you that others might be surprised to know? I'm a big Star Trek fan. Did you know that the SciFi channel runs episodes of "The Next Generation" every evening, or that they run episodes of the original series and "The Next Generation" for several hours every Saturday? Or that there was recently an auction of Star Trek memorabilia? Or that James Doohan's ashes were shot into space? Or that this year marks the 40th anniversary of the original series? Or that there will be a new movie coming out? Or that ...?

Why would you encourage members to become actively involved in the Philadelphia Regional Chapter? I think it's a great way for solo librarians to have more contact with professional peers. So often those of us with smaller budgets or lack of time to spend away from the office are unable to get to conferences or local meetings; depending on the type of activity you get involved in, you can still have contact with others via email, phone, teleconference, etc. And if you choose to take on a position of responsibility, you know that no one is alone: there is always someone to turn to for guidance and helpful suggestions. Even though this is my third issue of the *Chronicle* as its editor, I most definitely do not put together this newsletter alone. I am indebted to the services, support and good humor of our section editors and contributors; to our formatting guru; our membership chair, who provides email info to announce upcoming issues; and to the chapter's webmaster, who ensures that the issue is available online. This is most definitely a team effort. GO TEAM!

Profile #2: Gary Kaplan



Present Professional Position: I'm a reference librarian at Jefferson's Scott Memorial Library.

Past Professional Experience: This is my first professional job out of Drexel's library school. Before Jefferson, I was the secretary at Columbia University's Avery Architectural & Fine Arts Library in New York, where the excellent librarians introduced me to this career. And before that I installed business Internet service for a New York City ISP.

What do you find most interesting about your work? Learning about our world from the academic and occupational perspectives of patrons. And being a part of the library's growth toward more user-friendly and sophisticated spaces, services, and collections.

What qualities or traits do you find most helpful in your work? There's such a range of jobs in this field, with roles for people with an equally wide range of personality types. At the reference desk, patience, enthusiasm, and the desire to see your users succeed make for the most rewarding interactions.

What do you enjoy doing "for fun"? Biking (slowly, to enjoy the scenery), taking the dog for walks in the Wissahickon, volunteering for the Wissahickon Restoration Volunteers to tear out invasive vines, dining out with friends and family, visiting museums, going to see live music, reading.

Is there anything about you that others might be surprised to know? I played guitar in a punk band. That was a while back.

Why would you encourage members to become actively involved in the Philadelphia Regional Chapter? You'll get to know your colleagues better, which means having a good time, learning together, and developing the profession.§

Edited by Linda M.G. Katz
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Member & Library News

Karen Albert, Director of Library Services, Talbot Research Library, Fox Chase Cancer Center, is the author of the following recently-published article:

- Albert KM. Open access: implications for scholarly publishing and medical libraries. *J Med Lib Assoc* 2006 Jul;94(3):253-62.

Eric Delozier, Electronic Services Librarian at Penn State Harrisburg, was appointed Chair-designate of the Medical Library Association's Credentialing Committee for 2006-2007. He was also approved for renewal as a member of the Academy of Health Information Professionals for 2006-2111 at the Distinguished Level.

Dan Kipnis, Senior Education Services Librarian, Academic & Instructional Support & Resources (AISR), Thomas Jefferson University, has published two articles:

- Frisby AJ, Kipnis DG., Mikita,G. Developing and sustaining a web-based library newsletter. *Med Ref Serv Q* 2006;25(1):7-25.
- Bridges J, Miller, CJ, Kipnis, DG. Librarians in the Woods Hole biomedical informatics course. *Med Ref Serv Q* 2006;25(1):71-81.

Nancy Calabretta, Reference Librarian, UMDNJ Camden Campus Library, Cooper University Hospital, Camden, has co-authored a clinical inquiries (CI) article for the Family Physician Inquiries Network (FPIN):

- McBride C, Kelsberg G, Calabretta N, Huber T. What is the prognostic value of stress echocardiography for patients with atypical chest pain? J Fam Pract. 2006 Oct;55(10):902-4.

Editor's Note: The FPIN Librarian Community is a network of librarians who have a common interest in promoting the use of evidence-based information at the point-of-care. Librarians provide information systems knowledge, search expertise, and educational experience that are integral to the processes, publications, and overall mission of the FPIN consortium.

Staff Changes:

Christine Davidian has joined the staff at the Philadelphia College of Osteopathic Medicine's O.J. Snyder Memorial Library as Electronic Resources Librarian. Prior to coming to PCOM, she worked in database application development for the federal courts and private industry. Her most recent experience was at the University of Pennsylvania's Biddle Law Library and the Marple Public Library, Broomall, PA.

Maura Sostack is the new Education Coordinator/Medical Librarian at Riddle Memorial Hospital, Media, PA. She was Director of Library Services/Archivist, Victor Piccone Memorial Library, Methodist Hospital, Philadelphia, until the Library's closure in April 2006. §

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The TechnoHumanist Corner

These days one of the most noticeable trends on the World Wide Web is the use of web-based, collaborative software. Such software enables people to work together on a project. The best-known application of web-based collaborative software has been in the field of communications. Blogs, wikis, chat, and instant messaging are prime examples of collaborative communications programs. Lately, the development of collaborative software has spread into the area of personal productivity. A good example of a personal productivity program is RefWorks. This web-based personal bibliographic information management program enables you to create your own personal database, write a paper inserting references from your database, and format the paper in a specific output style, e.g., JAMA, NLM, etc. You can grant other people access and specific working privileges for your database. EndNote®, RefWorks' competitor, has been developing its version of a web-based bibliographic information management program called WriteNote™. WriteNote™ is available commercially, but if you subscribe to ISI Web of Knowledge, it is included without charge and is known as EndNote Web.

A leader in web-based business applications was a small company, Upstartle, which developed web-based word processing technology known as Writely. Writely has some of the functionality that you find in both a text editor program and Word. I was made aware of Writely while doing a team project. Our project leader wrote some of the project documentation and copied it to Writely. She gave each team member a Writely account that included access and editing rights. This was a great experience. Everyone was able to see the latest document revision as soon as it was made rather than wait for the next team meeting or an e-mail attachment. Everyone could see who made a revision and when. And since everyone saw the latest revision, we did not have the confusion of several versions of the document circulating among us. Further, Writely saved all revisions and we could compare any two, and discard unwanted versions. Since my team project, I have expanded my use of Writely, creating letters, class lectures, quizzes and my TechnoHumanist Column.

Many of Writely's icons are the same as those in Word, and you can align, format, copy, paste, cut or highlight text in exactly the same way. You can choose a font style, size or color. Although you can create lists, you are limited to Arabic-numbered or bulleted lists. Writely has additional features that will let you insert a comment, image, table, or special characters. You can save documents in HTML, PDF, RTF, or Word formats. The document page has a Collaborate tab, which allows you to invite people to view only or collaborate and edit. The Publish tab enables you to publish the document on the Google.com server or to a blog.

A few months ago, Google acquired Writely. The service is free! If you had a Writely account prior to Google's ownership, your original Writely user account and password were automatically transferred to Google. If you are a new user, you have to register to use it. Go to <http://docs.google.com>, where you can log into your account or take a tour and register.

In pursuit of creating a web-based collaborative office suite of applications, Google bundled Writely with web-based spreadsheets, so when you register, you automatically have access to both Writely and the spreadsheets. By the way, although it is not part of the word processing and spreadsheets suite, if you registered to use the Google web-based calendar program, a calendar link will appear on the *Docs & Spreadsheets* home page.

Just as the Writely portion mimics Word, the Google spreadsheets section is similar to a scaled down version of Excel. If you have formatted data from spreadsheets with .xls, .csv, and .ods file extensions, you can import and export that data. As in other desktop spreadsheet programs, Google spreadsheets let you do formatting and formula editing to calculate results and display the data in a way that you like. If you collaborate with others, you can use the Discussion tab to chat with them while editing. You can perform formatting functions such as coloring the text or cell background, creating borders around a column, row or cell, etc. However, the time and currencies formats are limited. Presently, the spreadsheets only support Pacific Standard Time (PST) as a time format. For currencies, it supports the euro, pound, dollar, yen, and ruble.

Why use a web-based suite of office applications? One good reason is that many of these programs are free, or available at nominal cost. Another reason is that they're easy to learn and use. The learning experience is similar to learning the differences between FireFox and Internet Explorer. A third reason is that you can access and work on your documents any time from any Internet-enabled computer. For example, this column was written in three different states on three different computers. Another reason to use these programs is that your documents are stored safely on a server, so you don't have to worry about losing them if there is a power failure. Also, you don't have to e-mail copies to yourself or make sure that you have copies on removable media. Finally, you have total control over who can view your documents or collaborate with you in creating and revising them.

Google's *Docs & Spreadsheets* is not a full office suite like Microsoft Office. If you are interested in a web-based, full office suite that includes word processing, spreadsheets, presentations applications and more, visit Zoho Office Suite (<http://www.zoho.com/>) and gOFFICE (<http://www.goffice.com/>). Zoho's tools are free, while gOFFICE charges 99 cents per month.

Please visit the sites mentioned in the article. I hope you will find something that will make your work life easier. Until next time, have a happy and safe holiday season. Happy Holidays to All! C U in 2007.§

Carlos Rodriguez
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Calendar

**Don't forget!!! Annual MLA Meeting:
Philadelphia, May 18 - 23, 2007**

PALINET Workshops

Location: PALINET

3000 Market St., Suite 200, Philadelphia, PA 19104

Registration & Information: (215) 382-7031 or fax (215) 382-0022 or

<http://www.palinet.org/>

Workshops at the Philadelphia site:

Nov. 30 Advanced serials cataloging (SCCTP) Part 1

Dec. 1 SCCTP Part 2

Dec. 12 Preserving digital material

Dec. 14 Emergency preparedness and response

The 2007 training schedule is not yet available. Please see http://www.palinet.org/ep_workshops_results.aspx for Pennsylvania, Delaware, New Jersey locations and many online learning opportunities.

December 6, 2006

Ethnic Awareness and Health Information Resources

Sponsor: Health Sciences Library Association of New Jersey [HSLANJ]

Location: New Jersey Hospital Association Conference Center, Princeton, NJ directions:

<http://www.njha.com/conferencecntr/html/mc.directions.aspx>

Registration: <http://www.hslanj.org/December2006CE.doc>

Information: Erica Moncrief, 609-394-4125 or emoncrief@chsnj.org

January 8, 2007

PubMed class: covering MeSH, Special Queries, NCBI, LinkOut, My NCBI, and more

Sponsor: NN/LM MARL

Location: Frederick Ehrman Medical Library, NYU Medical Center, Carlisle Computer Classroom, MSB Room 198B, 550 First Ave., New York.

Registration: <http://nmlm.gov/ntcc/request.html>

Information: Kathel Dunn: 212-263-8535

January 19-24, 2007

American Library Association Mid-Winter Meeting 2007

Sponsor: ALA

Location: Washington State Convention & Trade Center, 7th & Pike Sts., Seattle, Washington

Registration & Information:

<http://www.ala.org/ala/eventsandconferencesb/midwinter/2007/home.htm>

March, 2007

Bioethics Program

Sponsor: Philadelphia Regional Chapter/MLA

Information will be forthcoming: <http://www.mlaphil.org/meetings.html>

Ongoing Workshops

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

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

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

Registration: <http://www.hslc.org/register.html>

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

Edited by Janet Clinton
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Treasurer's Report

The Philadelphia Regional Chapter/MLA Citizen Bank account, as of November 10, 2006, has a balance of \$14,092.44, with all transactions recorded in a Quicken database.

Funds invested in the PA Treasury currently total \$5258.67. §

Stephanie Ferretti
2004-2006 Treasurer
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