

the *Chronicle*

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

The Board has been busy preparing for the upcoming annual dinner and business meeting on April 27, 2006 at the City Tavern. Proposed updates to the chapter bylaws have been made and all members who attend the annual dinner will be voting on those proposed bylaw updates, along with dues increases and the elimination of dues for all library students who choose to join the chapter. Your annual dinner invitation will explain all the proposals for the business meeting.

The CE Committee did a wonderful job in planning our latest CE program: Leadership and Emotional Intelligence presented by Maureen Sullivan. Twenty-five people attended this program, members as well as librarians from SLA and the Free Library of Philadelphia.

Elections ballots for new Board members will be mailed in the spring; please be sure to vote. Additionally, if you are interested in volunteering in the Chapter, please let me know.

We hope to see you on April 27 for our annual dinner and business meeting. Along with the business meeting, dinner and seeing friends and colleagues, we will have a presentation by F. Michael Angelo, University Archivist/Special Collections Librarian from Thomas Jefferson University, who will present "Answering the Charges: Philadelphia Medical Students Behaving Badly."

We'll see you on April 27th. §

Dan Kipnis
Chapter Chair, 2005-2006
dan.kipnis@jefferson.edu

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From the Outgoing Editor

I'd like to thank everyone in the Philadelphia Regional Chapter, MLA, for affording me the opportunity to play a role in the publication of the *Chronicle* for thirteen years. In the "early days," I enjoyed working closely with Sandy Wood, and then with Barbara Cavanaugh. For a number of years, Karen Albert, Nancy Calabretta, and I were co-editors. And, most recently, I've been the sole editor, but with wonderful assistance from Rachel Resnick, Gina Kaiser, Carlos Rodriguez, and Janet Clinton. Also, I am grateful to Nancy Spedding, my colleague here at Drexel University Health Sciences Libraries, for cheerfully and capably handling the technical aspects of production of the *Chronicle*. Editing the *Chronicle* has been a meaningful and rewarding experience for me, and I have learned a great deal, and gotten to know many wonderful professionals.

I am completely comfortable handing over the editorial reins to Rachel Resnick; this is her inaugural issue. I know that she will do an outstanding job. She's an editor par excellence, and has many exciting ideas about new columns and articles for the newsletter. Please join me in welcoming Rachel. Rachel, I hope you have as much fun as I did!

Also, I cannot close without mentioning Sandy Wood, an accomplished librarian, a longtime Chapter and MLA member, and a REAL editor, who retired at the end of 2005 after more than 35 years at Penn State Milton S. Hershey Medical Center's George T. Harrell Library, Hershey. (Please see more about [Sandy](#) in the "Member & Library News" column.) Sandy, best wishes for a happiness and success in the coming years! §

Linda M.G. Katz
linda.katz@drexel.edu

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Article of Appreciation for Linda Katz

This thank-you to Linda Katz is both bittersweet and heartfelt. After seven years of hard work and dedication, Linda has ended her highly successful tenure as editor of the *Chronicle*. She will be missed greatly! Happily, her reason for leaving this position is that her outstanding capabilities were recognized outside the Chapter, and she was appointed editor of the national *MLA News*. Congratulations, Linda!

All who have worked with Linda on the *Chronicle*, know that she brings intelligence, good humor, creativity, and excellence to all of her endeavors. She is the consummate editor, carefully checking facts and thoroughly facile in producing the best writing possible. *Chronicle* issues produced under her leadership are consistently high quality, informative, and a pleasure to read.

During her tenure as editor, Linda gently guided the publication into the 21st century. It became an online-only, web-based newsletter available in both HTML and PDF formats. The printed and mailed versions are but faint memories at this point. In addition, Linda created the popular column "Meet Your Fellow Chapter Members." Thankfully, she will continue to handle this column as well as the Member and Library News, even though she has already taken the helm at *MLA News*. It is noteworthy that Linda served as *Chronicle* co-editor with Karen Albert and Nancy Calabretta from 1999-2003, but after they both stepped down, she agreed to stay on as sole editor.

Prior to Linda's terms as co-editor and editor, she worked with *Chronicle* Editor Barbara Cavanaugh as the managing and copy editor. Barbara has always said that she could not have handled the job without Linda. This was not only thanks to her technical help, but also because she simply made the job completely pleasurable. Linda has clearly been the glue that has held the *Chronicle* together since the mid-1990s.

We are fortunate that Linda was able to recruit Rachel Resnick to follow in her footsteps and take on this challenging job, after working on the *Chronicle's* staff for several years.

We all owe an enormous debt of gratitude to Linda for her exemplary work as *Chronicle* editor. We wish her success in her new high-profile role as *MLA News* editor. §

Karen Albert
KM_Albert@fccc.edu

Barbara Cavanaugh
bbc@pobox.upenn.edu

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From the Incoming Editor

I'd like to thank Linda Katz and the Board for having faith in me to do justice to the *Chronicle* as your new editor. I'd also like to thank the many members of MLA-Phil who wrote to congratulate me. I am honored to have been asked to serve.

This issue holds many interesting articles. Besides the usual reports from our administrative board, we also have a review of the Body Worlds exhibit at the Franklin Institute, a look at what the USA PATRIOT Act holds in store for health sciences librarians, and information about how a medical librarian served as project manager and editor for a book about the nursing program at Methodist Hospital. There are reports of chapter activities, information about MLA's Oral History Program as well as its Leadership and Management Section, the usual member profiles, and more. I hope you enjoy this issue.

I'd like to solicit your opinions about the types of information you would like to see in the *Chronicle*. In requesting writers for this issue, I threw out a few ideas that have not been picked up:

- MLA's mentor database—who has used it, and what was your experience?
- hospital informationists from library and other backgrounds;
- history of CHI;
- "competitive intelligence"—report on what's going on at other library-related organizations (SLA, ASIST, etc.)—meetings, programs, etc.;
- book reviews—if anyone has recently read a book relevant to the membership and would like to write a report for us, this could be an occasional article or a regular column, written by one person or shared among several.

Other ideas for regular columns that I thought would be of interest:

- library-related grant opportunities—not just those from MLA or vendors, but also from the IMLS, LSTA or private foundations;
- A student-written column, to a) highlight what they're teaching in "i-school" these days, and/or b) documenting students' experiences volunteering or interning at health sciences libraries. The curriculum columns might be written by a single student, but I would think that the experience columns could be written by a

different student for each issue. If any professional members have appointments at local i-schools, a regular column of their experiences would also be welcome.

Please contact me if you are interested in writing an article or a regular column on these or on any other topics. §

Rachel R. Resnick
rresnick@abramsoncenter.org

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Librarian as Editor: ***The Life of a Nurse: a pictorial history of the diploma program at Methodist Hospital 1982-2006***

Methodist Hospital, a division of Thomas Jefferson University Hospitals, graduated its final nursing diploma class in January 2006. The closing of the school brought to an end a 114-year tradition and both the school and the senior management at Methodist Hospital wanted to do something special to mark the end of the diploma program. The following represents the timeline during which this project was conceived and implemented:

January-June 2005: Sandra Krafft, Director of the Methodist's School of Nursing, and I informally discuss ideas for a commemorative keepsake, preferably to be given out during the final graduation ceremony. We looked through the hospital and school archives and found original class photos dating back to 1894. We decided to scan these class photos to compile a "Yearbook of Yearbooks".

June 2005: A Graduation Committee is formed comprised of Senior Methodist Hospital Management, School Alumni, Sandy Krafft and myself. During these committee meetings, Senior Management presents a much more complex idea: hire a professional writer to revise and update *The Methodist Experience*, a book written by former Methodist Hospital librarian Sara Richardson. (Ms. Richardson wrote a history of the school specifically to be given to alumni who attended Methodist Hospital centennial celebrations, held during 1992). A graphic artist and photographer from Medical Media Services, a department of AISR at Thomas Jefferson University, are hired to do the book layout and scan the photographs and artifacts. Chief Administrative Officer at Methodist Hospital appoints me both project manager and editor of the book project.

July and August 2005: Our writer-for-hire and I spent many hours engaged in "archive digs." Sara Richardson's archive organization at Methodist Hospital's Library proved invaluable and we were able to go through 80 years of *Meth-o-scope* yearbooks, Methodist Hospital annual reports dating back to 1892, old hospital newsletters, and original notes and diaries from Directresses of Nurses, and over 1000 photos and artifacts in two months!

September and October 2005: Initial layout of the book complete, along with scanning over 400 images. It's decided the book will be revised by political periods of time, rather than decades (as Sara Richardson had done). Our writer-for-hire completes her update and revision of *The Methodist Experience* by mid-October. And I spend many hours at Temple University's Urban Archives, looking through *Evening Bulletin* stories and original press photos of Methodist Hospital. I also begin to spend two days per week with the graphics designer, working on the design and layout of each page of each chapter.

November and December 2005: Editing and fact checking of text begins as image layout is finalized. We decide to have each chapter begin with a Timeline so fact checking of timeline events also begins. Dust jacket design begins.

January and February 2006: Our committee meets to review the final draft of both timelines and chapters. I meet in a series of one-on-one sessions with Methodist Hospital's CAO to discuss publicity, distribution, copyright issues and future archive projects.

March 2006: *The Life of a Nurse* goes to print. Along with our graphic artist, I visit the printing house to do a series of press checks. And finally, meet with our committee to get final approval on the dust jacket.

Epilogue: If it seems a bit daunting to revise and update a book in less than seven months – it is! There was really very little time to plan this project: in fact, this book really evolved as we worked on it.

It is not every day that a librarian has the opportunity to not only work on a book project, but is appointed both project manager and editor by the Chief Administrative Officer. I worked seven days a week for over six months to make certain that *The Life of a Nurse* is a top quality product. I am enormously proud of the work I've done for Methodist Hospital and exceedingly proud of the role I played in producing this commemorative book. Ordering information can be found at: <http://jeffline.jefferson.edu/Methodist>. §

Submitted by Maura Sostack, Librarian and Archivist at Methodist Hospital, project manager and editor of: *The Life of a Nurse: a pictorial history of the diploma program at Methodist Hospital 1982-2006* maura_s@msn.com

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MLA's Leadership and Management Section: Recent History Reveals Growth and Dynamism

The Leadership and Management Section (LMS) is one of the largest and most active of the MLA's 23 sections. At its founding in 1948 the section was known as the Medical School Libraries Group. It was established to provide medical school librarians more

opportunities to discuss issues of common interest and concern. The group was not particularly active at first – its only regularly scheduled activity was a luncheon or dinner held during the annual meeting of the MLA. Some significant problems beset the group at its inception, most notably a lack of visibility and focus. The interests of the Medical School Libraries Group did not seem that much different from the interests of many of the MLA's other sections and SIGs or from the Association of Academic Health Sciences Library Directors (AAHSLD).

Largely to address this overlap with other sections and to create a more unique focus the group was renamed the Leadership and Management Section in 2000. By doing so the LMS would no longer draw its members only from medical school libraries. It also created a forum, where none existed before, solely dedicated to discussing the challenges of leadership and management. The fact that there were 369 members in the section by 2005 suggests that this new direction has a broad appeal.

The growth of the LMS since 2000 is evident in this increase in its membership as well as in the varied resources it makes available to these members. Foremost among these is its fine newsletter, *The Leading Edge*, that provides its readers with book reviews, short articles, case studies, and section news; the section's discussion list allows its subscribers to share information and network in a more casual forum. The LMS also actively sponsors and contributes to grants designed to promote leadership and management. Educational programs offered at MLA annual meetings have always been a strength of the section. LMS's conviviality and social activities, another strength of the section, allow members numerous opportunities for further networking.

The LMS is similarly rich in its projects and initiatives. Noteworthy in this area is its ambitious effort to advance the careers of middle managers. The Task Force on Professional Development for Current and Aspiring Middle Managers (PDCAMM) recently surveyed over 900 medical librarians, including 400 middle managers, in order to identify how to best prepare this group for positions in upper management.

The LMS has evolved into a mature, active, even dynamic section with a well defined focus that appeals to many MLA members. If you are interested in improving your management abilities and in advancing your career prospects then you will find that membership in the LMS will help you to realize your professional aspirations.

More information about the LMS is available on its Web page at <http://www.lms.mlanet.org/> An application form is available at: http://www.lms.mlanet.org/join_us_form.html §

Brian Bunnett
Chair, LMS Membership Committee
Brian.Bunnett@UTSouthwestern.edu

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Winter 2005 Roundtable Dinner

By Ellen Justice, Vanessa Morris and Maura Sostack

Edited by Brad Long

On Wednesday, December 1st, the Chapter held a Roundtable Dinner at Buca di Beppo, in Center City Philadelphia. Eighteen people attended, participating in one of three discussions: Patient Care and Evidence Based Medicine; RSS, Wikis, and Blogs; and e-Journal Management. This article summarizes each discussion.

Patient Care and Evidence Based Medicine

Facilitator: Ellen Justice

There seems to be a push by medical library patrons, residents in particular, to look at current evidence-based practices (EBM). Maintaining the status quo of many medical practices has been viewed negatively by some medical professionals. Participants discussed how librarians could help facilitate EBM searching practices with their patrons, including identifying, providing and effectively marketing quality EBM tools. The librarian's integration into EBM practice at the institutional level was also discussed, as were the benefits and risks that EBM practices bring to the patients themselves. Also, learning opportunities for librarians as related to EBM practice were discussed in detail.

RSS, Wikis, and Blogs

Facilitator: Dan Kipnis

RSS means "Really Simple Syndication" and is a newly developed Internet technology that allows for the constant pushing of information, as dictated by the end user, through a reader program. End users are then able to subscribe to information feeds that are of interest to them. In this way, librarians can help keep patrons up-to-date on library services, events, and changes to the library website. Blogs and wikis were also discussed relative to the advantages and disadvantages of these relatively new web-based technologies. Although both are more interactive than RSS feeds, end users need to visit the sites to stay up-to-date with the information provided through these formats. Additionally, wikis were seen as a democratic means of sharing information because anyone can freely contribute to and edit them. I-Pods and podcasting were also discussed, especially for potential applications in medicine education. Finally, instant messaging (IM) as a reference tool was discussed. The group preferred this technology over commercial virtual reference packages because of the ease of use and speed for answering simple reference questions.

E-Journal Management

Facilitator: Brad Long

This group reviewed different ways to track and manage both e-journals and e-books, from very basic spreadsheet programs to more sophisticated electronic journal management systems. The implementation and selection of link resolvers was also discussed. Both subscription tracking and link resolving are important because medical libraries are providing more e-resources, with a few libraries already taking the drastic

change to an almost all-electronic format for their collections. Although the initial focus was on e-journal subscriptions, open-access journals and books and their impact on e-resource management were also discussed. Finally, downloadable audio books were discussed as a technology becoming more prevalent in public libraries.

The results of the evening were seen as productive, as many attendees felt that the ideas shared with their colleagues could be used in their own institutions. Also, based on the current implementation of these technologies, many predictions about the future of these new technologies and practices were made. Therefore, continued discussion among librarians regarding each of these topics should help everyone in the long run. Your participation in future roundtables is strongly encouraged. §

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U.S.A. PATRIOT Act: Uniting and Strengthening America by Providing Appropriate Tools Required to Intercept and Obstruct Terrorism

Its Implications for Health Science Libraries

Responding directly to the September 11th terrorist attacks, Congress enacted on October 26, 2001, Public Law 107-56 – known as the U.S.A. PATRIOT Act. The Act sought to improve United States counter-terrorism efforts. The U.S. Department of Justice states *...the Patriot Act has played a key part – and often the leading role – in a number of successful operations to protect innocent Americans from the deadly plans of terrorists dedicated to destroying America and our way of life.*

Of particular significance to libraries, librarians, and library patrons are Sections 215 and 505. Section 215, entitled: “Access to Records and Other Items under the Foreign Intelligence Surveillance Act” states, in part:

...The Director of the Federal Bureau of Investigation ... may make an application for an order requiring the production of any tangible things (including books, records, papers, documents, and other items) for an investigation to protect against international terrorism or clandestine intelligence activities...

Since October 2001, local, state and national library organizations, along with other organizations (most notably the American Civil Liberties Union), have voiced concern over the implementation of Sections 215 and 505. One of the most recent Patriot Act controversies involved the FBI demands for a Connecticut library to turn over user records, billing information and Internet logs citing authorization of section 505 of the Patriot Act. Because of a gag order imposed by the Patriot Act, the identity of the institution, the specific records being sought, the date of the request, and other details of

the incident cannot be disclosed. For more detailed information on the Connecticut case, please see:

<http://www.ctlibrarians.org/news/patriotact.html#patriotactBackground>

On March 9, 2006, President Bush signed the Patriot Act reauthorization legislation into law and a “sunset” of December 31, 2009 was established for Section 215.

Many of us work in private, hospital-based libraries that are not open to the general public. Because of this, we may feel a bit removed from Patriot Act problems because Patriot Act and Intellectual Freedom issues are most closely connected with public and school libraries.

Librarians, regardless of the type of library we work in, are champions of intellectual freedom – it comes with the territory, it’s ingrained in the philosophy of the profession.

So what should a health science or hospital librarian do? What should we be aware of and be prepared for? Each of us should review their policy and procedure manual. Review your privacy policy statement and if you don’t already have one, write one. Many health science libraries post their privacy statement on their website, as the Frederick L. Ehrman Medical Library at NYU’s School of Medicine has done:
<http://library.med.nyu.edu/library/libinfo/privacy.html>.

Next, make an appointment to talk with your in-house counsel to discuss the Patriot Act and to have your privacy policy reviewed.

Schedule regular library staff meetings to make sure everyone knows what to do if federal agents were to come to your library and you were asked to supply library patron records or library hardware.

Finally, keep current with Patriot Act, intellectual freedom, and privacy issues as they relate to libraries and librarians.

Weblinks:

The American Library Association’s Public Information Office has extensive information on the Patriot Act:

<http://www.ala.org/ala/pio/mediarelationsa/mediarelations/patriotactmedia.htm>

The Medical Library Association’s website contains many useful links regarding civil liberties issues:

<http://www.mlanet.org/government/civil/index.html>

The American Civil Liberties Union's website contains a wealth of information on the Patriot Act: <http://www.aclu.org/> §

Maura Sostack
Librarian and Archivist at Methodist Hospital
maura_s@msn.com

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Drexel University Libraries Issues Invitation to its Scholarly Communication Symposium 2006

Drexel University Libraries, in its third year of exploring the world of Scholarly Communication, will host its first symposium scheduled for Friday, April 28, 2006 from 8:30 AM – 1:00 PM. Three speakers will address issues in scholarly communication from the sciences and humanities perspectives: How has the digital age transformed the ways scholars exchange ideas? How will this impact our intellectual growth in the future? What does this mean to the academic careers of faculty and students? Speakers include:

- Dr. Blaise Cronin
Rudy Professor of Information Science at Indiana University;
Dean of the School of Library and Information Science; Visiting Professor,
School of Computing, Napier University, Edinburgh, Scotland; Editor of the
Annual Review of Information Science and Technology
- Jordan Ballor
Associate Editor of the *Journal of Markets & Morality* and
Ph.D. candidate in Historical Theology at Calvin Theological Seminary
- Rosalind Reid
Editor of *American Scientist*, the magazine of Sigma Xi, The Scientific Research Society

All are welcome. Registration is free, but required by April 12th. For more information and to register, visit: <http://www.library.drexel.edu/services/symposium2006.html>. §

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Member & Library News

Effective March 31, 2006, the **Victor Piccone Memorial Library, Methodist Hospital**, Philadelphia, is permanently closing its doors. **Maura Sostack**, Director of Library Services and Archivist since 1997, is also leaving on that date. Effective April 1, 2006, Methodist Hospital physicians and nursing, ancillary and senior administrative staff will

utilize the services of the Scott Memorial Library, Thomas Jefferson University. Methodist Hospital has been part of the Thomas Jefferson University network of hospitals since 1996.

Ellen Justice, Medical Librarian, Christiana Care Medical Libraries, Newark, DE, is the recipient of two grants from the Medical Library Association: the 2006 Continuing Education Grant and the MIS/MLA Career Development Grant. The grants will be used to fund attendance at "Teaching and Learning EBM," which will be held at Duke University, April 18 through 21, 2006.

Wendy Wax, Librarian, Helene Fuld School of Nursing, Blackwood, NJ, is the author of "Helping Consumers: Getting the Word Out on the Radio," *Journal of Hospital Librarianship*, v.6, no.2, p.95-98.

Rachel Resnick, Research Librarian, Polisher Research Institute, Abramson Center for Jewish Life, North Wales, PA, was awarded a grant of \$6,445 from the Pennsylvania Department of Education, Office of Commonwealth Libraries, to digitize, publish, publicize, and evaluate an online Lawton Digital Archive of previously unpublished presentations made by noted social gerontologist M. Powell Lawton, Ph.D. She also received an Express Technology Improvement award of \$1,500 from the NN/LM, Middle Atlantic Region; the funds will be used toward a web-based ILS.

Karen Albert, Director of Library Services, Talbot Research Library, Fox Chase Cancer Center, has been appointed Chair of the Government Relations Committee, Hospital Libraries Section, Medical Library Association.

Dan Kipnis, Education Services Librarian, Scott Memorial Library, Thomas Jefferson University, has been invited to serve a three-year appointment on the Medical Library Association's Continuing Education Committee. In addition, he has co-authored "Continued Inappropriate Use of the Terms 'Typical' and 'Atypical' Antipsychotics," in *Psychiatry: A Peer-Reviewed Journal Providing Evidence-Based Information to Practicing Clinicians*, v.3, no.2, p. 20-21, February 2006.

Staff News:

Cynthia McClellan is the new Coordinator of Access Services and Assistant Professor, Information Science, at the J.W. England Library, University of the Sciences in Philadelphia. She was previously Public Services Librarian at the University of Medicine & Dentistry of New Jersey, Stratford.

After nearly twelve years of service as Librarian at the Talbot Research Library, Fox Chase Cancer Center, **Nina Galpern** has taken a new position within Fox Chase as Project Coordinator for the Quality Management Department.

Sherri Litwiller Place will serve as the new Librarian at the Talbot Research Library, Fox Chase Cancer Center, beginning in mid-April. She comes to Fox Chase from a part-time position at Penn State University-Abington. She was formerly Reference and

Interlibrary Loan Services Librarian at the Paul J. Gutman Library, Philadelphia University, and Reference Librarian at the Crystal Lake Public Library, Crystal Lake, IL.

Cheryl Shusterman has left Mercy Suburban Hospital in Norristown to pursue other interests.

M. Sandra (Sandy) Wood has retired after a more than 35-year career at Penn State Milton S. Hershey Medical Center's George T. Harrell Library, Hershey, PA. As librarian, reference and database services, and a Penn State faculty member, she took part in the National Library of Medicine's third MEDLINE class--a three week course. Recognized as an expert searcher, Wood was head of reference at Hershey for eighteen years. A dynamic member of MLA, she was a cofounder and chair of the Reference Services Section (now Public Services Section); section council representative; member of the board of directors, also serving as treasurer; and twice a member of the nominating committee and of the national program committee. An MLA Fellow and distinguished AHIP member, Wood received MLA's Ida and George Eliot Prize in 1986, and the Chapter Recognition Award from the Philadelphia Regional Chapter in 1990. The founding and current editor of *Medical Reference Services Quarterly*, Wood was instrumental in the publication of the *Journal of Consumer Health on the Internet* and the *Journal of Electronic Resources in Libraries*, both of which she also edits. In retirement, she will continue to edit, and will remain affiliated with Penn State University as librarian emerita.* (CONGRATULATIONS, SANDY!!)

*Originally published in MLA News, March 2006. §

Linda M.G. Katz
linda.katz@drexel.edu

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From the Program Committee Chair

It is with a heavy heart that I must inform the Chapter members that I am stepping down as Chair-Elect effective at the end of the Annual Dinner. Having just served as your Chair one year ago, I realize that my new job commitments will not allow me to effectively serve as the Chapter Chair again this coming year.

As far as Chapter programs, the Annual Dinner will be held on the evening of Thursday, April 27th. The location is the historic City Tavern in Old City Philadelphia. For that evening we have a very exciting speaker, Michael Angelo, the University Archivist/Special Collections Librarian at Thomas Jefferson University. His talk is titled "Answering the Charges: Philadelphia Medical Students Behaving Badly." Please

consider joining your fellow chapter members for this fun and exciting step back into history.

Also, on December 1, 2005, the Chapter held a Roundtable Dinner at Buca di Beppo in Center City Philadelphia. Eighteen people attended and details of the meeting are in an article found later in this issue.

Additionally, a planned joint program with Philadelphia SLA on e-journal management, tentatively scheduled for April 5th, has been unavoidably delayed until September due to speaker availability. Please keep this program in mind when it is finally held.

Finally, I would like to thank the Chapter for the opportunity to serve on the Board over the last five years. It has been a wonderful experience that I would encourage any of our members to get involved with. In the future, I hope that I am able to serve on the Board in another capacity. §

Brad Long
Program Committee Chair,
2005-2006

bradley.long@jefferson.edu

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Body Worlds Reveals Inner Beauty

The Gunther von Hagens' Body Worlds exhibit at The Franklin Institute adds truth to the adage "Beauty is skin deep." I spent one rainy evening in awe of about 200 real human bodies and organ specimens on display at this exhibit. The bodies, preserved through a process called plastination, are primarily displayed without their skin to give optimal views of various anatomical features. They are posed and presented in a very respectful, artistic, and sometimes even whimsical way.

The manner of presentation makes this exhibit very engaging and amazing. One of the bodies is a man holding up his entire skin--the man's pose and the look on his face express a reverent offering. As the largest body organ, an adult skin may be more than 20 square feet in size--about the size of a blanket. Another incredible specimen is of a man riding an enormous horse. In his outstretched hand he holds his brain. The brainless horseman!

Viewing these bodies can be a learning experience. Most of us will never study medical anatomy on real bodies and this exhibit gives us a very close look. Usually, one can walk all around a body and study it from every angle. A yoga teacher commented that the exhibit clearly illustrated to her how the body can perform yoga postures. As a matter of fact, some of the bodies are displayed in very athletic poses. I was surprised to see how big the liver is. All the different muscles are also incredible to see. The face itself has about 60 muscles. This exhibit lets you see them for yourself. Many of the donors had

been smokers and their lungs display the evidence. One of the bodies even holds a cigarette between his fingers.

As at most exhibits, one ends up doing a lot of walking and looking. After a while listening to an audio tour is definitely more relaxing than reading all the information. I recommend renting the audio tour and setting aside at least two hours to view the exhibit. This exhibit is amazing to see. I am impressed with the gift that the body donors have given us--a glimpse of what lies underneath our everyday garb and our delicate skins: expanses of muscles, tendons, ligaments, webs of nerves, bones.

Body Worlds is viewable through April 26, 2006. The web site for the exhibit is <http://www.fi.edu/bodyworlds/index.html> §

Ellen Justice
ejjustice@christianacare.org

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Leadership and Emotional Intelligence

“The leader’s job, after all, is not to provide energy but to release it from others.”
-- Frances Hesselbein

On Wednesday, March 8, 2006 the chapter’s Education Committee hosted a course entitled “Leadership and Emotional Intelligence.” Maureen Sullivan, an organization development consultant from Annapolis, Maryland presented the content. Twenty-five colleagues attended the 4 CE credit course.

Maureen guided a discussion on some of the definitions of leadership and the key practices and competencies of leadership. She focused in on the emotional intelligence leadership style that consists of effectively managing our relationships and ourselves. It comprises four capabilities: self-awareness, self-management, social awareness, and social skill. Most of the course was spent discussing these competencies in more detail. Participants also had an opportunity to briefly analyze our Leader Emotional Quotients and draft a leadership development action plan.

A list of recommended readings included Daniel Goleman’s *Primal Leadership*, Richard Boyatzis and Annie McKee’s *Resonant Leadership*, and Peter Scholtes *The Leader’s Handbook: A Guide to Inspiring Your People and Managing the Daily Workflow*. §

Ellen Justice
Education & Credentialing Committee co-chair, 2004-2006
ejjustice@christianacare.org

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Meet Your Fellow Chapter Members:

Member Profile #1: Debbie Sibley

Present Professional Position: I am presently Deputy University Librarian, Scott Memorial Library, Thomas Jefferson University.

Past Professional Experience: I was Associate Director of the Regional Medical Library (New England Region), University of Massachusetts Medical School (UMMS), and Deputy Director of the Lamar Soutter Library, UMMS.

What do you find most interesting about your work? I enjoy the daily variety of projects and activities, and I appreciate the skills that everyone on the staff exhibits.

What qualities or traits do you find most helpful in your work? Flexibility, curiosity, and an ability to follow through and follow up on several projects at once are important qualities.

What do you enjoy doing "for fun"? I enjoy gardening, and snorkeling and scuba in warm water. My latest challenge has been learning to fly (an airplane)!

Is there anything about you that others might be surprised to know? Before I came to the Philadelphia area, I was pretty involved in the local MLA chapter (NAHSL) and on MLA committees. I've taken a couple of years off, but I am looking forward to becoming more involved in the MLA Philadelphia (2007) Local Arrangements group. I also worked for a serials vendor several years ago (1989-1992).

Why would you encourage members to become actively involved in the Philadelphia Regional Chapter? Chapter members are fun to be around; the programs are always interesting; and the networking opportunities are fantastic! Unlike other chapters, the meetings are frequent and involve all members. This makes it possible for all members to have regular contact with one another.

Member Profile #2: Gary M. Childs

Present Professional Position: I am the Education Librarian at Hahnemann Library, Drexel University Health Sciences Libraries, and the Membership Chair for MLA-PHIL. I have the opportunity to wear many hats at Hahnemann, which is something that I really enjoy.

Past Professional Experience: I was a Reference Librarian at Hahnemann prior to becoming the Education Librarian. I received a master's degree from Drexel's College of Information Science and Technology in August, 2000.

What do you find most interesting about your work? Working with our patrons is simply amazing. I love being able to assist them via teaching or reference desk encounters. I

also enjoy the opportunity for life-long learning that I've experienced in librarianship. There's always new technology or subject matter to get my head around.

What qualities or traits do you find most helpful in your work? My outgoing nature has really assisted me in becoming the librarian I am today. Also, my background in psychology really gave me a leg up on conducting reference interviews. Luckily, I've had many great mentors along the way who taught me things that simply can't be learned in a classroom environment.

What do you enjoy doing "for fun"? I'm a fan of all sorts of media, from music to film. In regards to music, punk and hip hop is where I spend most of my time. Every now and again I get a chance to pick up my bass and play as well. Currently, I'm learning many skills in the home improvement area. I recently became a homeowner and I'm constantly working on the house. Don't let me anywhere near a Slip N' Slide.

Is there anything about you that others might be surprised to know? I'm really an introvert. I love being social, but when it's time to recharge my battery, I'd rather be alone or in the company of a small group of friends.

Why would you encourage members to become actively involved in the Philadelphia Regional Chapter? It's a great way to meet people in the profession. I've had the chance to meet many individuals that I'd never encounter typically. It's been a great learning experience and I highly recommend that others get involved, especially if they are new to the field. The communication and networking among librarians really helps to make us all stronger and more relevant. §

Edited by Linda M.G. Katz
linda.katz@drexel.edu

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Get Involved in MLA'S Oral History Program!

All members of the Medical Library Association are encouraged to participate in the Oral History Program as interviewers, editors, or transcribers. If you are interested in any of these roles, contact Richard Nollan, Project Director, rnollan@utmem.edu. This work is truly valuable and fascinating! If you attended Fred Roper's Janet Doe Lecture at the annual meeting in San Antonio, you heard clips from oral history interviews and know firsthand what gems they are. For more information about the program and its own history, names of those interviewed, and how to access interviews already done, see the oral history page at MLANET at http://www.mlanet.org/about/history/oral_history.html.§

Sandy Wood
Oral History Committee
msw1@psu.edu

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Chapter Council News

1. Call for Volunteers-Chapter Council Sharing Roundtables

Chapter Council is looking for facilitators and recorders for the Chapter Council Sharing Roundtables at the Annual Meeting. You do not need to be an expert on the topic to be a facilitator or recorder. You simply need to have a keen interest in the topic. Facilitators initiate discussion and encourage participants to share their ideas, experiences, and concerns. Recorders take notes of the discussion which are eventually posted on the Chapter Council Webpage. If you are interested in reading the roundtable reports from last year's event, visit

<http://www.chaptercouncil.mlanet.org/roundtables/2005/index.html>.

Facilitators and recorders earn one point toward membership in the Academy of Health Information Professionals. More information about the 2006 Roundtables as well as instructions for Facilitators and Recorders is available at:

<http://www.chaptercouncil.mlanet.org/roundtables/index.html>.

Listed below are the topics for this year's meeting. If you are interested in volunteering please contact:

Jan LaBeause, AHIP

Medical Library

Mercer University School of Medicine

Macon, GA

labeause_j@mercer.edu

Marie Reidelbach, AHIP

McGoogan Library of Medicine

University of Nebraska Medical Center

Omaha, NE

mreidelb@unmc.edu

Chapter Council Present Sharing Roundtables

- 1 - Assessment & Evaluations
- 2 - Blogging
- 3 - Consumer Health
- 4 - Copyright Issues & E-journals
- 5 - Curriculum Integration
- 6 - EBM
- 7 - Expert Searching
- 8 - Federated Search Tools & Journal Linkouts
- 9 - Grants & Extramural Funding
- 10 - Grey Literature
- 11 - Health Information Literacy
- 12 - Integrated Service Desk
- 13 - Management/Leadership

- 14 - Management of E-resources
- 15 - Marketing & Public Relations
- 16 - Maximizing your Workforce
- 17 - Open access/Scholarly publishing
- 18 - Outreach to special populations
- 19 - Planning for the New or Renovating the Old? Library Space Planning
- 20 - PubMed/NLM
- 21 - Repositories & Archives
- 22 - Retirement
- 23 - So you want to do Research?
- 24 - Stepping Out of the Library
- 25 - Technology/Survival Issues for Hospital Librarians
- 26 - Training Librarians for the Future
- 27 - Use of New Technologies for Teaching
- 28 - Virtual Library Services
- 29 - Web Design & Usability
- 30 - Working Together – Consortiums

2. MLA-Focus Access Update

MLA-Focus, the bimonthly e-newsletter is now restricted to members only. As of 2006, the content of the newsletter will be available in the member's only section of MLANET.

3. Theme for President-Elect 2007

MLA President-Elect Jean Shipman has chosen her theme: "Reclaiming Our Foundations; Forging New Frontiers." This is a very appropriate theme, considering the 2007 Annual meeting will be held in Philadelphia, MLA's founding city.

4. Katrina Update

MLA has received approximately \$10,500 in donations for disaster relief. A motion was passed that MLA match monies given dollar for dollar up to a maximum of \$20,000 for relief of victims of Katrina, Rita and Wilma. Funds not used at this time will be maintained and used for future disasters. The Katrina web site on MLANET will soon have a link to an application form that can be completed and submitted by libraries requesting funds to assist them in their restoration efforts. There will also be programming around Hurricane Katrina at the 2007 meeting.

5. Electronic Voting

The use of electronic voting software for chapter elections is being investigated. Currently, MLA national contracts with Survey & Ballot Systems, Inc. (SBS) for its electronic voting services. There is a proposal on the table to extend MLA national's contract to include electronic voting for chapters and sections. This will be discussed at length at the national meeting in May.

6. MLA Winter Board Meeting

The minutes to the winter Board meeting will soon be posted on MLANET. The minutes will expand upon initiatives and projects that MLA is currently working on. §

Melanie Cedrone

mcedrone@mail.med.upenn.edu

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TechnoHumanist Corner

Every once in awhile, a phrase that describes a trend, e.g., tipping point, learning curve, etc., sneaks into our professional culture and becomes the focus of attention and planning. The latest phrase to do that is “The Long Tail.” The Long Tail has been the subject of much discussion among business and library bloggers. It has been the subject of articles, an OCLC Newsletter and an ALA presentation. It even has its own blog, called The Long Tail.

The Long Tail is an economic model that analyzes supply and demand in a digital environment. The phrase was coined by Chris Anderson, former staff member of *The Economist* and current Editor-in-Chief of *Wired Magazine*, in the article “The Long Tail,” which was published in the *Wired Magazine*, October, 2004. In this article, Mr. Anderson scrutinized the success of companies involved in e-commerce such Netflix, Amazon.com, Rhapsody, etc., and compared those observations to factors that determined success for similar non-e-commerce businesses, e.g., BlockBuster, your local bookstore, etc. The following are some of his observations.

First, the Internet released companies from their physical constraints. E-commerce companies could reach patrons beyond their geographical locations and physical buildings, while patronage of traditional companies was restricted to the local population, who determined demand for a product. Shrewd advertising, familiarity, and broad appeal created product demand. If you want a product that does not fall into that broad appeal spectrum, you may be out of luck. For instance, if a physician in a small upstate city needs a textbook on pediatric rhinoplasty, he will not find it at the local bookstore. The store might have well-known general medicine books such as *Harrison's* or *Dorland's*, but not a book on pediatric rhinoplasty, because this book has a narrow appeal to an audience in that “niche.”

Why wouldn't the bookstore have a book on pediatric rhinoplasty? In the traditional economic model, the 80-20 Rule (Pareto's Principle) applies to the inventory. Pareto postulated that 80% of the wealth is owned by 20% of the people. When applied to libraries, bookstores and record stores, 80% of their transactions are generated by 20% of their records or books. They will buy items for a niche audience, but very selectively, and with an eye toward the amount of display area required, since space equals money.

How does e-commerce differ from the traditional economic model? In the traditional model, the consumer market was determined by geographical proximity, while the e-

commerce model, aided by the Internet, has no geographical boundaries and aggregates niche audiences into a profitable market. All the niche markets together can create a greater market than the one for popular items. Because of aggregate marketers, the market for that pediatric rhinoplasty book has expanded from one customer to several hundred or several thousand. Our book has gone from obscurity to non-fiction bestseller. That is the Long Tail.

The Long Tail is the aggregate of the niche markets. Applied to music, we buy a whole CD because we like a few songs. But wouldn't you rather pay \$2.97 for the three songs you like than an extra \$12 for the rest of the songs that you don't like? Businesses like iTunes and Rhapsody are betting so, and so far they've been right.

The existence of niche materials as well as the popular items means that an abundance of resources is available. Faced with so many choices, consumers have needed help deciding what to buy. The new e-model keeps statistics on usage, trends and buyer behavior. Using this information and consumers' familiarity with a commodity, e.g., a specific band, artist, actor, etc., sellers make recommendations and "push" consumers to consider niche products. For example, on a website selling DVDs, you might see: "If you liked Cary Grant in *North by Northwest*, we recommend *Charade*."

Unlike the traditional model, the new e-model has minimal physical limitations. Depending on the format, products such as podcasts, MP3s, and music CDs can be on a server, and books, DVDs, etc. stored in boxes in a warehouse. Amazon and Netflix are hybrid businesses because they sell physical goods and use digital technology, online catalogs, user reviews, and recommendations to sell their products. They have no retail overhead, so they can sell their products at a much lower cost. However, the businesses that really do well are the ones that are purely digital, e.g. iTunes. They advertise, push and deliver their product online. Their costs are digital rather than physical. Larger product volume, larger consumer audience, and maximum storage capacity lead to lower product costs.

The Long Tail holds the promise of lower costs, abundance of resources to users, and a way to reach a larger audience. One of the reasons librarians are attracted to the Long Tail is because of the niche market. We have always had to do a balancing act with our collections and budgets. We had to supply those heavy demand items as well as less popular resources. In my opinion, the Long Tail is pointing out that less popular resources may be more important and more popular than we think. Perhaps we need to re-evaluate how we perceive lesser-known resources.

We need to keep in mind that we are a service profession. We contribute to the bottom line of an organization by providing services to health professionals that are difficult to quantify. We do not make products to sell, instead we own and buy them. So, for the moment it may be hard to discover how the Long Tail theory will apply to a service industry.

Also, libraries are undergoing a transformation from hard copy to digital. The trend for libraries is to increasingly lease more digital resources; that's what our patrons want. Notice I said *lease* not *own*. More and more libraries are digitizing their collections and sending their hard copies to storage. How will the leasing of e-resources affect library costs? Will digital costs drop or will they rise? Currently the answers are not known.

In the meantime, we can learn from the Long Tail digital enterprises about marketing and having a virtual presence. These businesses are masters at utilizing user information/data and new technology to market and distribute their products. We have always been pioneers in using new technology to find information. We capture user information, but haven't used it effectively. Marketing ourselves has never been one of our strengths. The library has been our *Field of Dreams* based on the idea that "if you build it, they will come." Libraries were built and patrons came, but now they don't come as often. It's time for us to reinvent ourselves and build a new field of dreams—in cyberspace. We can give our patrons the experience of exploration, discovery, and learning that they had in the physical library, except this time we'll do it in the digital world.

To learn more about the Long Tail and libraries, consult the references at the end of the article or read some weblogs. §

Carlos Rodriguez
rodrigue@pobox.upenn.edu

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Development Report

This year we began a tiered system for measuring support. Within these categories we have received the following contributions:

Platinum (\$750 or above)

Thomson Scientific

Gold (\$500-\$749)

American Association for Cancer Research

HSLC

Lippincott Williams & Wilkins

Silver (\$300-\$499)

TDNet

Rittenhouse Book Distributors

New England Journal of Medicine

STAT!Ref

Swets Information Services

Bronze (Up to \$299)

PALINET

EBSCO Information Services

Emery-Pratt

EXAM Master

We also have one as yet unreceived Gold pledge!§

Gina Kaiser

Development Coordinator, 2004-2006

g.kaiser@usip.edu

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Calendar

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/>

Also see website for other Pennsylvania, Delaware, New Jersey locations and many online learning opportunities.

Workshops at the Philadelphia site:

April 7: Web page development basics using Dreamweaver MX.
April 21: Cataloging Maps Basics.
May 22: Rules & tools for cataloging Internet resources (2-days), Part 1.
May 23: Part 2.
June 2: Beyond the theory: XML tricks & tips you can use.
June 7: Staff development basics: Creating an effective learning environment.
June 8: Basic Serials Cataloging (SCCTP) (2-days), Part 1.
June 9: Part 2.
June 9: Taking your digital collections to the next level: Advanced CONTENTdm
June 16: Dreamweaver: Beyond the basics.

DIALOG Workshops

Location: 1735 Market St.
Phila., PA 19103

Registration & Information: (800) 334-2564.

For upcoming classes, go to: http://training.dialog.com/sem_info/calendar/penn.html

April 19

TOXNET Training

Sponsor: New York Academy of Medicine

Information: (800) 338-7657, or Eva Daniels at 212-822-7354 or send e-mail to edaniels@nyam.org

<http://nnlm.gov/mar/online/agenda.html#Tox>

Registration: <http://nnlm.gov/mar/online/request.html>

April 24 - 26

2006 NJLA CONFERENCE: ADVOCACY, ALLIANCES & ACTION

Sponsor: New Jersey Library Association

Location: Ocean Place Conference Center
One Ocean Blvd.
Long Branch, NH 07740
800-411-6493

Information: Cindy Czesak, 973-321-1215 or fax: 973-321-1205

<http://www.njla.org/conference/2006>

Registration: <http://www.njla.org/conference/2006/registration.pdf>

April 26 - 29

2005 SCIP INTERNATIONAL ANNUAL CONFERENCE

Sponsor: Society of Competitive Intelligence Professionals

Location: Disney Coronado Springs Resort
1000 West Buena Vista Drive
Lake Buena Vista, FL
407-939-1020

Information: <http://www.scip.org/06annual/>

Registration: <https://s08.123signup.com/servlet/SignUp?P=1857191153325000&PG=1857182300&Info=>

*****April 27*****

Annual Dinner and Meeting

Sponsor: Philadelphia Regional Chapter, MLA

Location: City Tavern, Philadelphia, PA

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

May 1 - 2

NATIONAL LIBRARY LEGISLATIVE DAY

Sponsor: American Library Association

Location: Holiday Inn on the Hill
415 New Jersey Ave., NW
Washington, DC 20001
202-638-1616 or fax: 202-638-0707

Information: <http://www.ala.org/ala/washoff/washevents/nlld/nationallibrary.htm>

May 4 - 6

LOEX Conference 2006: MOVING TARGETS: Understanding our Changing Landscapes

Sponsor: LOEX [Library Orientation Exchange] (a group dedicated to library instruction at all levels)

Location: University of Maryland, College Park, MD

Information & Registration: <http://www.lib.umd.edu/loex2006>

May 11 - 12

PALINET ILL CONFERENCE 2006: CHALLENGES & SOLUTIONS

Sponsor: PALINET

Location: Holiday Inn Harrisburg/Hershey
604 Station Road
Grantville, PA 17028
717-469-0661 or fax: 717-469-7755 or <http://stayholiday.com>

Information: <http://www.palinet.org/illconf/default.htm>

Registration: <http://www.palinet.org/illconf/default.htm#reg>

May 16 - 18

AMIA 2006: INFORMATICS ACROSS THE SPECTRUM FROM CLINICAL CARE TO BIOMEDICAL RESEARCH

Sponsor: American Medical Informatics Association

Location: Pointe South Mountain Resort, Phoenix, AZ

Information: <http://www.amia.org/meetings/>
<http://www.amia.org/meetings/s06/hotel.asp>

Registration: <http://www.amia.org/meetings/s06/registration.asp>

May 19 - 24

MLA '06: TRANSFORMATIONS A-Z [Annual Conference]

Sponsor: Medical Library Association

Location: Hyatt Regency Phoenix
122 N. Second St.
Phoenix, AZ 85004
602-252-1234 or fax: 602-440-3174

Information: <http://www.mlanet.org/am/am2006/invitation.html>

Registration: <http://www.mlanet.org/am/am2006/register/>

May 23

PaLA LIBRARY LEGISLATIVE DAY

Sponsor: Pennsylvania Library Association

Location: State Capitol, Harrisburg, PA

Information: <http://www.palibraries.org/legday.asp>

May 23 - 24

WEBSEARCH U.

Sponsor: Information Today, Inc.

Location: Hilton New York, New York City

Registration: http://www.websearchu.com/WSU2006_Registration.pdf

June 11 - 14

SLA 2006 [Annual Conference]

Sponsor: Special Libraries Association

Location: Baltimore Convention Center, Baltimore, MD

Information: <http://www.sla.org/content/Events/conference/ac2006/index.cfm>

Registration: <http://registration.expoexchange.com/ShowSLA061/>

June 24 - 27 [preconference June 22 -23]

2006 ALA ANNUAL CONFERENCE

Sponsor: American Library Association

Location: Morial Convention Center, New Orleans, LA

Information & Registration:

<http://www.ala.org/ala/eventsandconferencesb/annual/2006a/2006an.htm> or call 800-545-2433.

July 8 - 12

99th AALL ANNUAL MEETING & CONFERENCE: PIONEERING CHANGE

Sponsor: American Association of Law Libraries

Location: St. Louis, MO

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

Ongoing Workshops

Health Sciences Libraries Consortium [HSLC]

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

Member price: \$75.00; non-members \$100.00

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

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

Training at National Library of Medicine: <http://nnlm.gov/mar/online/schedule.html>§

Compiled by Janet Clinton

jclinton@mercyhealth.org

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Treasurer's Report

The Philadelphia Regional Chapter/MLA Citizen Bank account, as of March 13, 2006, has a balance of \$20,352.47, with all transactions recorded in a Quicken database.

Funds invested in the PA Treasury currently total \$5,109.19. §

Stephanie Ferretti

2004-2006 Treasurer

StephanieFe@pcom.edu

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***Chronicle* Editor and Staff**

The *Chronicle* is edited by:

Rachel Resnick
Research Librarian
Library of the Polisher Research Institute
Madlyn and Leonard Abramson Center for Jewish Life
1425 Horsham Road
North Wales, PA 19454
215-371-1333/Fax: 215-371-3015
Email: rresnick@abramsoncenter.org

**LETTERS TO THE EDITOR AND
CONTRIBUTIONS OF ANY KIND
ARE STRONGLY ENCOURAGED.**

Chronicle Committee:

Gina Kaiser
Coordinator of Technical Services
Joesph W. England Library
University of the Sciences in Philadelphia
600 S. 43rd Street
Philadelphia , PA 19104
215-596-8963/Fax: 215-596-8760
Email: g.kaiser@usip.edu
Editor-at-Large

Linda M. G. Katz
Associate Director
Drexel University Health Sciences Libraries
245 North 15th Street
Philadelphia , PA 19102
215-762-7632/Fax: 215-762-8180
Email: linda.katz@drexel.edu
Editor, Member and Library News, Meet Your Fellow
Chapter Members

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

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

Address questions regarding Chapter Listserv
and Website to:
Kevin Block (Web Master and Listserv Manager)
Systems/Reference Librarian
UMDNJ Health Sciences Library at Stratford
One Medical Center Drive
Stratford , NJ 08084
856-566-6804/Fax: 856-566-6380
Email: Kevin.Block@umdnj.edu

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Nancy L. Spedding, Technical Coordinator, Hahnemann
Library, Drexel University Health Sciences Libraries.
Email: ns29@drexel.edu

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