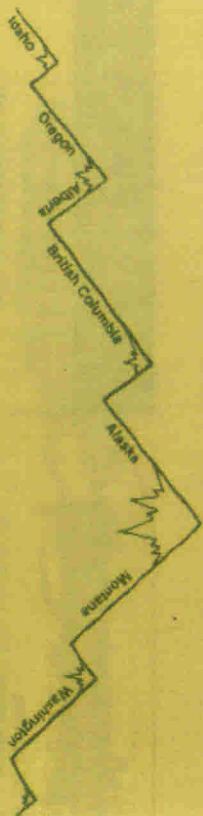


# Pacific Northwest Chapter of the Medical Library Association



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October 15-18, 2005  
The Governor Hotel  
Portland, Oregon

2005 PNC/MLA  
45th Annual  
Conference  
Medical Libraries:  
Core of Discovery

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**W**hen we think of Lewis and Clark and the "Corps of Discovery," we think of a group of people dedicated to a common purpose, the quest for knowledge. We hope, that as you learn from each other, from your classes, and from the speakers, you can reflect on our own journey together. In 45 years our organization and profession have come a long way. Welcome to Portland!

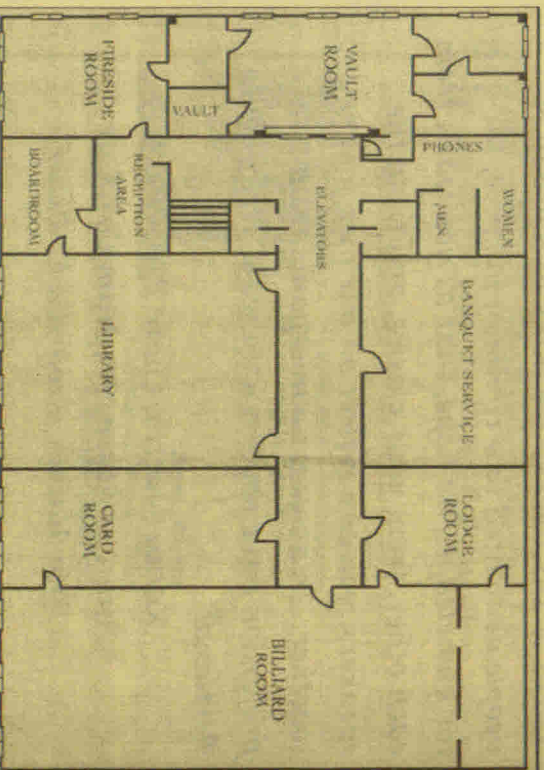
Kathy Martin, Chair PNC/MLA  
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<b>PNC/MLA 2005 Conference Planning Committee</b>	
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<i>Conference Co-Chair, Exhibitors &amp; Hotel</i>	Ann Haines
<i>Hospitality, Posters &amp; Contributed Papers</i>	Dolores Judkins
<i>Hospitality</i>	Patrice O'Donovan
<i>Registration</i>	Rose Jackson
<i>PNC/MLA Chair</i>	Kathy Martin
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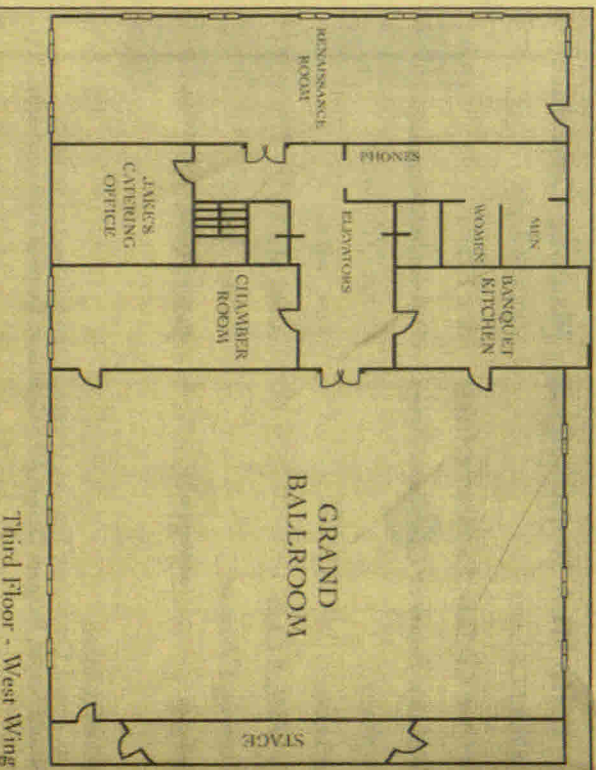
### Special thanks:

Laura Zeigen, Conference Website, Oregon Health & Sciences University  
Christina Seeger, Program Design, M.S. Candidate, Emporia State University

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## PROGRAM

### Saturday, Oct 15

7:00 am - 8:30 am  
8:00 am - 5:00 pm

Registration  
CE - Evidence-based Medicine. Box lunch included  
*Library Room*  
Registration

### Sunday, October 16

3:00 pm - 5:30 pm  
7:00 am - 10:00 am  
8:00 am - 12:00 pm  
12:00 pm - 1:00 pm

Registration  
CE - Your Library as a Business *Card Room*  
Box lunch optional *Card Room*/Lunch on your own/Registration

1:00 pm - 5:00 pm

CE - Managing Electronic Resources *Card Room*

3:00 pm - 5:30 pm

Registration

6:00 pm - 8:00 pm

Welcome Reception *Renaissance Room*

### Monday, October 17

7:00 am - 8:00 am  
7:30 am - 5:00 pm  
7:30 am - 8:30 am  
8:30 am - 10:00 am

Registration  
Exhibits open *Billiard Room*  
Breakfast *Library Room*  
Keynote speaker - David J. Peck, D.O.  
"The Lewis & Clark Expedition" *Library Room*

10:00 am - 10:30 pm

Break

10:30 pm - Noon

PNC/NLA Business Meeting *Library Room*

Noon - 2:00 pm

Buffer Lunch with Vendors *Billiard Room*

2:00 pm - 3:30 pm

"Parasites: A Global Health Problem."

3:30 pm - 4:00 pm

Buddy Ullman, Ph.D. *Library Room*

4:00 pm - 5:30 pm

Break: Vendor of the Year Award & drawings  
*Billiard Room*

6:00 pm - 8:00 pm

Panel presentation: Getting and Managing Grants  
*Library Room*

8:00 am - 9:00 am

Banquet *Renaissance Room*

8:00 am - 12:30 pm

NLA/NAL Update and breakfast *Billiard Room*

9:00 am - 10:00 am

Posters available for viewing *Billiard Room*

10:00 am - 11:00 am

NLA Presidential address - NJ Toocy *Billiard Room*

### Tuesday, October 18

11:00 am - 12:30 pm  
12:30 pm - 2:00 pm

Break and Grand Prize drawings/Poster sessions staffed  
*Billiard Room*  
Contributed Papers *Billiard Room*  
State meetings - WNAHA in the *Lodge Room*

## Continuing Education Sessions

### Evidence-based Medicine and the Medical Librarian

This course is an introduction to evidence-based medicine (EBM) and the role the medical librarian can play in its practice. Participants will learn about the EBM process, specifically how to focus clinical questions, how to incorporate EBM into search strategies and how to judge the validity of studies. The class will also discuss roles that librarians can undertake in providing EBM training and support for their staff and clinicians. The course utilizes lecture, case examples, group exercises and discussion. (Box lunch included)

Connie Schardt, MLIS, AHIP, is Acting Associate Director for Public Services at Duke University Medical Center Library, and has published, developed and taught courses in evidence-based medicine, Internet applications and standards for hospital libraries for more than a decade. She was an AHIP Coordinator and Library Director in North Carolina from 1990-7 and was a very active PNC member when she was Idaho State Library's Health Information Consultant from 1979 - 1990.

### Your Library As A Business: A Comprehensive planning process for success

The goal of this course is for library managers to see themselves as a business owners and think of managing their libraries as successful businesses. By using well known business strategy models, participants will be led through several exercises, lecture and discussion to help them identify strategic choices for their business (library) and give them a powerful tools for leading and developing their libraries.

Martha B. Lercuda, MLIS, Director Research Services, Moss Adams LLP, Seattle, WA, has strategic planning, fiscal and supervisory responsibilities for the research services department of Moss Adams, a 17-office regional accounting firm. In her past life she spent ten years as a medical librarian at Yale University and at the Veterans Administration libraries in Washington, DC and as Chief of Library Services for the VA library in Seattle, WA.

## Continuing Education Sessions

### Managing Electronic Resources in Health Sciences Libraries, Updated

Introduces attendees to the technologies required to provide electronic resources in a health sciences library. Attendees will become familiar with basic electronic resources and their corresponding technologies as well as advanced technologies and future trends in health sciences libraries. Issues will include licensing, troubleshooting and access. This course has all new content since it was presented in Seattle in 2004. It addresses the current state of electronic journal management, including new issues of purchasing, licensing and access. New e-resource technologies will be discussed as well as how new technologies such as blogs, RSS feeds, WiFi, folksonomies and other trendy terms will impact librarians in the near future.

Greg Bodin, MLIS, AHIP, Technology Coordinator for the National Network of Libraries of Medicine South Central Region is employed by the Houston Academy of Medicine - Texas Medical Center Library in Houston, Texas. He is responsible for providing Internet and technology instruction and support to medical librarians and health professionals within a five state region, as well as training and outreach for a variety of National Library of Medicine programs and services. Mr. Bodin has 11 years of experience as a librarian and eight years of experience as a medical librarian.

*"The Indians of North-America are in possession of a number of active and important remedies... What treasures of medicine may not be expected from a people, who although destitute of the lights of science, have discovered the properties of some... inestimable medicines?"*

*Benjamin Smith Barton, 1798*

# 2005 PNC/MIA Annual Meeting at a Glance

	Saturday, October 15	Sunday, October 16	Monday, October 17	Tuesday, October 18
7:00 AM	Registration	Registration	Registration	
7:30 AM			Breakfast Library Room	MLM/RLM Update Breakfast Billiard Room
8:00 AM		CE: Business Plan/Strategic Planning Card Room	Keynote Address Library Room	Poster sessions — available for viewing Billiard Room
8:30 AM	CE: Evidence-Based Medicine (Box lunch included) Vault Room			President's Address Billiard Room
9:00 AM			Break	Break (Door Prizes) Billiard Room
9:30 AM			PNC/MIA Business Meeting Library Room	Contributed Papers Billiard Room
10:00 AM				
10:30 AM				
11:00 AM				
11:30 AM				
12:00 PM		Registration	Vendor Buffet Lunch Card Room	VMIA Meeting Lodge Room
12:30 PM		Lunch (box lunch optional)		
1:00 PM		CE: Managing Electronic Resources Card Room		
1:30 PM			Parasites: A Global Health Problem Library Room	
2:00 PM			Break	
2:30 PM			Grant Panel Library Room	
3:00 PM	Registration	Registration		
3:30 PM				
4:00 PM				
4:30 PM				
5:00 PM				
5:30 PM				
6:00 PM		Welcome Reception Renaissance Room	Banquet Renaissance Room	
6:30 PM				
7:00 PM				
7:30 PM				
8:00 PM				

Key	Billiard Room	Card Room	Vault Room	Library Room	Renaissance Room	Registration - Hall
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## Our Speakers

### Keynote Speaker

*"The Lewis & Clark Expedition: Wilderness Medicine in Early America"*

Dr. David Peck, D.O.

Dr. Peck's keynote "follows the formation of the Corps of Discovery, early American society and medical thinking and practice, the overall progress of the Expedition and the medical problems encountered, the treatments and amazing success and fortune of this nearly unbelievable accomplishment in American exploration."

Dr. David J. Peck, practicing physician and author of the critically acclaimed book, *On Ponds in the Atlantic: Wilderness Medicine in the Lewis and Clark Expedition*. After earning his Bachelors and Masters Degrees in Biological Sciences/Secondary Education at Arizona State University, and teaching high school biology for four years, David earned his medical degree at Western University of Health Sciences, and has practiced in the Department of Urgent Care for a large multi-specialty medical group in San Diego, CA for the past 16 years. He is board certified in Family Practice.

### *"Parasitic: A Global Health Problem"*

Buddy Ullman, Ph.D.

Afflictions of parasitic etiology probably constitute the most consequential assortment of diseases worldwide in terms of suffering and economic spoliation. Unfortunately, most Americans have little knowledge of parasites. Knowledge about and appreciation of these diseases is a prerequisite to their effective treatment, prevention, and ultimately eradication. The major parasitic diseases that afflict humans will be surveyed by Professor Ullman.

Buddy Ullman, Ph.D. Professor of Biochemistry and Molecular Biology, Oregon Health Sciences University, Portland, OR. The Ullman Laboratory is funded by the National Institutes of Health, and Ullman's work with parasitology is internationally recognized.

### *MLA President's Address*

MJ Tooey, M.L.S., AHIP, MLA President has served on the MLA Board of Directors, as chair of the MLA 2004 National Program Committee, and as chair of Chapter Council. She chaired the MLA/Pew Credible Information Task Force, A Distinguished Member of the Academy of Health Information Professionals, she was the 1997 winner of the Estelle Brodman Award for Academic Medical Librarian of the Year. Tooey has been chair of the Public Services Section and of the Mid-Atlantic Chapter of MLA (MAA). She was named MAC Librarian of the Year in 1996 and received their Margaret Abel Service Recognition Award in 1991. She has over twenty years of experience in both hospital and academic libraries.

## Our Speakers

### *Show Me the Money: How to Get Your Project Funded*

Moderated by Dolores Judkins, Oregon Health & Sciences University, Portland, OR

- Finding Possible Funding Sources - Ann Reed, Federal Programs Coordinator, Oregon State Library
- How to Write a Grant and Get It Funded: Lessons Learned - Joan S. Ash, Associate Professor, Department of Medical Informatics and Clinical Epidemiology, School of Medicine, Oregon Health & Science University, Portland, OR
- Keep Your Eye on the Prize: Tips on Evaluation Plans in Funding Proposals - Cathy Burroughs, Associate Director for the National Network of Libraries of Medicine Pacific Northwest Region
- The Life Cycle of a Grant - Kathy Martin, Willamette Falls Hospital, Oregon City, OR

## Contributed Papers

Moderated by Patrice O'Donovan

*Barriers to Access to Information on the Health of Indigenous Peoples in the United States and Canada*

Kathy Murray, Manager and Professor, Health Sciences Information Service, University of Alaska Anchorage

*Come Morph With Me: Reinventing Ourselves and our Profession*

Marsha Kmeck, B.S., M.L.S., Director of Library Services, Olive View/UCLA Medical Center, Sylmar, California

*The Experience Based Library*

Michele Spatz, M.S., Director, Planettee Health Resource Center, The Dalles, Oregon

*A Model for Point-of-Service Health Resource Library: Community Health Resource Library - Gresham Station*

Melissa L. Horner, Medical Librarian, Adventist Medical Center, Portland, Oregon

*Using Lean Methodologies in the Library Setting*

Susan Schweinsberg Long MSL, AHIP, Medical Library Director, Virginia Mason Medical Center, Seattle, Washington

## Posters

### *Beyond Google: Teaching Users to Search the Web More Effectively*

Janet G. Schnall and Edward Roberts, University of Washington Health Sciences Libraries, and Andrew Hamilton, Oregon Health & Science University

### *Comparison of Bedside Information Tools*

Rose Campbell, University of Fiji, Dolores Judkins, Oregon Health & Science University

### *The Health Sciences Library as Partner in Case-based Learning Exercises: The Diagnostic Challenges at Washington State University*

Sarah K. McCord and Vicki F. Croft, Washington State University Health Sciences Library, Pullman, WA

### *"Or Perish in the Attempt": Medical Adventures of Lewis and Clark and the Corps of Discovery, 1804-1806*

Lisa Oberg and Gail Kouame, University of Washington Health Sciences Libraries

### *Piecing Together the Research Puzzle: A Library Liaison Campaign for Customized Presentations to Researchers*

Janet G. Schnall and Joanne Rich, University of Washington Health Sciences Libraries

### *Patient Education Resource Consultation*

Marcia Horner, Kootenai Medical Center Libraries, Coeur d'Alene, ID

### *Using Blogs and RSS for Integrated Library Information Channels*

Edward Roberts and Terry Ann Jankowski, Health Sciences Libraries, University of Washington, Seattle, WA

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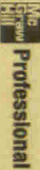


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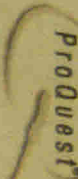
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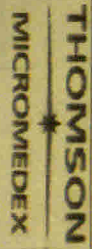
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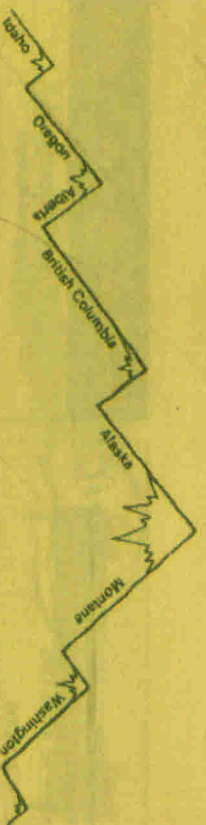


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