

# MAG MESSAGES

Mid-Atlantic Chapter of the Medical Library Association

## INFORMATION AT HAND: VIEWING CONTENT ON YOUR HANDHELD

Last issue we discussed finding health-related content pre-formatted for your handheld. In this article we will begin to examine how to capture and view content that isn't PDA-ready.

From lecture notes to journal articles, PDF is one of the most common methods to distribute information electronically. Luckily, Adobe, creators of the popular Acrobat Reader software for reading PDF documents also has software for viewing PDFs on a handheld. The Adobe Reader for Palm OS (<http://www.adobe.com/products/acrobat/readerforpalm.html>) and Pocket PC

(<http://www.adobe.com/products/acrobat/readerforppc.html>) enable you to start with a PDF document, optimize it for handheld viewing, and sync it to your PDA.

How can you view content from other types of Web pages on your PDA? For example, maybe you are working with an oncology nurse who wants reference information on Cancer staging on her handheld. Or your cardiovascular clinicians want to access the Internet Stroke Center's collection of Stroke Scales (<http://www.strokecenter.org/trials/scales/>)



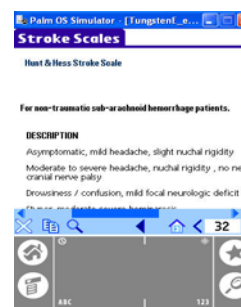
A software tool such as iSilo (<http://www.isilo.com>) can help solve this problem, enabling you to identify a Web page you want to view on your handheld capture the content of the Web page and convert it to optimize file size and readability sync the page to your device.

An advantage of iSilo is that you can capture multiple Web pages in one step. For example, our cardiovascular clinicians could use iSilo's "Links" capability to capture all of the scales linked to the main Stroke Scale page. After syncing to the handheld, the pages would be viewed on the PDA much like they would on the Web: an index page lists all the scales, while tapping on any of the links leads you to the selected scale.

iSilo is available from <http://www.isilo.com>. The desktop component (iSiloX), which captures and converts content, is free, while the reader component for the PDA



costs \$19.99. If you or your patrons would like iSilo capability at no cost, there are some software alternatives available (with a few less bells and whistles).



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## THE SKY'S THE LIMIT! DIVERSITY AT MAC 2004

A program feature of the MAC 2004 meeting in Raleigh (October 13 - 16) will be the Diversity Panel, featuring **Tracie D. Hall**, Director of the Office of Diversity at the American

Library Association; **Wendy Scott**, Assistant Director for Organizational Development and Learning of the North Carolina State University Libraries, and **Jacqueline B. Ramseur**,

Medical Librarian at CaroMont Health-Gaston Memorial Hospital.

The panel will provide an overview of the diversity issues present in health sciences libraries.

## INFORMATION AT HAND

(Continued from page 1)

While AvantGo

(<http://www.myavantgo.com>) is better known as a current awareness tool, it can also be used to capture and view Web pages, though limitations on file size limit its effectiveness for this use.

Other free alternatives include HandStory Basic

([http://www.namo.com/download/index\\_hs.html](http://www.namo.com/download/index_hs.html)) and Plucker (<http://www.plkr.org/>) (Palm OS only).

A feature of these programs is

that they do not require your handheld to be connected to the Internet to view the content.

They work by capturing content, then, after conversion and syncing, placing a copy on your device. Of course, the disadvantage is that handheld content will only be as current as the last time you synced. An answer to this is automated updating: you can indicate the schedule (e.g. every sync, every 30 days, etc.) that dictates how often content should be recaptured from the

Web and updated on the handheld.

Next issue we'll discuss a different method of capturing Web content and more (Word documents, PowerPoint slides, you name it!)

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## THE SKY'S THE LIMIT! DIVERSITY AT MAC 2004

'Diversity in Recruitment' and 'Diversity in Action' will be two of the main topics.

Coincidentally – or is it a coincidence? -

**Joanne G. Marshall**,  
MLA President (and  
MAC member) has  
chosen as the theme  
for the 2005 MLA

meeting in San Antonio,  
Texas, "¡Futuro Magnifico!  
Celebrating Our Diversity".  
She writes:

*We need to build  
greater awareness  
of coming demo-  
graphic changes;  
recruit and retain  
the best people to  
the field; and find  
ways of tapping*

*the wisdom of our  
elders who may  
retire, but who may  
also continue to  
have a vibrant in-  
terest in the field.*

Your attendance at the  
MAC 2004 meeting will  
prime you for MLA 2005.  
Timing is everything.

"THE SKY'S THE LIMIT"  
MAC 2004 – RALEIGH, NC –  
OCTOBER 13-16



## THE SKY'S THE LIMIT!



Reach beyond the sky and moon to fulfill your career goals at this year's MAC annual meeting with continuing education and professional development. Look for complete course descriptions at the official conference Website:

<http://www.hsl.ecu.edu/mac/CEcourses.html>

**EBM Study Design and Critical Appraisal Skills**  
**Wednesday, October 13 - 8:00am - 12:00pm**

**High Impact Design for Web or PowerPoint (hands-on)**  
**Wednesday, October 13 - 8:00am - 12:00pm**

**Easy to Read Health and Wellness Materials (hands-on)**  
**Wednesday, October 13 - 1:15pm - 5:15pm**

**Technology Planning for Libraries**  
**Saturday, October 16 - 8:00am - 12:00pm**

**Working Through Conflict: An Interactive Workshop for Resolving Conflicts with Customers and Co-Workers**  
**Saturday, October 16 - 8:00am - 12:00pm**

The 2004 Professional Development Committee is looking

forward to elevating your minds in Raleigh!

*"Don't tell me the sky's the limit when there are footprints on the moon!"*

## THE SKY'S THE LIMIT!

The Professional Development Committee (PDC) has been working diligently to plan some exciting and innovative CE courses for the upcoming annual meeting in Raleigh, NC, on October 13-16, 2004. Speaking of the annual meeting, "The Sky's the Limit" on what the Program and Local Arrangements Committees are planning, so please mark your calendars now and make plans to attend. To continue our trend towards electronic conversion, we will transition to electronic distribution of the annual meeting pre-registration materials at this

year's meeting. For more information on the annual meeting, see the conference Website at

<http://www.cbil.vcu.edu/mac/events/2004/meeting.html>

The Strategic Planning Task Force is continuing to assess our organizational structure and will be making its final recommendations to the Executive Board at its fall meeting. The task force is identifying some issues from the survey of current and past officers, and committee and task force chairs, and has already begun to investigate some options for restructuring the meeting plan-

ning that will redefine the duties of the Chair-Elect's role. In addition, there will be some suggestions for Committee name changes to better define their current roles and the addition of the Benchmarking Educator as an ex-officio member of the Executive Board. Although the Executive Board has already approved some of the task force's initial recommendations, they will need to be presented to the membership as Bylaws changes at the annual business meeting, for final approval.

For the future: The 2005 annual meeting will be held

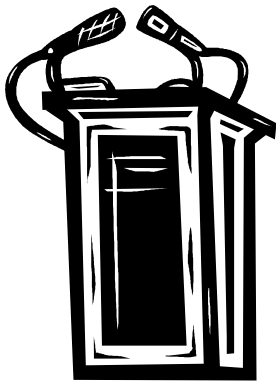
in Charlottesville, VA on October 4-7, and plans are underway for a 2006 joint meeting with Southern Chapter in Atlanta, GA. For your convenience, we are also investigating the implementation of a system for online payment of dues and meeting registration fees. More on these activities as plans progress.

So as you can see, we have an exciting, challenging, and changing year ahead of us. I look forward to working with all of you as we soar through 2004!

**Holly Harden**  
 hharden@jhmi.edu

## MESSAGE FROM THE CHAIR

*MAC is the  
great  
organization that  
it is because of  
you!*



As I write this column, members of the Local Arrangements Committee are feverishly finalizing the registration form for the annual meeting. But something is different this year. Following the theme of electronic transformation set forth in January, registration information for this year's meeting will only be available online. No packets will arrive at your home or office. And for the first time ever, MAC members will be able to register online using a credit card or check. With the approval of the MAC Executive board, this process is being pilot tested for use at the 2004 annual meeting. All expenses for this trial run will be covered using a portion of the profits from the 2003 QuintEssential joint meeting in Philadelphia. We are really eager to get feedback regarding this process, so please be liberal with your comments during our final analysis.

At the May MLA '04 annual meeting in Washington, D.C., a group of MAC and South-

ern chapter members gathered to begin preliminary planning for the joint meeting in October 2006 in Atlanta, GA. **Russet Hambrick, Pat Hammond, Julia Shaw-Kokot,** and I are currently serving as representatives to this ad hoc group, but we hope to establish a more formalized planning structure after the new MAC officers are elected. Stay tuned to *MAC Messages* and to the listserv for future updates on this joint venture.

On June 4, 2004, the MAC Strategic Planning Task Force met in Lynchburg, VA, to discuss a cornucopia of issues facing the organization. Many recommendations have been developed by the Task Force and will be presented to the membership at the annual business meeting on October 15, 2004. In the interim, please direct any questions about the strategic planning initiatives to the Task Force Chair, **Russet Hambrick**, at [russet.hambrick@sr-ahec.org](mailto:russet.hambrick@sr-ahec.org).

It is in this same spirit of planning and collaboration that I now solicit your voluntary assistance for the coming year. Without the many mem-

bers who tirelessly work on committees, task forces, and in other positions, our chapter would cease to exist. MAC is the great organization that it is because of you! So please take this opportunity to volunteer for a committee. Several openings will need to be filled on the Professional Development and Publications Committees, but we welcome your participation in any capacity. An application for committee appointment is available on the MAC Website at [http://www.cbil.vcu.edu/mac/forms/committee\\_appointment.html](http://www.cbil.vcu.edu/mac/forms/committee_appointment.html). I would also like to take this opportunity to personally thank all those who have served in any capacity this year.

Enjoy the rest of the summer and continue to soar in 2004!

**Beverly Murphy**  
2003/04 MAC Chair  
[murph005@mc.duke.edu](mailto:murph005@mc.duke.edu)

**N O M I N A T E   Y O U R S E L F   O R   A N   O U T S T A N D I N G  
C O L L E A G U E   F O R   O N E   O F   T H E   M L A   A W A R D S  
M E N T I O N E D   B E L O W .**

**Lois Ann Colaiaanni Award for Excellence and Achievement in Hospital Librarianship**

This award, is given to a member of the association who has made significant contributions to the profession in the area of overall distinction or leadership in hospital library administration or service, production of a definitive publication related to hospital librarianship, teaching, research, advocacy, or the development or application of innovative technology to hospital librarianship. The recipient receives a cash award of \$500 and a certificate.

**Estelle Brodman Award for Academic Medical Librarian of the Year**

The award recognizes an academic medical librarian, who at mid-career demonstrates significant achievement, the potential for leadership, and continuing excellence. The Award was established in 1986 with a gift from Irwin H. Pizer. The recipient receives a certificate and a cash award of \$500 at the Association's Annual Meeting.

**Majors/MLA Chapter Project of the Year Award**

This is a general award for excellence, innovation and contribution to the profession of health sciences librarianship.

These attributes must be shown through special projects beyond the normal operational programming of the chapter. The recipient receives a certificate and a cash award of \$500.

**Janet Doe Lectureship**

The Janet Doe Lecturer is an individual chosen annually by the Medical Library Association for his/her unique perspective on the history or philosophy of medi-

cal librarianship. The selected lecture is presented at the Association's Annual Meeting, and is subsequently published in the Bulletin of the Medical Library Association. The Lecturer receives a \$250 honorarium, travel expenses to the site of the Annual Meeting, hotel expenses for 1 night, per diem for 1 day and a certificate.

**Ida and George Eliot Prize**

The prize is presented annually for a work published in the preceding calendar year, which has been judged most effective in furthering medical librarianship. The award was first presented in 1962. The recipient receives a cash award of \$200 and a certificate.

**Rittenhouse Award**

The award is presented annually for the best unpublished paper (bibliographical, issue or topic based, or report of research results) or web-based project on medical librarianship or medical informatics written by a student in an ALA-accredited school of library and information studies or a trainee in an internship in health sciences librarianship or medical informatics. The Rittenhouse Medical Bookstore in Philadelphia, Pennsylvania established the award in 1967. The author of the winning essay receives a cash award of \$500 and a certificate.

**Thomson Scientific/Frank Bradway Rogers Information Advancement Award**

The award is presented annually in recognition of outstanding contributions for the application of technology to the delivery of health science information, to the science of information, or to the facilitation of the delivery of health science information.

The Award has been sponsored by the Institute for Scientific Information since

1973. The recipient receives a cash award of \$500 and a certificate.

**Louise Darling Medal for Distinguished Achievement in Collection Development in the Health Sciences**

The medal is presented annually in recognition of distinguished achievement in collection development in the health sciences. Ballen Booksellers International, Inc established the Medal in 1987. Blackwell North America, Inc currently supports it. The recipient receives an engraved medal, a certificate and a \$1,000 cash award.

**Murray Gottlieb Prize**

The prize is awarded annually for the best unpublished essay on the history of medicine and allied sciences written by a health sciences librarian. The Prize was established in 1956 by Ralph and Jo Grimes of the Old Hickory Bookshop, Brinklow, MD in order to recognize and stimulate the health science librarian's interest in the history of medicine. The author of the winning essay receives a cash award of \$100 and a certificate.

**Lucretia W. McClure Excellence in Education Award**

The award honors an outstanding practicing librarian or library educator in the field of health sciences librarianship and informatics who demonstrates skills in one or more of the following areas: teaching, curriculum development, mentoring, research, or leadership in education at local, regional, or national levels. The recipient receives a cash award of \$500.00 and a framed certificate.

*(Continued on page 7)*

## NEWS FROM THE STATES

**C. Ruth Nellis** has resigned her position as interim director of the West Virginia University Health Sciences Library in Morgantown after a near 3 year tenure to return Kansas State University. At WVU, she was known for her tireless work on the renovating and remodeling of the Health Sciences Library. She will be missed.

**Michael J. Schott**, library director at West Virginia University Health Sciences Li-

brary Charleston Division, will have his first non-fiction book published in February 2005 by Haworth Press. It is titled: *Medical Library Downsizing: Administrative, Professional and Personal Strategies for Coping with Change*. He will be in Kansas City in September lecturing on the book to the Mid-Continental Chapter of the Medical Library Association.

Please direct any West Vir-

ginia Health Sciences Library news to Michael Schott (mschott@hsc.wvu.edu) to be included in upcoming issues of *MAC Messages*.

Mr. Schott is also on the editorial board of the *Journal of Hospital Librarianship*. He encourages anyone thinking about writing an article on a relevant topic to contact him at mschott@hsc.wvu.edu.

The Journal is always



West Virginia

looking for well written pieces and encourages first time authors.



Virginia

### Goodbye Gabe!

**Gabe Rios**, formerly Assistant Director for Information Services & Technology at the Claude Moore Health Sciences Library, University of Virginia in Charlottesville, Virginia has resigned to accept the position of Associate Director at Briscoe Library, The University of Texas Health Sciences Center, San Antonio, Texas. Through the years Gabe has been very involved in supporting MAC. He received the MAC Librarian of the Year Award for 2003.

### Multimedia Instruction

A Multimedia Bootcamp and Vendor Day were recent activities sponsored by the Media Studio at the Claude Moore Health Sciences Library, The University of Virginia, Charlottesville, Virginia. The bootcamp provided a series of two-hour, weekly sessions that focused on when and how to integrate multimedia into instructional and presentation materials. Faculty members who completed the bootcamp were able to integrate their new skills with their academic endeavors and utilize the resources available in the Media Studio. The Multimedia Vendor Day was open to the University community. Vendors were available to demonstrate the latest hardware and software applications for creating multimedia presentations.

In June, members of the Southwestern Virginia Health Information Librarians (SWVAHIL) attended a Super Searcher class taught by **Dale Prince**, Technology Coordinator for the National Network of Libraries of Medicine. Mr. Prince presented information on advanced search features of web search engines and the cutting edge of searching. SWVAHIL members earned CE credits for their participation in the class.

### Health Information Prescriptions: A Virginia Library Partnership

From January-July 2004, librarians from academic health centers, hospitals and public libraries across Virginia partnered with the National Library of Medicine to bring quality health information to consumers through participation in the American College of Physicians Foundation/National Library of Medicine Information Rx Project pilot

[http://foundation.acponline.org/healthcom/info\\_rx.htm](http://foundation.acponline.org/healthcom/info_rx.htm)

The project will be continued by the Virginia

## NEWS FROM THE STATES

Health Information Outreach Planning Group and will include partnership with the Library of Virginia and the Virginia Council of Health Sciences Librarians. The goal of the project was to strengthen the ties between public and health sciences libraries, and encourage community partnerships among health professionals who prescribe information, librarians who dispense information, and patients and their families who use information to increase their knowledge of how to stay healthy as well as cope with health problems.

This collaborative Information Rx Project was recognized by a National Commission of Libraries and Information Science Blue Ribbon Consumer Health Information Recognition Award in July 2004 (see <http://www.nclis.gov/news/pressrelease/pr2004/2004-04HealthAwardWinners.pdf>). NCLIS chose the awards based on "overall success of the library's consumer health information services program, with particular emphasis on the program's potential impact, innovativeness, and replicability".

Key partners in the project were:

- **Judith Robinson and Ruth Smith**, Eastern Virginia Medical School, Brickell Medical Sciences Library, Norfolk;
- **Jean Shipman and Shannon Jones**, Virginia Commonwealth University, Tompkins-McCaw Library for the Health Sciences and Consumer Health Education Center, Richmond;
- **Linda Watson and Kelly Near**, University of Virginia, Claude Moore Health Sciences

Library, Charlottesville;

- **Elizabeth McTigue**, Inova Fairfax Hospital, Health Sciences Library, Fairfax;
- **Karen Dillon**, Carilion Health System Library, Roanoke; and
- **Becky Lyon, Karen Hajarian, and Theodora Bakker**, National Library of Medicine.

## NOMINATE YOURSELF OR AN OUTSTANDING COLLEAGUE FOR ONE OF THE MLA AWARDS, CONTINUED

*(Continued from page 5)*

#### **Marcia C. Noyes Award**

The Noyes Award is the highest professional distinction of the Medical Library Association. The award was established in 1947 and recognizes a career, which has resulted in lasting, outstanding contributions to medical librarianship. The recipient receives an engraved sterling silver Revere bowl at the Association's Annual Meeting.

#### **Fellows and Honorary Members**

Fellowship is conferred on Regular MLA members in recognition of outstanding and sustained contributions to the ad-

vancement of the purposes of the association. Fellows receive a certificate at the association's Annual Meeting and lifetime Regular Member benefits at no charge.

Honorary Membership is conferred on individuals, not formally MLA members, who have made outstanding contributions to the advancement of the purposes of the association. Honorary members receive a certificate at the Association's Annual Meeting and lifetime Regular Member benefits except voting privileges at no charge.

***Nomination deadlines for all awards are November 1. Information and downloadable applications are located at <http://www.mlanet.org/awards>, or contact Lisa C. Fried, Professional Development, Medical Library Association, 312-419-9094 ext. 28 or [mlapd2@mlahq.org](mailto:mlapd2@mlahq.org).***

ESTELLE BRODMAN  
AWARD

NOMINATE A COLLEAGUE  
FOR THE  
ESTELLE BRODMAN  
AWARD

Each year, the Medical Library Association honors individuals who have rendered distinguished service to health sciences libraries and furthered the purposes of health sciences librarianship. The MLA Estelle Brodman Award annually recognizes an academic medical librarian, who at mid-career demonstrates a significant achievement, the potential for leadership, and continuing excellence. The Award was established in 1986 with a gift from Irwin H. Pizer and presented for the first time in 1988. The recipient is recognized at the Annual MLA Meeting where they receive a certificate and a cash award of \$500. Please take this opportunity to nominate an outstanding colleague for MLA's Estelle Brodman Award for Academic Medical Librarian of the Year. The deadline for applications is November 1, 2004. Complete information and application forms for all MLA awards and honors may be found at:

<http://www.mlanet.org/awards/honors/index.html>

*This issue combines the May/June and July/August articles. The Editor retired and life became more hectic than usual during these past few months and asks for your understanding.*

Medical Library Association  
Mid-Atlantic Chapter

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Newsorthy items for the *MAC Messages*

Sept/Oct issue may be submitted to the editor at (macmessages@hotmail.com)

until September 15, 2004.

