

MAG MESSAGES

Mid-Atlantic Chapter of the Medical Library Association

MESSAGE FROM THE CHAIR " FEBRUARY GREETINGS "



The MAC Winter Executive Board Meeting was held January 28 at the University of Virginia's Jordan Hall Conference Center located near the UVA Claude Moore Health Sciences Library in Charlottesville, VA. The meeting was rescheduled to January 28 from January 21 due to weather related road conditions. Phone calls and planning revisions were completed by a team of MAC Board Members. A sincere thank you goes out to all who helped. Another special thanks

goes to **Pat Hammond** who "volunteered" to take minutes for the meeting since our secretary could not attend. We had a small but enthusiastic group of MAC Executive Board, Committee and Task Force members who were able to reschedule and meet in Charlottesville. The many reports and discussions are highlighted in the following.

MINUTES

Minutes from the September 25, 2004 Executive Board Meeting will be posted to the MAC Website. The Chair's Report listed tasks completed since the Annual Business Meeting held in October. Included in those tasks were writing the MLA Mid-year Report for MAC that was completed and forwarded to MLA in mid December. The MAC/MLA Goals for 2004-2005 were also completed and will be posted to the MAC Website.

TREASURERS REPORT

The Treasurers report given by **Jane Borland**, as she completed her term, shows a balance of \$52,729.03 as of December 31, 2004. An additional Income/Expenses Report for the MAC/MLA Annual Meeting showed a net profit from the meeting of \$2,333.17. Treasurer duties were transferred to the new MAC Treasurer, **Claire Meissner** who is beginning her term for 2004-2006. Thank you to Jane for all her hard work, and welcome Claire, we know you'll do great!!

MAC CHAPTER COUNCIL REPRESENTATIVE

The MAC Chapter Council Representative, **Paula Raimondo**, summarized her written report. She has sent announcements to MAC members on behalf of MLA about the E-Licensing Web-cast, Open Access newsletter from SPARC and the Chapter-Level Leadership Education Challenge grant.

Chapter Council is reviewing the new MLA Chapter Brochure, which she shared for comment. Paula has volunteered to be on the MLA/Majors Chapter Project of the Year Award Jury and is awaiting approval. She also provided a list of the top ten topics for Chapter Sharing Roundtable topics that MLA members voted for using Survey Monkey. The results of a recruitment and retention activities poll of MLA chapters by MLA, was provided in the meeting packet. Paula will be encouraging the MAC Membership Committee to take over this project, share information with MLA about other activities MAC does, and investigate adding some activities that other chapters use. Paula will share this information with the Publications Committee also to determine if they might poll the MAC members for recruitment activities. MAC Chapter Council Alternate, **Julia Shaw-Kokot** provided a

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complete list of MLA 2005 Chapter Sharing Roundtable topics. Facilitators and Recorders for the Roundtables will receive an AHIP Point for their work. Julia discussed the "Free Round Tables lunch tickets" for New MLA Members and will be clarifying the process of obtaining the tickets and who qualifies as a "new member." See the updates on the MAC List.

HONORS AND AWARDS COMMITTEE

Gary Greenstein, Honors and Awards Committee Chair, reported that the committee has been conducting business by telephone and e-mail and will have their first Committee wide conference call near the end of February. A "Request for Nominations" will appear in upcoming issues of MAC-Messages. Committee members are already preparing for the 2005 Award Ceremonies and will be requesting nominations via phone, e-mail and letters through June. They hope to have many responses nominating MAC members for these special awards. Please respond to their requests by sending in your nomina-

tions. MAC members are making great contribution and should be recognized. Take some time to send in a nomination and be there in October to see the smiles when someone receives recognition for their hard work and contributions to the profession, especially to MAC. It does mean a lot!

MEMBERSHIP COMMITTEE

Membership Committee members were unable to attend the meeting. **Cynthia Burke**, Committee Chair, forwarded information to the Board Chair to place in discussion. Current numbers for MAC membership were not available. **Claire Meissner** reported that the Online Dues Payment statistics indicate 111 Members have used the system, 100 Regular Members and 1 Student. 40 renewed their membership by check and 71 paid by credit card. Figures from December 2004 showed 213 paid MAC members, and 17 honorary/retired members giving a total of 230 MAC Members. An update will be provided when further Acteva data becomes available. Membership activities since the Annual Meeting in-

clude a presentation on January 16, 2005 at the UNC Chapel Hill SLIC where **Robert James** and **Melanie Norton** participated in a MAC/librarianship presentation.

PUBLICATIONS COMMITTEE

Publications Committee members were also unable to attend the Board Meeting. **Linda Collins**, Chair, forwarded information to the MAC Chair. The Web usability survey results will be used to update the MAC Website. MAC Logo design variations were discussed at the September 2004 Board Meeting. Suggestions for the revised logo were incorporated and resubmitted to the Board for review at this meeting. Color print copies of the three variation of the Logo were reviewed and discussed. The concept of the three versions was approved with some further suggestion to be sent back to the committee. After revisions are completed and final approval from the Board, the Logo will be ready for use on all MAC forms, promotions and materials. MAC Messages publication schedule and

submissions were discussed. It is felt that the Newsletter still plays an important role for recording events and maintaining a history of MAC, but support for contributions has been lacking, especially in the last several months. It was recommended that the Board ask the MAC Webmaster if we can get a Website traffic report for MAC Messages to determine how much it is being read or checked. Maintaining the current publications schedule was recommended for this year but in 2006 change the newsletter frequency to quarterly. Also recommended was establishing an e-mail list for state reporters to gather information. These suggestions are being sent back to the Publications Committee. Many Policy and Procedures Manual updates have been submitted and will be reviewed; then placed on the Website. Since several organizational changes are ongoing and revisions are still being submitted, the update of the manual will continue.

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**PROFESSIONAL
DEVELOPMENT
COMMITTEE**

Professional Development Committee Chair, **Bart Ragon**, gave a presentation with detailed information about an exciting CE opportunity that he and his committee are working to make available for the MAC 2005 Meeting in Charlottesville. Bart has submitted an application for the Chapter-Level Leadership Education Challenge Grant to MLA. If selected, the award will cover up to two-third of the cost of a chapter-sponsored CE, for leadership or management, to a maximum of \$2500. The Course that Bart and Committee are planning to offer is entitled "*Horse Sense for Leaders*." This program has shown meaningful applications for both individual and organizational effectiveness. It focuses on the fundamental practices necessary to establish relationships based on mutual trust and respect and relies on teachings available from modern approaches to the relationship between horses and humans. It will involve spending a day at an area horse ranch watching and learning

from experiences, demonstrations and discussions by cowboy, Louis Wood who owns the ranch and will be working with horses. The second day (half day) will be spent at the UVA Leadership Development Center in a "people" classroom. Watch for enticing updates about this amazing class. The MAC Board voted to provide support for the program with or without the MLA Challenge Grant funding. I've already put my name on the class list. Bart you did put my name on the list??

Bart also reported on other business for the PDC including selecting and arranging a variety of CE opportunities utilizing the results of the Web-based survey of MAC membership that was completed in November 2004. 33 options were listed in the survey. 75 responses were received. Special interest was noted for Information Mastery, education, marketing, licensing, leadership and publishing. With this in mind CE classes will be selected in early 2005 and agreements will be reached before spring 2005 in order to be

ready for the October MAC Meeting. Other report items: **Margaret Norden** is the PDC's AHIP Representative to MLA, with MLA and MAC PDC approval, **Theodora A. Bakker** has started a Journal Club a Dahlgren Memorial Library; **Beth Ketterman** has worked with **Adam Glazer** to update and revise the MAC PDC Website; and the new PDC Chair Elect is **Dale Prince**.

**STRATEGIC
PLANNING TASK
FORCE**

The Strategic Planning Task Force is preparing to present the first set of recommended bylaws changes to the membership for review. **Beverly Murphy**, SPTF Chair, has organized materials listing current bylaws and recommended changes. Voting on these changes will be done in the next few months and prior to the MAC Annual Meeting, in a format to be determined, either electronic or snail mail. The second set of recommendations will be submitted to the membership prior to the Annual MAC Meeting in Charlottesville. Those changes will be discussed and voted on at the meeting. Watch for

information about both of these sets of changes. Other duties previously assigned to the SPTF are either in process or complete except for two. These have been referred to the MAC Chair for follow up. One new task was sent to the SPTF by the Board. That involves exploring alternative scheduling for the Executive Board Meeting. This has become a concern since the Winter Board Meeting in particular is frequently delayed due to weather conditions. A subgroup of the SPTF has been assigned this duty.

**FEES PAYMENT
TASK FORCE**

Jane Borland, Chair, gave the report for the Fees Payment Task Force. The Acteva electronic meeting registration and membership dues payment process has worked well. The Board voted to continue using Acteva for online meeting registration and for membership dues payment with Acteva fees paid by MAC. A final report of the FPTF will be completed for the MAC annual meeting.

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**LAC 2004 MAC
 MEETING FINAL
 REPORT**

The LAC 2004 MAC Meeting Final Report was reviewed and **Rick Peterson** was commended for tallying and disseminating the evaluation report so soon after the meeting. **Jonathan Lord** and **Karen Knight** gave the LAC 2005 Report with exciting plans and budget figures for the October Meeting in Charlottesville. **Pat Hammond**

gave the 2005 Preliminary Program Committee Report. The committee has chosen "*Information Innovation: Charting New Territory*" as the theme. All LAC and Program committee members are busily preparing for another terrific MAC Meeting. Watch MAC List and MAC Messages for Updates. Mark your calendar for Oct 3-6 and plan to be in Charlottesville. Thomas is expecting us.

**2006 JOINT
 MEETING**

AND while you're marking your calendar, look ahead to October 12-16, 2006 for the Joint Meeting with Southern Chapter. **Russsett Hambrick** has graciously agreed to take the lead in coordinating plans for this meeting. The meeting site will be the Westin Buckhead in Atlanta and the hotel contract has been signed. Watch for forthcoming announcements for this

meeting also.

It may just be me, but MAC seems to be a very busy organization. Come join us and keep up with all the plans for keeping INNOVATION ALIVE in 2005.

Ann Duesing
 2004/2005 MAC Chair
cad4n@virginia.edu

**INFORMATION INNOVATION: CHARTING NEW TERRITORY
 MAC 2005 - CHARLOTTESVILLE, VIRGINIA
 OCTOBER 3 - 6**

Grab your compass, unfold your map, and be prepared to chart new territory at the MAC 2005 conference in beautiful Charlottesville, Virginia! Enjoy the traditions of this historic town - such as the University of Virginia and Monticello - while at the same time sharing inno-

vative ideas with your 21st century colleagues. Blaze new trails back home after attending MAC CE courses, get oriented to new products and services, and explore new frontiers through roundtables, panelists and guest speakers. Those who are willing to venture out from

the conference hotel, the Omni Charlottesville, will be rewarded by new discoveries such as Ash Lawn-Highland, home of the 5th U.S. President, James Monroe (a mere 15 minutes away) or glimpses of fall foliage on Skyline Drive, just a 30 minute trek. So display

some "undaunted courage" and join us at MAC 2005 for Information Innovation: Charting New Territory!!!

Amy Blaine
 2005 Annual Meeting
amy.blaine@inova.com

Send May/June articles to
macmessages@gmail.com until
 Tax Day, April 15, 2004.



NEWS FROM THE STATES

Personnel News

Max Brown is the new librarian at Potomac Hospital in Woodbridge, Virginia. Max has previous experience in academic libraries and has worked both in cataloging and reference. Max's background also includes a degree in nursing.

Changes at the **Claude Moore Health Science Library** at the University of Virginia, Charlottesville, Va.

Andrea Horne, previously Learning Resource Center Coordinator, recently began a new position as Assistant Director for Information Services. **Ellen Ramsey**, formerly Education Technology Coordinator will take over as the Coordinator of the Learning

Resource Center.

Other News

The Claude Moore Health Sciences Library recently hosted its fourth InfoFair consisting of various technology exhibitors and presentations. The InfoFair is supported in part by the National Network of Libraries of Medicine, South-



east/Atlantic Region. The fair was held in conjunction with a Library bake sale with bake sale proceeds donated to the Tsunami Relief effort.

REGIONAL MEDICAL LIBRARIAN ACTIVITIES

Southwest Virginia Health Information Librarians (SWVAHILI) sent out a survey to 20 free clinics in Virginia requesting information about their information needs in June of 2004 as part of an effort initiated through the Virginia Health Information Outreach Planning Project's (VHIOP) goals which included (1) Providing a format to further collaborations that improves access to and awareness of healthcare information to

Virginia residents and (2) Establishing plans to implement projects that promote awareness and access to available healthcare information.

Using information obtained from this survey, three SWVAHILI librarians, Kelly Near, Karen Dillon, and Ann Matthews, applied for and received an exhibit grant from the NN/LM SEA to exhibit at the Virginia Association of Free Clinics' 2004 Annual Conference: Scaling New Heights for a Healthier Tomorrow,

which took place November 14-16, 2004 at The Homestead in Hot Springs, VA.

The exhibitors used the physical exhibit provided by the NN/LM and added a laptop with live Internet in order to demonstrate PubMed searches and MedlinePlus searches directly. Exhibitors demonstrated the Information Prescription and the live Internet connection allowed interested clinic staff

to make a request for supplies at the time of the conference.

The SWVAHILI librarians who exhibited believe that this meeting was an excellent chance to directly connect with and network with free clinic staff to plan for training sessions to be developed and conducted in the future as part of ongoing activities designed to advance the VHIOP goals.

SOUTHWESTERN VIRGINIA OUTREACH PROJECT PARTNERSHIP

The University of Virginia Claude Moore Health Sciences Library Outreach Program, the Edward Via Virginia College of Osteopathic Medicine Library, and the Carilion Health Systems Library are teaming with Public Libraries in Southwestern Virginia to provide access to and train-

ing in the use of MedlinePlus and other reliable Web resources for health information access. The Appalachian Cancer Network is providing early planning stage funding for this project. The project is expanding from and building upon earlier regional projects developed through partnerships of the UVA Health Sci-

ences Library Outreach Program, the Mountain Laurel Cancer Resource and Support Center and the Lonesome Pine Regional Public Library System. Cancer information will continue to be a focus of the new project as well as many other diseases and conditions of interest

to the southwest Virginia population. The project is also expanding to include health care providers and the "Information Prescription."

The Health Sciences Outreach program will provide training for public librarians

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NEWS FROM THE STATES

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in the use of MedlinePlus and PubMed as well as training in sensitivity and communication issues affiliated with health information assistance. Public librarians and the health sciences librarians will work together to develop partnerships with health care providers. They will meet with health professionals to

inform them about and schedule training for them in the use of MedlinePlus resources and encourage use of MedlinePlus for "information prescriptions." The possibilities for improving patient care and treatment compliance by promoting use of reliable and easily accessed health information to support health care treatment and education will be emphasized. Information prescriptions forms

to be filled out by health professionals and taken to the local public library will be provided and their use promoted. Encouraging health care provider interaction with their local public libraries through informational meetings, training sessions and consumer workshops is planned to highlight the importance of seeing the public library as an integral part of local health community re-

sources. Regions involved will range from the Roanoke area to Lee, Scott and Wise Counties in far southwestern Virginia.

Ann Duesing
2004/2005 MAC Chair
cad4n@virginia.edu

**"PARTNERING FOR PUBLIC HEALTH:
INFORMATION, LIBRARIANS, AND THE PUBLIC
HEALTH WORKFORCE"**

The Health Sciences and Human Services Library at the University of Maryland Baltimore in cooperation with the Johns Hopkins Welch Library is pleased to host the Medical Library Association's Satellite Teleconference on Wednesday, March 9, 2005, from 2:00 - 4:00 pm EST.

MLA's website provides additional details on the teleconference:
www.mlanet.org/education/telecon/publichealth/.

Participants will receive 2.0 MLA CE contact hours for attending the Webcast only or 3.5 MLA CE contact hours for also attending the wrap-around discussion sessions: 1:30-1:00 pm and 4:00-5:00 pm.

The teleconference is free, but attendees must pre-register before Friday, March 4, 2005. Seating is limited, so please register early. To register,

please send an email to Teresa Knott (tknott@hshsl.umaryland.edu) and **indicate if you will be attending only the teleconference or the teleconference plus the wraparound sessions.** If you registered with Susan Rohner at the Welch Library, there is no need to register again.

The teleconference will be held in the Distance Education Classroom in the Lower Level of the UMB Health Sciences and Human Services Library at 601 W. Lombard Street, Baltimore, Maryland.

The Agenda for the teleconference is: 1:30 P.M., Eastern time--Wraparound discussion session I

2:00 P.M., Eastern time--Satellite broadcast begins

4:00 P.M., Eastern time--Wraparound discussion session II

An outline of the topics to be addressed is listed below:

Part I: Introduction and Overview

A. Background on Public Health

- Federal Agencies (eight federal agencies)
- State and Local Agencies
- Multi/Interdisciplinary nature

Part II A. Essential Public Health Services

B. What's hot in public health?

- Preparedness and bioterrorism
- Infectious Disease
- Obesity
- Public Health Workforce

C. Question and answer period

Part III: Collaboration



Maryland

between Information Professionals and Public Health Professionals

A. What's working?

Successful Strategies
Funding for Public Health Librarian's Role

B. Question and answer period

Part IV: Conclusion

A. Resources

NEWS FROM THE STATES



District of
Columbia

**News from Dahlgren
Memorial Library at
Georgetown University
Medical Center:**

Janette Shaffer and Kate Finkelstein, along with **Dr. Steven M. Schwartz** (Department of Family Medicine), presented "*EBM for the Remote Student*" at the STFM 31st Annual Predoctoral Education Conference in Albuquerque NM.

DML has begun a Medical Informatics Grand Rounds Series. The series has been accredited for AMA CME credits and covers such topics as Writing for Scholarly Publication, PDA's in Health Care, and Study Design Strengths and Weaknesses. Most of the sessions will be taught by non-library faculty and are offered to all GUMC affiliates for credit. For more information, contact Kate Finkelstein, Assistant

Director for Education Services, at kmf34@georgetown.edu

DML has begun a renovation project that will allow the Library to remain open 24-7. Completion of the project is scheduled for May, 2005.

MATERNAL AND CHILD HEALTH LIBRARY SERVICES AVAILABLE

The National Center for Education in Maternal and Child Health at Georgetown University has been awarded a cooperative agreement from the Maternal and Child Health Bureau, U.S. Health Resources and Services Administration to continue its Maternal and Child Health Library (MCH Library) services. The MCH Library combines research and reference capacity with information technology to provide broad access to information about advances in maternal and child health (MCH) science and practice for health professionals, policymakers, program administrators, families, and educators.

The 5-year grant will enable the MCH Library to expand its extensive hard-copy collection of nearly 30,000

items-including a century's worth of historic documents on MCH as well as current documents that are not readily available elsewhere-and to enhance its electronic resources. This wealth of information can be used to inform new program initiatives, educate students, and reach families and other key groups with state-of-the-art knowledge about topics ranging from adolescent mental health and asthma to substance abuse and violence prevention.

MCH Library electronic resources include

- MCH Library Web site-an award-winning Web site www.mchlibrary.info with easy access to information compiled by library staff and elec-

tronic links to the best MCH information available elsewhere.

- MCH Alert-a weekly electronic newsletter that provides timely information on current research, policies, and programs in the field.
- Annotated resource guides on MCH topics-knowledge paths, bibliographies, and organization lists on close to 100 topics important to the MCH community.
- MCHLine® and MCH Organizations databases-searchable, annotated electronic records on over 18,000 print, audiovisual, and electronic resources and over 2,000 government, professional, and

voluntary organizations involved in MCH activities.

In addition, the MCH Library provides information assistance available on site and via telephone, postal mail, and e-mail to aid MCH professionals and the public in locating resources.

The MCH Library is located at 2115 Wisconsin Avenue in Washington, DC. Phone: (202) 784-9770; fax: (202) 784-9777; e-mail: mchlibrary@ncemch.org.

NEWS FROM THE STATES



THE UNC HEALTH SCIENCES LIBRARY'S GRAND OPENING CELEBRATION

Celebrating the UNC Health Sciences Library

We invite you to join us in celebrating the completion of our two-year renovation project.

Monday, March 7th, 2005

1:30pm Remarks from the Chancellor and other special guests

Cake cutting and tours to follow.

More information and a detailed program of events can

be found at

www.unc.hsl.unc.edu/celebration

Questions should be directed to Kelly Wooten,

kelly_wooten@unc.edu or

919-966-1047

MAC HONORS AND AWARDS 2004

Every year at the MAC Annual Meeting we take time to recognize the many contributions made by members of MAC. At that time we also honor the winners of the three major MAC awards. At last year's MAC Annual Meeting in Raleigh, the three outstanding winners of the 2004 MAC Librarian of the Year Award, the Marguerite Abel Service Award, and the One Person Librarian Award were each presented with a \$200.00 monetary award, a plaque, and a voucher for free registration at the annual MAC meeting or up to one day of MAC continuing education.

The One Person Library Award is given to a MAC member for their leadership in a library with up to 0.5 paid staff. The 2004 winner of this award was **Dan Oates** from the Health Sciences Library at First

Health of the Carolinas in Pinehurst North Carolina. Describing Dan's work, one nominator says that "during the past seven years, Dan has been the manager of the Health Sciences Library at First Health and has created a full service library that is also a welcoming environment for both the First Health staff and the surrounding community. With only the services of a half-time assistant, he has steadily expanded services and resources. Using digital resources to enhance a small physical collection, he has joined consortia and reached out to public and school libraries in his area to provide health related information services free to any one who asks."

The Marguerite Abel Service Award is given to a MAC member for exemplary service to the Chapter. The recipient of this

award receives their \$200 provided through a special fund established by Marguerite Abel and matched by MAC. The winner of the 2004 Marguerite Abel Service Award was **Ann Duesing** from the John Cook Wyllie Library, at the University of Virginia's College at Wise. As a nominator wrote, "Ann is a wonderful example of commitment to MAC. As an outreach librarian Ann works with many local groups supporting health literacy. Her dedication to her job equally matches her dedication to supporting regional medical librarians and particularly MAC librarians."

The last award presented at the awards luncheon was the award for MAC Librarian of the Year. This is MAC's highest honor and it is presented to a MAC member for outstanding contributions in health sciences librarianship. The 2004 recipient of the MAC Librarian of the Year award was **Russett Hambrick**

from the Southern Regional AHEC in Fayetteville, NC. One nominator in describing Russett's career noted that she advanced from a library assistant working towards her MLS degree to becoming the Chief of the division that includes library and computer services, continuing education, and marketing at Southern Regional AHEC. As library director she integrated separate computer and library services into one entity. A nominator noted that "often in small medical and hospital libraries, library directors answer to nursing or education administrators—not to other librarians. Russett proved her worth to the AHEC administration that a librarian could be the head of an education division."

The Honors and Awards Committee congratulates all the 2004 winners for their hard work and commitment

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NEW SLATE OF OFFICERS

Officers

Chair Ann Duesing— cad4n@virginia.edu
 Chair-Elect Patricia Hammond — pahammond@vcu.edu
 Immediate past Chair Beverly Murphy—murph005@mc.duke.edu
 Secretary Susan Arnold—susan.arnold@mail.wvu.edu
 Treasurer Jane Borland—jane.borland@medicorp.org
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 Chapter Council
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 Alternate Julia Shaw-Kokot—jsk@med.unc.edu

MAC Nominee to the MLA Nominating Committee

Janice E. Kelly jkelly@hshsl.umaryland.edu
 Chapter Benchmarking Educator
 Susan Craft crafts@mail.ecu.edu

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 Beverly Murphy— murph005@mc.duke.edu

2005 Annual Meeting

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 Continuing Educ Bart Ragon & Patricia Greenberg
 Exhibits/Posters Lynn Turman & Barbara Wright
 Hospitality Elaine Attridge & Gretchen Arnold
 Printing/Publicity Ruth Smith
 Registration Kelly Near & Karen Dillon

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to MAC. Please take time to continue to recognize your colleagues by nominating them for this year's awards. The nomination process is simple, just go to <http://www.cbil.vcu.edu/mac/forms/nominate.html> and complete the brief form.

Kelly Near

Honors and Awards Chair
 kkn3v@virginia.edu

Thanks for sharing achievements
 and current news from your library,
 or your state with your colleagues.
 If you have a news item from a
 newsletter or from your library cal-
 endar that is newsworthy, please
 send it along, in any format, to
 your State Reporter anytime dur-
 ing the two-month period before the
 next deadline. Your Reporter will
 consolidate all the news and then
 forward it to the Editor.

Thanks again,

-Ed