Preconference Activities
The Board of Directors held a planning meeting on Wednesday afternoon, May 12, and its regular preconference business meeting on Thursday, May 13. On Friday, May 14, Dale Dirks, MLA's legislative liaison in Washington, D.C., gave the board a legislative update. The 1994 National Program Committee met on Monday, May 14.

On Saturday, May 15, the following national committees met: Books Panel, Continuing Education Committee, Credentialing Committee, 1993 National Program Committee, 1995 National Program Committee, and Nominating Committee. Starting Saturday, a Student Retreat lounge was open in the conference hotel, the Palmer House Hilton, for library school students attending the meeting, as was a member resource room with typewriters, photocopier, and computer for association business. A Hospitality/Information Center staffed by the Local Assistance Committee was open for a total of fifty-one hours, starting Thursday, to aid conference attendees with information about Chicago restaurants, shopping, transportation, and tourist attractions. The Placement Service was open for a total of thirty-five hours over five days, starting Saturday afternoon.

Continuing Education Courses
The 1992/93 Continuing Education Committee offered the following courses on May 14-16 and May 18: CE 007. Getting Funded: Developing Skills in Proposal Writing; CE 201, Medical Terminology; CE 502, Research Proposal Development for Librarians; CE 601, Basic Library Management; CE 602, Principles of Hospital Library Management; CE 604, Planning Library Facilities; CE 605, Managing Reference Services: Bringing Policy to Action; CE 606, Planning and Administering a Bibliographic Instruction Program; CE 901, Introduction to Reference Sources in the Health Sciences; CE 905, Government Information Resources; NP 100, CD-ROM Local and Wide-Area Networking; NP 102, Information Technology Survival Skills for Medical Librarians; NP 103, Introduction to Health Services Research; NP 104, Success: Factors Influencing High Achievement; NP 105, The Library's Contribution to Quality; NP 106, Total Quality Management; NP 107, Benchmarking; NP 108, Continuous Quality Improvement and the Hospital Library; NP 110, Power and Influence; NP 111, Searching the Genome Database; NP 112, Advanced Features of GRATEFUL MED; NP 113, How to Teach Adults in Individual and Small-Group Settings; NP 114, Information Malpractice; NP 115, Leadership Skills Spin-off: The Learning Organization; NP 117, Teamwork; NP 118, GRATEFUL MED: Train the Trainers; and NP 119, Navigating the Internet: Resources and Services. The twenty-six preconference courses and two midconference courses had a total registration of 811.

Conference, May 16
On Sunday morning, May 16, the following national chapters, committees, and councils had meetings: Awards Committee, Bulletin Editorial Board, Bylaws Committee, Chapter Council, Continuing Education Instructional Development Subcommittee, Continuing Education Instructor Approval and Evaluation Subcommittee, Continuing Education Opportunity Review Subcommittee, Corporate Advisory Committee, Credentialing Committee, Grants and Scholarships Committee, Hospital Libraries Committee, Membership Committee, Oral History Committee, Publications Committee, Section Council, Status and Economic Interests of Health Sciences Library Personnel Committee, and Task Force on Knowledge and Skills.

The following program sessions were held during the morning and over the lunch hour: a New Leaders' Brunch and Orientation; a New Member, Student Member, First-Time Attendee Breakfast; and a Section Council Brunch and Orientation.

Welcome and Opening Remarks
The opening session was convened by President Jacqueline D. Bastille, who introduced Rick B. Forsman, chair of the 1993 National Program Committee. Mr. Forsman gave a brief overview of the program and then introduced Kimberly Goldman, a member of the Local Assistance Committee. Ms. Goldman recognized all the members of the 1993 National Program Committee and welcomed the conference attendees to Chicago. President Bastille then recognized the
many organizations that provided financial and in-kind contributions to support the meeting.

Presidential address

National Program Committee Chair Rick B. Forsman then introduced Jacqueline D. Bastille, who gave the following presidential address:

Jacqueline D. Bastille: This year as president of the Medical Library Association has been a great year for me. I have enjoyed it thoroughly and gained immensely from the experience. Last May, as incoming president, I told you that I was very grateful to you for giving me the opportunity to serve in this office. I still am!

I truly did not expect that the office, which seemed onerous, could be fun and allow me to exercise some creativity in leading MLA to the promised land—that of higher salaries and elevated professional authority. Of course, I have had only one year to work at this, so we are not there yet. But we will be there faster than you expect and maybe faster than many of us can accommodate.

As president this year, I have built on the accomplishments, programs and plans of those who have preceded me. At the beginning of my term, I proposed that MLA mount a proactive campaign to elevate our professional authority [1]. To me, this is a powerful way to advocate for the role and value of the health information professional. We advocate for health information professionals, first by using promotional techniques to raise our visibility. Didn’t you love those great Kelly green buttons and bookmarks we used during National Library Week? And second, in many ways, MLA and each one of us can work to clarify our roles to our users and to the public.

Elevating our professional status requires substantive change. We will do this by reshaping the educational process as called for by the Platform for Change [2]. And we will do this through research by building a knowledge base on which we can base our practice. These are long-term efforts, which will require each individual’s active participation.

All our efforts should be aimed at effecting a significant change in our role and a change in how our value is perceived in our institutions and in society as a whole. To do this will require that we focus on strategic goals. In her inaugural address, our incoming president, June Fulton, will discuss the external view of the strategic directions that we will have to take to accomplish our goals. Paul Strassman, former vice president of Xerox, has been quoted by David Penniman as stating that strategic goal seeking is the key to preparing for and surviving in the future. Penniman, who is the president of the Council on Library Resources, goes on to say that strategic goal seeking has never been more crucial for libraries than it is today, because libraries have the potential for delivering knowledge. Of all the information delivery systems that exist in our society, none is as pivotal as the library. The library is first and foremost a people-oriented information delivery system, and it must focus on delivery [3].

As a result of our strategic plan published in 1988, MLA has focused on strategic goals [4]. The education goal has been addressed by the Platform for Change, which has been published and widely disseminated. A new task force to implement its recommendations will start its work at this meeting. And, as our incoming president-elect, Fred Roper will be in an excellent position to assure that we focus on the foundation that this groundbreaking policy statement provides for us. It should be very clear to all of us that knowledge and education are exchanged for power and prestige.

Also, as a result of our strategic plan, our Research Task Force is in the process of developing an action plan for developing an association research program. This summer they expect to have a draft ready to share with various committees, sections, and chapters of MLA for their input. By late fall, the task force hopes to have a final draft ready for review by the membership as a whole.

In the process of analyzing our dilemma as a profession, I have consulted the work of a number of social scientists for their views on the characteristics of successful professions. Ours has most of these characteristics. We have a professional association founded in 1898; we have separate, university-based professional schools; we have a national program for accrediting our graduate schools; professional examinations are represented by MLA's credentialing program; we have a national-level journal; and we have a budding ethics code.

There are two characteristics we do not have. One is exclusive control over the practice of our profession through licensing or some other authority. And, what is more important to me, we seem to lack a solid abstract knowledge base upon which our practice decisions and procedures are based. Most sociologists who study professions consistently agree that a profession is an occupational group with some special skill, based on abstract knowledge, which is applied to practice.

Edgar Schein, in his book on professional education, identifies three components of professional knowledge:

1. the underlying discipline or basic science component upon which the practice rests;
2. an applied science component from which many of the day-to-day diagnostic procedures and problem-solutions are derived; and
3. A skills and attitudinal component that concerns the actual performance of services to the client, using the underlying basic and applied science.

A claim to full professional status, Schein states, must depend on a knowledge base with these properties, which must be regularly applied to the everyday problems of practice [5]. Do we clearly meet these criteria?

Those who have studied librarianship perceive our knowledge base to be thin or poorly understood. William Goode, in a 1961 article published in *Library Quarterly*, questioned whether librarianship was an occupation or a profession because the knowledge base—that is, the science on which our profession rests—has not been defined [6]. Another social scientist, Wayne Wiegand, in a 1986 article published in the *Journal of Education for Library and Information Science*, stated that “society places a higher value on those whose knowledge represents . . . authority than on those who manage the sources and repositories which contain authority.” He concludes that librarianship’s role in determining the source of its authority has been passive [7].

Most pertinent for us is the view of the Council on Library Resources, which is quoted in the introduction to *Platform for Change*. This bears repeating: “The principles, the responsibilities and the body of knowledge that shape the profession are real and of great importance . . . but they are either implicit or incompletely formed and certainly not widely understood” [8].

In my inaugural address and my open letters published in the *MLA News* [9-10], I have referred to the work of Andrew Abbott, whose theoretical work on the system of professions was published in 1988. In his book, he devotes an entire chapter to a case study of the information professions [11]. Abbott believes that it is the history of jurisdictional disputes that is the real, the determining history of the professions. He loosely defines a profession as an occupational group, which applies somewhat abstract knowledge to particular cases. He argues that the evolution of professions results from their interrelations with other groups. And these interrelations in turn are determined by the way these groups control their knowledge and skill. The power of the professions’ knowledge system lies in their abstracting ability to define old problems in new ways. Therefore, that abstraction enables survival.

As examples, he goes on to state that, with abstractions, law and accounting fought over tax advice; the one because it writes the laws, the other because it defines what the prescribed numbers mean. Psychiatry, with the abstractions of Freud, stole the neurotics from neurology. Some knowledge-based occupations have disappeared because the technology that created them has disappeared. The railroad dispatchers are one example. If they had developed knowledge that abstracted beyond the world of the railroad, they might have survived its fall. But dispatching did not become what we now think of as operations research, even though its central task was essentially under the jurisdiction now held by that profession [12].

The Research Task Force, in its work on a research action plan, is addressing the characteristics of professional status as a means of diagnosing our problems and providing a direction for research. Our profession has not distinguished itself as one that actively builds its knowledge base through research or one that routinely makes use of the results of research in its day-to-day practice. The lack of research emphasis has a negative impact on the profession. The action plan, which is evolving, will address these issues as well as education for all levels and types of research, for using research in practice, and for research support.

The most significant work for us is that of Andrew Abbott. In his work, he presents his theory for the system of professions, and he shows “how the development of the formal attributes of a profession is bound up with the pursuit of jurisdictions and the besting of rival professions” [13]. Our major task is to redefine our jurisdiction and to fight for it.

To help us do this, Jana Bradley has started work on a large research project to understand the multiple information professions in health care settings, using the theoretical framework developed by Andrew Abbott. She is starting with four groups of information professionals: (1) health sciences librarians; (2) medical records administrators; (3) computer systems specialists; and (4) medical informaticians. Her overall plan is to explore the jurisdictional conflicts among the health information professions and the mechanisms by which these conflicts are resolved. She will develop profiles of each information profession, including descriptions of the way they conceptualize information, the tasks that they view as necessary for solving information problems, the body of knowledge that they use to identify problems and develop solutions, and the abstract body of knowledge that underlies their tasks [14].

As many of us know, Jana started out as a hospital librarian, earned her Ph.D. at Indiana University, and is now on the faculty of the Graduate School of Library and Information Science at the University of Illinois–Champaign/Urbana. Her project is extremely interesting, and the results should prove to be immensely valuable for us.

Increasing our research activity to develop our knowledge base will take time. But each one of us can work now on clarifying our role and our salaries in our own institutions. For a system to reward a...
profession, the perceived functional importance of the occupation must be seen as essential to that system's survival. In talking with various health professionals at my institution, I have been surprised to have them comment that they see librarians at the center of the information technology whirlwind. Now, I admit that this is only anecdotal evidence, but it is encouraging.

Increase in salary levels in this environment will no doubt be slow, to say the least. But you will be glad to hear that the Committee on Status and Economic Interests, working with MLA headquarters, has gathered information on master's-degree-level allied health professionals. In addition, they are working on developing a fact sheet to provide guidelines on how to use salary information to upgrade your level of compensation. Salary is an indicator of professional worth and status, and it affects every aspect of our profession and job performance.

For ideas on our role, I would like first to remind you about the ideas of Ortega y Gasset, which Dick Lyders so eloquently presented in his presidential address last year [15]. Ortega's ideas on the role of the librarian are most intriguing. He believed that professions are the types of human tasks which society needs. So, to determine the mission of the librarian, we must begin with the social necessity which the profession serves.

Ortega thought that the librarian must become the master of what he called “the raging book” by creating a new bibliographic technique, one of automatic action. This we have accomplished. Second, because production of books is carried on without regimen, he proposed that librarians take on the responsibility for the collective organization of the production of books. We have not yet been able to do this, but the enabling technology for us to do some of this is now available. We will be able to provide publishing environments in our libraries by using new software and multimedia hardware. And, by building digital libraries, we will be able to support a flexible publishing capability to serve our users' changing needs. Finally, Ortega imagined the librarian as a filter interposed between the reader and the torrent of books. We do that now and should work to expand this role and to validate it.

But what about those expert systems, which will supposedly automate everything that we do now and which Ortega did not foresee? To answer that question, I go from Ortega in 1934 to Lorenzi in 1992. Nancy Lorenzi is a past president of MLA, and, in addition to her master's degree in library science, she has a Ph.D. in organizational development. And I must remind you that she started out as a hospital librarian.

Last fall at the annual meeting of the MLA South Central Chapter, Nancy’s keynote address was about the balancing act that we all face—the balancing of technology and personal services described by John Naisbitt as “high tech–high touch” [16]. Her view is that “tomorrow’s library will be information central and the librarians will be information counselors who will act as the human quality filters.” She believes that as long as there are humans there will be a need for a place to which people go to be with other people and to talk to an information counselor. And our goal should be to maintain the balance between the high-tech world that we live in and the high-touch world that we all need [17].

Keeping this firmly in mind should provide the confidence each one of us needs to perform effectively in an ambiguous environment. Our expertise combines our high-tech skills with our understanding of our clients; that is, our understanding of their information needs and their behavioral and cognitive styles. We pay attention to these style issues in serving our clients and in designing our services. This is high-touch, and our clients do not get this from other information providers such as computer specialists and medical informaticians. This gives us our competitive edge and delineates an important jurisdiction for us.

To clarify your role in your institution, use the new guidelines from the Joint Commission on Accreditation of Healthcare Organizations [18]. Our representatives, Chris Jones, Jacqueline Doyle, and Jana Bradley, who continue to serve on the Information Management Task Force, made groundbreaking progress in defining the process of managing knowledge-based information and defining the role of the qualified health sciences librarian for inclusion in the Joint Commission guidelines.

Last fall, the National Library of Medicine made a significant contribution to clarifying and publicizing our roles through its satellite broadcast, “Information Stat: Rx for Hospital Quality.” The clips of the broadcast should be important aids in validating your role in improving hospital quality and effectiveness.

Now, on to the power of the individual. I cannot close without exhorting each one of you as individuals to become active participants in the exciting challenge that faces us. According to Naisbitt and Aburdene, in their Megatrends 2000, the unifying theme in this decade is the triumph of the individual. I quote from their book: “It is an individual who changes him- or herself first before attempting to change society. Individuals today can leverage change far more effectively than most institutions” [19].

MLA can help us do this. The association is strategically focused on supporting us to do this. But we each have to participate actively. So I want to invite you to help us in a project which will help us all. And that is raising funds for special initiatives. A few years ago, we established a fund called Shaping Our
Future, which invests 25% of donations in endowments and uses 75% to pay for new initiatives. For instance, these funds paid the start-up costs for our new self-study courses and the journal clubs.

This year, our fund-raising target is our new integrated association information system, which we are about to purchase and for which our business plan provides partial funding. We will need more money to add databases, which will provide us with salary information, with practice data and guidelines, with reports on research projects in progress, and—how about CE courses online? Any other ideas will be most welcome. Come to my reception tomorrow night to celebrate our new system and our fund-raising campaign for the Shaping our Future Fund. Come to have fun and to thank Cambridge Scientific, who have made a very generous gift to this fund and who are hosts for this very special event.

In closing, I just want to say—onward to the future!

References
10. Bastille JD. Open letter from the president: defining our professional authority. MLA News 1993 Feb;252:1, 3.
12. Ibid., 1-31.
13. Ibid., 30.

Report of the executive director

President Bastille next called on Executive Director Carla J. Funk to give the state of the association address. Ms. Funk’s remarks, accompanied by slides, were titled "The Staff That Works for You."

Carla Funk: On behalf of MLA headquarters staff, I want to add our welcome to the Ninety-third Annual Meeting. We are particularly happy this year to have the meeting in Chicago, home to MLA and your staff. During the next several days you will be seeing, experiencing, and learning many new things. As part of that process, we encourage you to come to your association’s headquarters and meet the staff at MLA’s reception on Tuesday.

As a preview to what you will see and who you will meet at headquarters, we have prepared a supplement to the MLA headquarters annual report, found in your MLA Annual Report 1992/93. This will enable you to connect faces to the sea of facts and figures. So, MLA Productions presents “The Staff That Works for You.”

You likely belong to MLA for one or more of the following reasons: to keep informed about current issues in medical librarianship; to support advocacy efforts on behalf of the profession; or to take part in continuing education opportunities to enhance your career. Information, representation, and education are the pillars on which MLA is built. Those pillars rest on a firm foundation of members and staff working together for a strong MLA. Take away staff and the results are much the same. MLA needs both members and staff working in partnership to inform, represent, and educate for a strong association.

Let me take you on a short tour of headquarters now and introduce you to the staff. If you have ever called headquarters or visited us, chances are that you have been helped by Pat Carolan, secretary for membership and public relations. Several thousand requests are handled through our switchboard annually—from members who want to update their records, sign up for courses, receive publications, get help, and sometimes just to talk. The mailroom also is a busy place. Sofia Sierra, accounting assistant, is preparing some of the more than 100,000 pieces of mail that are sent from headquarters to you, the members. Peggy Mekki, assistant to the executive director, helps to keep the Board of Directors informed in a variety of ways—over the phone, through electronic mail, through weekly mailings, and, as you can see, sometimes all three ways at once.

Some ways that we help to keep you informed about association activities and issues are through MLA fact sheets and a variety of publications that should be very familiar: the Bulletin, MLA News, the Annual Report, and the Directory of the Medical Library Association.
This year, information in the Directory was enhanced by including electronic mail addresses for all members who indicated they had them. Katie Corcoran, director of membership development, and John Pawlikowski, data-processing manager, revised the format of the Directory to include this information. Joan Wright, membership services assistant, processed the over 3,700 changes in the Directory this year. And John converted that information to tape to produce the final product.

Work on the Bulletin is a true partnership between members and staff. Kim Pierceall, director of communications, and Jane Hardick, editorial assistant, work with the editor to assemble and proofread copy. Barb Redmond, advertising coordinator, contacts hundreds of potential advertisers by phone and direct mail to not only support the Bulletin, but also the News, the Directory, and the annual meeting program. As the production assistant, Raine Bascos produces many of our products in house with desktop publishing software.

Preparing materials that represent the profession and its concerns to your institution, other groups, and the public is another important staff activity. For example, Kim Pierceall and Katie Corcoran worked together this year to produce National Library Week materials designed specifically for you. Sofia Sierra and Pat Carolan distributed hundreds of the “Medical Libraries Change Lives” buttons, posters, and bookmarks to you to promote your work. The Legislative Task Force presented these same buttons and bookmarks to legislators on the group’s visit to Washington, D.C., in the spring. These materials helped to highlight the important role of the profession.

Mary Langman, manager of information issues and policy, provides support to both the Legislative Task Force and the Governmental Relations Committee (GRC) in MLA’s legislative efforts. Here she and Kim Pierceall are preparing MLA News copy about the task force’s efforts this year. She also sends out legislative alerts over several electronic bulletin boards and communicates quickly with committee members and others via electronic mail. Mary works with MLA’s legislative liaison in Washington as well as the GRC and task force to develop testimony on legislative issues such as the Government Printing Office Wide Information Network Data Online (GPO WINDO) project and the National Research and Education Network (NREN).

Researching issues involves different staff members, depending on the subject. For example, Kim Pierceall and I are currently preparing an article about copyright from the association perspective for publication in a future issue of the Bulletin. MLA’s education program is a major focus of staff activity, providing support for continuing education (CE) programs, the Academy of Health Information Professionals, awards and scholarships, and implementation of the Platform for Change. Over the past five years, there has been a steady increase in the number of people participating in the CE program, which Reneta Webb and her professional development department track. At this year’s annual meeting, more people have registered for education courses than ever before.

Kelly Rodenberg, assistant to the director of professional development, and John Estrada, professional development assistant, maintain files on course instructors, credentialing portfolios, and other materials to help the program run smoothly. Besides the annual meeting, many of you take advantage of MLA courses offered at chapter meetings. John and Danny Harris, accounting and office services assistant, pull together the necessary course materials and send them to chapters for each session.

Scholarships, grants, and awards are an important component of the professional development program recognizing individual achievements and efforts. Reneta Webb and Kelly Rodenberg ensure that when the day of the Awards Luncheon arrives, everything is in place, including the awards.

The annual meeting ties the informational, educational, and representational activities all together in one week-long, jam-packed extravaganza. Planning for it is a total staff effort, where everyone plays a part. Staff meet together as a team to develop action plans and discuss ideas for meeting logistics. This sometimes involves lively discussions, in this case between Ray Naegle, director of finance and administration, and me. We also break into smaller groups to work out procedures and to do problem solving. Raine Bascos uses desktop publishing to develop most annual meeting print materials. Renee Carey, meeting planner extraordinaire, works with hotel staff to map out the meeting spaces and exhibit halls. She also negotiates with representatives from off-site locations for social events. Eli Ventura, accounting and records manager, and Peggy Mekki work together to provide exhibitors with hotel and meeting registration information, enabling them to display the latest in health information technology and products to help you serve your institutions better.

MLA itself exhibits at the annual meeting as well as at chapter meetings and other association meetings. Katie Corcoran coordinates that activity, with helpful hints from Renee Carey. Sofia Sierra and Eli Ventura are responsible for keeping MLA’s books, sending you invoices, refunds, and reimbursements as quickly and efficiently as possible. Ray Naegle supervises this operation as well as data processing. You can tell by the smile on Ray and Eli’s faces that we had a very successful financial year—even the bank guard is smiling.

I hope our little production has helped you to get
to know us better and to understand the behind-the-scenes at MLA. On behalf of Ray, Eli, John, Danny, and Sofia; Reneta, Kelly, and John; Kim, Jane, Barb, and Raine; Katie, Pat, and Joan; Peggy, Mary, and me—welcome to the balmy beaches and exciting nights of Chicago. Welcome to MLA!

PLENARY SESSION I

Rick B. Forsman, Denison Memorial Library, University of Colorado Health Sciences Center, Denver, introduced the keynote speaker, Patricia Aburdene, best-selling author with John Naisbitt of Megatrends for Women and internationally recognized speaker. Her presentation was entitled "Megatrends for the Information Age." At the end of the session, President Jacqueline D. Bastille presented Ms. Aburdene with the 1993 John P. McGovern Lectureship Award.

SECTION BUSINESS MEETINGS AND PROGRAM SESSION

Following the Plenary Session, the following sections held business meetings: Consumer and Patient Health Information Section, Library Research Section, Medical School Libraries Section, Nursing and Allied Health Resources Section, Public Health/Health Administration Libraries Section, and Technical Services Section.

Medical School Libraries Section. Program: Young Administrators Present Their Visions of the Academic Health Sciences Library in the Year 2010.

Panelists: Karen Butter, Library, Center for Knowledge Management, University of California—San Francisco; Diana Cunningham, Medical Sciences Library, New York Medical College, Valhalla; Elaine Martin, Health Sciences Library, University of Washington, Seattle; Julie McGowan, Charles A. Dana Medical Library, University of Vermont, Burlington; Nancy K. Roderer, Yale Medical Library, New Haven, Connecticut; and Phyllis Self, Tompkins-McCaw Library, Medical College of Virginia, Richmond.

EXHIBIT OPENING AND WELCOME RECEPTIONS

A reception for international members was held immediately following the afternoon program sessions. In the evening, the Hall of Exhibits was opened with a Welcome Reception for all attendees in the Palmer House Hilton. Exhibits were open through May 19. The following exhibitors conducted "Lunch and Learn" educational workshops during the noon hours on May 17 and 18: ADONIS; American Medical Association; British Medical Journal; BRS Online Products; CD Plus; CINAHL Information Systems; Dialog Information Services, Inc.; Information Access Company/Predicasts; Institute for Scientific Information; Majors Scientific Books, Inc.; Matthews Medical & Scientific Books, Inc.; National Library of Medicine; OCLC Online Computer Library Center, Inc.; PsycINFO, American Psychological Association; and SilverPlatter Information, Inc.

CONFERENCE, MAY 17

Monday morning began with section, committee, and other informal meetings of association groups. The Section Recruitment Committee met. Other committees meeting this morning included the Ad Hoc Committee to Evaluate the Books Program, the Ethics Task Force, the Exchange Advisory Committee, and the Publications Committee. In addition, the Continuing Education Committee sponsored a continuing education instructors' breakfast. Informal group meetings included the Cancer Librarians Section; CD Plus Technologies, Inc. users; Hospital Libraries Section Automation Committee; Bylaws Committee; Governmental Relations Committee; Membership Committee; Professional Development Committee; Professional Recognition Committee; Program Committee; Publications Committee; Standards Committee; Strategic Planning Task Force; Research Task Force; Outreach Special Interest Group; Public Services Section; Public Services Section Management Special Interest Group; and Southern Chapter.

CONCURRENT PROGRAMS

Four concurrent programs "tracks," sponsored by various vendors and sections, were presented Monday morning, with a half-hour break.

Track 1: Managing Creativity and Change. Attendance at this track was limited to 100 participants.

Moderator: Rick B. Forsman, Denison Memorial Library, University of Colorado Health Sciences Center, Denver.


Track 2: Reorganization and the New Library.

Moderator: Ellen R. Westling, Countway Library of Medicine, Harvard University, Boston, Massachusetts.


The HAM-TMC Library Management Information System: An Automated Approach to Information Gathering: Damon Camille, Houston Academy of Medicine-Texas Medical Center Library.

Library Reorganization: Panelists Discuss Efforts Underway at Their Institutions: Kathryn J. Hoffman, University of Texas
Southwestern Medical Center at Dallas Library; Judith Messerle, Countway Library of Medicine, Harvard University, Boston, Massachusetts; Carol G. Jenkins, Health Sciences Library, University of North Carolina at Chapel Hill.

Track 3: Human Factors in the Virtual Library.

Moderator: Lynn M. Fortney, EBSCO Subscription Services, Birmingham, Alabama.

It's a High-Wire Act: Nancy M. Lorenzi, Associate Senior Vice President, University of Cincinnati Medical Center, Cincinnati, Ohio.

Making it Work: Karen A. Butter, The Library and Center for Knowledge Management, University of California-San Francisco.

Talking it Out: Abigail Hubbard, School of Business, University of Houston, Houston, Texas.

Heating Up and Cooling Down: How to Deal with Difficult People: Rosalind Lett, Medical Library, Crawford Long Memorial Hospital of Emory University, Atlanta, Georgia.

Track 4: Made for Each Other: Information Technology and Continuous Quality Improvement in Hospital Patient Care.

Welcome and Introductions: Kay E. Wellik, Library Services, Health Sciences Library, St. Joseph's Hospital and Medical Center, Phoenix, Arizona.


Practice Guidelines: A Piece of the Quality Puzzle: Marjorie A. Cahn, Office of Health Services Research Information, National Library of Medicine, Bethesda, Maryland.

Building Quality Control and Improvement into Hospital Information Systems: Reed M. Gardner, Medical Computing, LDS Hospital, Salt Lake City, Utah.

CHARTLINE: Using MEDLINE to Identify Potential Patient Management Problems: Randolph A. Miller, Medical Informatics Section, University of Pittsburgh, Pittsburgh, Pennsylvania.

Converging Trends: The Future of Medical Informatics and Continuous Quality Improvement in the Hospital.


Panelists: All previous speakers and Michele Klein, Medical Library, Children's Hospital of Michigan, Detroit.

Making a Difference in the Hospital's Quality Improvement Program Today: Christiane Jones, Library Services, Department of Veterans Affairs Medical Center, Biloxi, Mississippi.

Following the morning programs, over the noon hour, the Chapter Council sponsored roundtable discussions for chapter members to informally share experiences and expertise over lunch. Discussion groups concentrated on the following topics: annual meeting planning, bylaws, continuing education, finances/tax-exempt status, governmental relations, honors and awards, membership, newsletter editing, planning, Platform for Change, professional issues, public relations, research, and state groups.

CONTRIBUTED PAPER PANELS

Five concurrent paper sessions were held immediately following lunch.

Panel 1. Information Technology: Optimizing New Technology

Moderator: Holly Shipp Buchanan, Louisville, Kentucky.

Accessing Genetic Information: Robert Engeszer, Library and Biomedical Communication Center, Washington University School of Medicine, St. Louis, Missouri.

Supporting the Macintosh: Jonquil D. Feldman, Claude Moore Health Sciences Library, University of Virginia Health Sciences Center, Charlottesville.

The Library Electronic Reference Network: Kathryn W. Kruse, Potomac, Maryland.

The UMLS Workstation Project: Progress to Date: Sandra R. Levy, Health Sciences Library, University of Maryland at Baltimore.

A Jointly Administered Academic Computing Center: Judith S. Cohn, Health Sciences Library, University of Medicine and Dentistry of New Jersey, Stratford.

Implementing a Campuswide Electronic Current Awareness Service: Barbara Lowther Shipman, Alfred Taubman Medical Library, University of Michigan, Ann Arbor.

Development of Multimedia Instructional Programs and a Digitized Image Database: Jan K. Hart, Library, University of Arkansas for Medical Sciences, Little Rock.

Panel 2. Research in Health Sciences Libraries I: Using Journal Literature

Moderator: Audrey Powderly Newcomer, Library, University of Arkansas for Medical Sciences, Little Rock.


Adding Value to Library Services with Publication and Citation Data: Elizabeth S. Aversa, Columbia, Maryland.

Access through Cooperation: Diana Cunningham, Medical Sciences Library, New York Medical College, Valhalla; and Lynnette Ralph, Director, Access Services, Health Sciences Library, University of Maryland at Baltimore.
Distribution of Articles in Health Sciences Librarianship in Medical Journals: Min Lin Emily Fang, Reference Services, Library of the Health Sciences, University of Illinois at Chicago.

Collection Analyses in the Best of Times, the Worst of Times: Jane L. Thompson, Health Sciences Library, University of Cincinnati, Cincinnati, Ohio.

Panel 3. Research in Health Sciences Libraries II: Innovative Research Methodology

Moderator: Valerie Florance, Welch Medical Library, School of Medicine, The Johns Hopkins University, Baltimore, Maryland.

Evaluation of Monograph Selection in a Health Sciences Library: Ruth E. Fenske, Health Sciences Library, University of Illinois, Urbana.

What Medical Reference Librarians Can Learn From Journalists: Laurie A. Potter, Savitt Medical Library, University of Nevada School of Medicine, Reno.

Meeting Health Professionals' Information Needs: Peggy Mullay-Quijas, McCoogan Library of Medicine, University of Nebraska Medical Center, Omaha.


Intensive Interviewing and Model Building: Zoë Stavri, Library and Center for Knowledge Management, University of California–San Francisco.


Online Search Training for Residents: Valerie Florance, Welch Medical Library, School of Medicine, The Johns Hopkins University, Baltimore, Maryland.

Panel 4. Changing the Organizational Culture I: Rural Issues

Moderator: Jacqueline Snider, Information Specialist, Institute of Agricultural Medicine and Occupational Health, University of Iowa AMRF, Oakdale.

Unexpected Document Needs in a GRATEFUL MED Outreach Project: Jo Dorsch, Library of the Health Sciences, University of Illinois at Chicago, UIC College of Medicine at Peoria.

The New York Center for Agricultural Medicine and Health Library and Information Center: David Kent, Librarian and Information Specialist, NYCAMH, Mary Imogene Bassett Hospital, Cooperstown, New York.

The National Agricultural Safety and Health Network: Jacqueline Snider, Information Specialist, Institute of Agricultural Medicine and Occupational Health, University of Iowa AMRF, Oakdale.

The Reachout West Texas NN/LM Outreach Project: Richard C. Wood, Library of the Health Sciences, Texas Tech University Health Sciences Center, Lubbock.

Developing a Medical Informatics Education Program to Support a Statewide Health Information Network: Susan E. Woods, University of Florida Health Science Center Library, Gainesville.

Rural Information Center Health Service: Joy Zimmerman, Rural Information Center Health Service, National Agricultural Library, Beltsville, Maryland.

Panel 5. Reshaping the Library Image I: New Roles for Libraries/Librarians


Continuing Medical Education and the Health Science Librarian’s Role: Laurie Fornes, Medical Library, Rockville General Hospital, Rockville, Connecticut.

New Roles for Librarians in the Electronic Information Environment: Chung Sook Kim, Database Development and Access, Welch Medical Library, Johns Hopkins University, Baltimore, Maryland.

Computer Competencies for Instructional Librarians: Craig Mulder, Welch Medical Library, Johns Hopkins University, Baltimore, Maryland.

Library School Students as Collaborators in Library Research: Jeanne Strausman, Educational Services, Cornell Medical Library, Cornell Medical College, New York, New York.

Let’s Talk: Consultation Adapts to New Needs: M. J. Tooey, Reference and Information Management Services, Health Sciences Library, University of Maryland at Baltimore.

Merging the Library and Computing Cultures: Frieda O. Weise, Health Sciences Library, University of Maryland at Baltimore.


A Jointly Administered Academic Computing Center: Judith S. Cohn, Health Sciences Library, University of Medicine and Dentistry of New Jersey, Stratford.

SECTION PROGRAM SESSIONS

Seven program sessions were scheduled concurrently following lunch Monday afternoon.

Cancer Librarians Section. Program: The Proton Beam: Challenges of Developing Unique Databases

Speaker: Paul W. Kittle, Campus Network Administration, Loma Linda University, Loma Linda, California.

Consumer and Patient Health Information Section and Public Health/Health Administration Section. Joint Program: The Good, the Bad, and the Ugly: Comparing the Canadian and U.S. Health Care Systems
Speakers: Eugene Vayda, Professor Emeritus, Department of Health Administration and former Associate Dean of Community Health, University of Toronto, Toronto, Ontario, Canada; and Quentin Young, Physicians for a National Health Program, Chicago, Illinois.

Federal Libraries Section. Business Meeting and Program: Ethics and the Federal Biomedical Librarian

Medical Informatics Section, Medical Library Education Section, and Research Libraries Section. Joint Program: Medical Informatics Training Opportunities for Librarians

Speakers: Ellen Gay Detlefson, School of Library and Information Science, University of Pittsburgh, Pittsburgh, Pennsylvania; Suzanne F. Grefsheim, Director, National Institutes of Health Library, Bethesda, Maryland; and Roger W. Dahlen, Biomedical Information Support Branch, Extramural Programs, National Library of Medicine, Bethesda, Maryland.

Medical School Libraries Section and Public Services Section. Joint Program: DocuShock: Options for Document Delivery in the '90s

Moderators: Judie Malamud, D. Samuel Gottesman Library, Albert Einstein College of Medicine, Bronx, New York; and Lillian S. Levine, Cleveland Health Sciences Library, Cleveland, Ohio.


Faxon Finder/Faxon Xpress: Report from a Beta Test Site: Mary Linn Borsman, Access Services, Treadwell Library, Massachusetts General Hospital, Boston.

SAIL: Automatic Interlibrary Loan: Eve-Marie Lacroix, Public Services Division, National Library of Medicine, Bethesda, Maryland.

A Look at the LOANSOME DOC Service: Irene M. Lovas, NN/LM Pacific Southwest Region, Los Angeles, California.


Legal Considerations for Document Delivery Services: Alison Bunting, Louise Darling Biomedical Library, University of California-Los Angeles.

Nursing and Allied Health Resources Section. Program: Supporting the Information Needs of an Allied Health Clientele: Innovative Access for the Under-served

The Core of the Bibliographic Apple: Access to Periodicals for Allied Health Sciences Professionals: Margaret Allen, Library, University of Wisconsin, Stevens Point.

Information Management for Allied Health Students: Judy Burnham, Medical Center Library, University of South Alabama, Mobile.

Innovative Services for the School of Allied Health at UT Southwestern Medical Center: Marilyn McKay, Institutional Media Library, University of Texas Southwestern Medical Center, Dallas.

Expanding our Influence: Teaching Allied Health Professionals at the University Level: Rochelle Perrine Schmalz, Library and Audiovisual Services, St. Mary's Hospital and Medical Center, San Francisco, California.


History of the Health Sciences Section. Program: Medicine and Manuscripts: Resources for Managing Hospital Archives

Moderator: Barbara Smith Irwin, Special Collections, University of Medicine and Dentistry of New Jersey, Newark.

Speakers: Anne P. Diffendal, Executive Director, Society of American Archivists, Chicago, Illinois; and Michael McCue, Center for Hospital and Healthcare Administration History, American Hospital Association, Chicago, Illinois.

BUSINESS SESSION I

The first business session was convened by President Jacqueline D. Bastille. She introduced Executive Director Carla J. Funk, who introduced members of the Board of Directors, the parliamentarian, the sergeant-at-arms, and appointed officers to the assembly. She also introduced Marjorie Vinzant, professional parliamentarian, who assisted during the business sessions. Next she asked chapter chairs, section chairs, committee chairs, representatives to other organizations, and continuing education instructors to stand and be recognized.

Carla J. Funk: During the past year, several members of our association have died. Their counsel and friendship will be deeply missed. I would like to read their names at this time: Heath Babcock, Ann Bousquet, Ida Draeger, Ned Eig, Jeannette Ellison, Thomas Flemming, Mary Louise Gladish, Shirley Hesslein, Margaret Hughes, Elliott Morse, Philip Rosenstein, Diane Tucker, Elizabeth Williams, and Regina Woods. She then called for a moment of silence in honor of their memory.

Members new to the association and first-time attendees at the annual meeting were recognized next,
and, with the following words, Ms. Funk introduced Jacqueline D. Bastille:

The president of the Medical Library Association must be sensitive to the needs of the association and to those who make up its diverse membership. The office requires a person who listens to the needs of the members; who balances the association's priorities; and who leads the members, board, and staff in forwarding the association's mission. This year's president has focused on defining the professional authority of medical librarianship. During her presidency, Jacqueline Bastille has worked with the board and MLA members to elevate our professional authority by strengthening MLA's relationships with other organizations, developing an MLA research program, implementing the Platform for Change, revising the association's strategic plan, and streamlining the association's governance structure. It is my pleasure to introduce your colleague, the president of the Medical Library Association, Jacqueline Bastille.

Jacqueline D. Bastille: On behalf of the association and its board of directors, I wish to extend my thanks to the headquarters staff. The staff work very hard to support the association and its members. During my year as president I have come to rely on their commitment and support for the initiatives, which Carla has just mentioned, as well as other activities.

After asking the headquarters staff to stand and be recognized, President Bastille noted that annual reports were available at the conference registration counter, and she asked tellers to distribute copies to those attending the business meeting without a copy. After verifying that a quorum was present at the meeting, President Bastille asked Jacqueline Doyle, MLA secretary, to speak to the assembly.

Jacqueline Doyle: The rules of the assembly include information on addressing the chair, presenting motions, debating, and voting. These rules are printed in the Official Program. At the direction of the Board of Directors, I move that the rules of the assembly as printed in the 1993 Official Program be adopted.

President Bastille, hearing no discussion, called the question and the motion was passed.

Jacqueline Doyle: A printed copy of the Official Program, as proposed by the Board of Directors, is in the hands of each registrant for this meeting. The agenda for the 1993 business meeting is found in the Official Program. By the direction of the Board of Directors, I move that the agenda for the 1993 business meeting of the Medical Library Association be adopted as printed.

President Bastille, again hearing no discussion, called the question and the motion was passed.

Jacqueline D. Bastille: I hereby declare the business session of the Ninety-third Annual Meeting of the Medical Library Association to be opened for business. In October 1992, ballots for the 1993–1994 election of officers, Board of Directors, and Nominating Committee members were mailed to 4,698 voting members of the Medical Library Association. Two thousand seventeen ballots were returned. The ballots were counted by MLA's accounting firm, Swanson Ogilvie and McKenzie. The following were the election results: Fred Roper was elected president-elect. Carole Gilbert, Christiane Jones, and Daniel Richards were elected for a three-year term to the Board of Directors. At the 1992 Annual Meeting, the Section Council elected Janet Fisher as Section Council chair-elect. Janet will serve a three-year term beginning May 1993. The following were elected to the Nominating Committee: Alison Bunting, Gale A. Dutcher, Carol G. Jenkins, Julie Ann Kesti, Faith A. Meakin, Connie Poole, Julia F. Sollenberger, Kay E. Wellik, and Gail A. Yokote.

We now come to new business. At this time, we will consider three issues: new dues amounts as outlined in the Membership Committee's dues structure proposal; amendments to the Special Rules of Order, which would establish membership categories that relate to the proposed dues structure; and amendments to the Bylaws of the association. The full process for approval of the dues structure is complex, requiring your vote and acceptance at four different levels. To initiate the process, you will vote on a motion relating to the acceptance of the dues amounts for the new structure. This step comes first, because if you reject the dues amounts for the new categories, we cannot proceed with the approval of the actual categories.

Later in the session, you will vote on a motion to approve the membership categories by voting on amendments to the association's Special Rules of Order. Last, you will have the opportunity to debate and vote on proposed Bylaws amendments that define membership categories throughout the Bylaws and codify the suggested changes in rights and privileges. Please note that there are several other Bylaws amendments, not related to the dues structure proposal, for your consideration. All members will receive a mail ballot in the summer to vote on the full Bylaws amendments along with any changes you have proposed. If the membership approves the Bylaws amendments by mail ballot, the amendments become effective January 1, 1994.
MLA Treasurer Joan Zenan will assist us in our discussion of the proposed dues structure. Bylaws Committee Chair Jim Curtis will assist us in the discussion of amendments to the Special Rules of Order and the Bylaws.

President Bastille then called on Joan Zenan to give the Finance Committee report, followed by a discussion of the proposed dues structure.

Joan Zenan: I am very pleased to report to you today that MLA’s financial performance was so strong last year that it has put the association on the most solid ground experienced since 1982. MLA ended the year with net revenues of $100,153.00. A typographical error in the Annual Report states on page xii that the net revenues were $100,250.00, rather than the correct amount of $100,153.00, a difference of $97.00.

Between 1985 and 1991, the general operating fund accumulated a deficit, for a negative balance of $93,177.00. Much of this amount I reported to you last year at this time as a large operating loss for 1991. A consequence of the negative balance was that it reduced MLA’s reserves by varying amounts in each of the past ten years. This was similar to combining an overdraft checking account with a savings account, the net effect being that the savings account’s balance kept going down.

At its preconference board meeting this year, the board agreed to strengthen MLA’s overall financial health by removing the general operating fund’s negative balance. Thus, the net revenues from 1992, $100,153.00, will remain in the operating fund in order to offset the accumulated deficit and restore our fund to a positive balance of $843.00. Therefore, I am pleased to report that the association began this year in the black. MLA achieved this financial success by increasing revenues and controlling costs. Despite an inflation rate in excess of 3%, MLA’s total expenses rose only 1%. MLA achieved this by tightly controlling expenditures for basic operations, but without sacrificing quality or affecting member benefits.

MLA’s total revenues increased by 10.6% over 1991. Nondues revenues climbed 11.9% over 1991, and accounted for 70% of our revenues. Dues revenues increased by 7.7% over last year and accounted for 30% of our revenues. The dues increase, which became effective in January 1992, helped in this area. In the nondues area, a combination of higher prices and growth in sales volume for mailing list rentals; advertising for the Bulletin, MLA News, and MLA Directory; subscriptions to the Bulletin and MLA News; annual meeting exhibit booth rentals; and new programs such as DocKits and “Lunch and Learn” sessions all contributed to this substantial increase in nondues revenues.

This most welcome net revenue has offset budget deficits from prior years, increased member value in the association, and has strengthened MLA’s long-term financial health. The 1993 budget, approved by the board at its midwinter meeting, had a projected net revenue of $17,973.00. This was revised downward slightly in order to approve an extraordinary budget request in the first quarter. MLA joined a coalition of library associations in preparing a legal brief concerning the Texaco copyright case. This reduced the projected net revenues by $1,000.00; so now we are anticipating net revenues for 1993 of $16,973.00.

Evaluation of first quarter performance for 1993 indicates that MLA’s major expense areas are showing favorable budget variances. This means that actual expenses are below their budgeted levels, and, if current conditions continue, expenses should finish the year in line with budget targets. Much of the credit for this very positive picture goes to your Board of Directors; Ray Naegele, director of finance and administration; Carla Funk, our able executive director; and the hard-working staff of MLA headquarters. Their support and assistance, their vigilance in the financial arena, has made my job easier and made our association much stronger financially. Thank you, board members, Ray, Carla, and all headquarters staff.

You will find more detailed financial information in your Annual Report as appendixes I and II (pages xii–xxxi). If you would like a copy of the complete audited 1992 financial statements, you may contact MLA headquarters or see Ray Naegele, director of finance and administration, during this meeting. This concludes the treasurer’s report. Now I would like to shift to a discussion of the dues structure proposal before us today.

Membership dues structure proposal

Joan Zenan: As so many of you eloquently expressed in our discussion of a dues increase at the 1991 Annual Meeting, the association needed to develop an individual dues structure that is more responsive to member needs and to the needs for MLA’s future growth than the structure in place now. Your comments, wishes, and requests have played a very large part in the development of the revised dues structure by the MLA Membership Committee. For the past three years, members’ responses and comments have driven the various drafts and revisions of the proposed structure that is before you today. Committee, board, and staff members have endeavored to answer your questions and concerns in several annual meeting open forums, at chapter meetings, and in the final draft, published in the March 1993 issue of MLA News, which you have also received as a handout today.

How will this new dues structure affect MLA? MLA will not gain financially because of the proposed dues change. I mentioned the 1992 dues increase discussed
at the 1991 Annual Meeting, not only because that increase has been invaluable in stabilizing MLA finances, but also because it drove the board’s decision to require that the Membership Committee proposal be revenue neutral. That meant that the total individual dues revenues raised under a new structure could not exceed, and could not fall below, the dues revenues raised by the current structure. In the Finance Committee and board reviews of the dues amounts presented in this structure, we have seen that, although some dues amounts have changed, the overall impact of the proposal is revenue neutral.

How will this proposal affect members? A number of membership categories have been added, and some dues amounts have changed. One of the primary concerns of members has been that the MLA dues structure has never accommodated those unemployed, part-time, or underemployed librarians who truly cannot afford regular membership dues. By introducing the two-tiered dues for regular members, based on a salary break of $20,000.00, we have addressed the needs of this group. The change in dues for regular members making more than $20,000.00 (from $105.00 to $110.00, a $5.00 increase) is to subsidize this change. Also, the Membership Committee is currently piloting a promotional introductory rate for new members of any salary range to introduce these new members to MLA’s benefits and services.

Finally, I want to stress that not only has the Membership Committee addressed your concerns about the inflexibility of the current structure, but also they have sought ways to promote future membership growth for the association.

With all this information in mind and on behalf of the Board of Directors, I move that the Medical Library Association’s member dues be changed as presented in the dues structure proposal, contingent on the final acceptance of the amendments to the Special Rules of Order and the Bylaws of the association; that the changed amounts would be as follows: for regular members earning $20,000.00 or less, $65.00; for regular members earning more than $20,000.00, $110.00; for emeritus members, $40.00; for affiliate members, $65.00; for international members, $75.00; and for student members, $25.00. There is no second needed for this motion, as it is a committee report. President Bastille will speak to the motion and then will open the floor for discussion.

Jacqueline Bastille: It has been moved that the Medical Library Association change its membership dues as presented in the dues structure proposal, contingent on the final acceptance of the amendments to the Special Rules of Order and the Bylaws. I will remind the membership that our rules for assembly limit discussion to two minutes per speaker. We have a timer at the front of the room. The tellers will be watching, timing the discussion, and will help to limit all who wish to discuss to two minutes each. Speakers may not yield the floor to another person. The chair will recognize speakers. When you approach the microphone, please state your name and institution.

President Bastille then recognized Marianne Puckett, Louisiana State University Medical Center Library, Shreveport.

Marianne Puckett: I would like to voice my support for this dues structure proposal. I believe we should not ignore the process that has brought this to us today for a vote. I must admit, however, that I have been actively involved in this process for three years, as a member of the Membership Committee. But that process has also given me firsthand knowledge of the efforts that were made based on membership input and membership comments to bring this to us today.

Yesterday our keynote speaker spoke to us about success stories, and what it takes to have those success stories. This has been a grass-roots effort, from the bottom up. This was not brought to us from a select committee. It was truly an open process for three years. I urge the membership to support this proposal. A vote to approve also supports the process that brought this proposal to us.

President Bastille then recognized Naomi Broering, Dahlgren Memorial Library, Georgetown University Medical Center, Washington, D.C.

Naomi Broering: I also support the dues changes and the increase for regular members earning more than $20,000.00. I would like to suggest that MLA look towards the future with the possibility of not having to constantly bring dues increases up for a vote. Instead I would like to see some mechanism for the board to increase dues as necessary, based on the judgment of the board and the executive director.

I do have a question, however. Can you tell me why international members would be getting such a reduced rate? I am just curious about this.

President Bastille then recognized Roseanne LaBree, Mental Health Sciences Library, McLean Hospital, Belmont, Massachusetts, and a member of the Membership Committee, to answer this question.

Roseanne LaBree: Actually, there are two options for international members. They can be regular, full voting members of the association and pay the regular membership dues, or, particularly for those people who come from Third World and developing countries, the Membership Committee thought it would be very advantageous to have a reduced dues fee. The
exact rates were developed by headquarters, and they were based on the benefits that those members would receive.

Naomi Broering: I see. I was curious because I just attended another meeting, a computer conference, where we were told about the economic status of other countries in the world. There are seven major countries in the world that have economies much stronger than ours.

President Bastille then recognized Camilla Reid, Greenblatt Library, Medical College of Georgia, Augusta.

Camilla Reid: For institutional members, what is the definition of “number of periodical subscriptions”? There are different ways libraries count subscriptions.

President Bastille recognized Joan Zenan, MLA treasurer, to answer this question.

Joan Zenan: We are not discussing institutional dues at this meeting. Those have not changed and are the same as in the past. As for your specific question, I do not have that answer, but we will get it to you.

President Bastille then recognized James Pat Craig, Louisiana State University Medical Center Library, Shreveport.

Pat Craig: I would also like to speak in favor of the motion, because I think it is the first time that such a proposal truly reflects and supports the diversity of the membership, the diversity of types of libraries, and the diversity of nationalities. So I would speak in favor of the motion also.

Hearing no further discussion, President Bastille then called the question. The motion carried with a large majority.

Amendments to the Special Rules of Order

Jacqueline Bastille: Now, the next order of business is to discuss and vote on the amendments to the Special Rules of Order. In 1992, the Board of Directors directed the Bylaws Committee to amend the Special Rules of Order to establish definitions for the categories and subclasses of membership to correspond with the proposed revised dues structure. The Bylaws Committee prepared a document, which was approved by the board for presentation to the membership in the March 1993 issue of the MLA News and for presentation at this 1993 annual meeting.

Section 7.B. of the Special Rules of Order states: “upon recommendation by the Board of Directors (or petitioned by a minimum of 150 voting members), the Special Rules of Order may be amended by a two-thirds vote at the annual meeting.” As we discussed earlier, if we amend the Special Rules of Order, these amendments will be implemented only if the membership approves the changes to the Bylaws. Because the two amendments to the Special Rules of Order are so closely related, they will be considered seriatim; that is, in a series, one by one. Bylaws Committee Chair James Curtis will present both amendments in one motion with a proviso. Then the amendments will be discussed separately. Following the discussion, one vote will be taken on the motion.

President Bastille then recognized James Curtis, Health Sciences Library, University of North Carolina at Chapel Hill, and chair of the Bylaws Committee.

James Curtis: By direction of the Bylaws Committee, I move to amend the Special Rules of Order by adding a new number 7, “Categories of Active Voting Membership,” and a new number 8, “Subclasses of Non-voting Membership,” with the proviso that number 7 and number 8 will become effective only upon adoption by the membership of the proposed amendment to Article III of the Bylaws.

President Bastille then repeated the sense of the motion and asked James Curtis to continue with the rationale for the proposed changes.

James Curtis: The rationale for these two amendments is closely related and must be understood in the context of the overall dues structure proposal. To enact this proposal requires that we amend Article III of the Bylaws and add these new sections, numbers 7 and 8, to the Special Rules of Order. Taken together, the new sections 7 and 8, as proposed in amendments 2 and 3 to the Special Rules of Order, accomplish the following (I will deal with these one at a time so there will be opportunity for discussion).

Specifically, amendment number 2 (proposed section number 7 of the Special Rules of Order) establishes regular, life, fellow, and emeritus as categories of active voting members, with definitions similar to the classes of the same name in the current Bylaws, Article III.

President Bastille then opened the floor for discussion and, hearing none, asked Mr. Curtis to continue with the rationale for the amendments.

James Curtis: Amendment number 3 (proposed section number 8) establishes Affiliate, International, Student, and Honorary as subclasses of nonvoting members. Student and honorary are in the current Article III of the MLA Bylaws. Affiliate and Inter-
national are added as a result of the Membership Committee dues structure proposal. Sustaining and Associate from the current Article III of the Bylaws have been dropped.

President Bastille then opened the floor for discussion. Hearing none, she called for a vote on the motion, which was carried without opposition.

Amendments to the Bylaws

Jacqueline Bastille: Our final order of business is the discussion of the proposed amendments to the Bylaws. Article XIV, Section 2 of the Bylaws states, “opportunity shall be given at the Annual Meeting for debating and amending any properly proposed amendment to any part of the Bylaws.” In 1992 the board directed the Bylaws Committee to develop language for the Bylaws that would accomplish the following objectives: amend the Bylaws of the association to establish categories and subclasses of membership to be set forth in the Special Rules of Order; remove all references to the Committee on Committees, transferring its responsibilities to the Executive Committee; remove all references to the Finance Committee, transferring its responsibilities to the board as a whole; and make other editing changes as required to provide consistency throughout the Bylaws.

President Bastille then asked the assembly for permission to suspend the rule to read all of the Bylaws with proposed changes. Hearing no objections, she then outlined a four-step procedure to consider the Bylaws amendments: first, to move and consider Amendment 1; second, to move and consider all the amendments that are consequential to the adoption of Amendment 1; third, to move and consider Amendment 9; and fourth, to move and consider all the amendments that are consequential to the adoption of Amendment 9. She then called on James Curtis to present the motions for amendments to the Bylaws.

James Curtis: By direction of the Bylaws Committee, I move to amend Article III by substituting a new Article III. This is Amendment 1 on pages S-4 and S-5 of the handouts. Along with Amendments 2 and 3 to the Special Rules of Order, the proposed amendment to Article III of the Bylaws is key to enacting the dues structure proposal. I would like to go through each section of the article, pausing for any questions you may have.

Section 1 of Article III deals with eligibility. The proposed amendment stipulates that persons or institutions must now meet conditions set forth in both the Bylaws and the Special Rules of Order. This adds the Special Rules as a source of regulation for membership.

Section 2, “Classes of Membership.” This is where most of the changes occurred and the proposed amendment accomplishes the following: it establishes the classes of Voting and Nonvoting Member; it provides for and defines subclasses of Active and Institutional Member; it permits the establishment of categories and subclasses in the Special Rules of Order; and it removes the definition of the nine classes in the current MLA Bylaws, with the exception of Institutional. Six of these classes of membership are now defined in the Special Rules of Order; two, Associate and Sustaining, are eliminated.

Section 3 concerns rights and privileges. Rights and privileges have been modified, establishing eligibility for all voting members to hold any office and to chair any committee. Nonvoting members may be appointed to committees. Paragraph C of the new proposed Section 3 addresses the case in which a representative of an institutional member changes place of employment or ceases to be employed while in office.

Section 4 deals with membership application and approval. Reference to the various classes of membership have been removed from this section. Reference to requirements now in the Special Rules of Order has been added. Paragraph D has been deleted, as this is now covered in the Special Rules of Order.

Section 5 deals with dues. The section about exemption from dues for Fellows and Honorary Members is removed. This is now covered in the Special Rules of Order.

Section 6 defines the fiscal year, and there is no change in this section.

Section 7 deals with suspension and reinstatement to membership. The suspension period has been changed from two months to twelve weeks to accommodate current headquarters practice and to make consistent all timing references in the Bylaws.

President Bastille opened the floor for discussion. Hearing none, she called for a vote on adoption of Amendment 1 to the Bylaws, which carried without opposition. She then called on Mr. Curtis to present the next motion for amendments to the Bylaws.

James Curtis: By direction of the Bylaws Committee, I move that the consequential amendments, numbers 3 to 7 and 18 to 20 on pages S-5 and S-6 be adopted with the proviso that these amendments will become effective only if the proposed Amendment 1 to Article III is adopted and replaced with the new Article III.

President Bastille then opened the floor for discussion. Hearing none, she called for a vote on adoption of amendments 3 to 7 and 18 to 20 with the attached proviso. The motion carried without opposition. She
again called on Mr. Curtis to present the next motion for amendments to the Bylaws.

James Curtis: By direction of the Bylaws Committee, I move to amend Article VIII by striking out Section 2. This Amendment 9 is located on page S-6 of the handouts. The striking of Section 2 from Article VIII is done at the direction of the Board of Directors. This amendment has been proposed to eliminate the Committee on Committees and the Finance Committee. The responsibilities of the Committee on Committees will be transferred to the Executive Committee. The Finance Committee of the Board of Directors becomes a committee of the entire board, and is therefore not specifically mentioned in the Bylaws.

President Bastille then opened the floor for discussion. Hearing none, she called for a vote on adoption of Amendment 9, which carried without opposition. She then called on Mr. Curtis to present the next motion for amendments to the Bylaws.

James Curtis: By direction of the Bylaws Committee, I move that the consequential amendments, numbers 2, 8, 10 to 12, and 14 on pages S-5 and S-6 be adopted with the attached proviso. The proviso is that these amendments, if adopted, will become effective only if the proposed Amendment 9 to Article VIII of the Bylaws is adopted by the membership.

President Bastille then opened the floor for discussion. Hearing none, she called for a vote on adoption of amendments 2, 8, 10 to 12, and 14, which carried without opposition. She then called on Mr. Curtis to present the last motion for amendments to the Bylaws.

James Curtis: Finally, by direction of the Bylaws Committee, I move that the Bylaws Committee be authorized to correct article and section designations, punctuation, cross-references, and to make such other technical and conforming changes as may be necessary to reflect the intent of the association in connection with all proposed amendments to the Bylaws and Special Rules of Order, including those changes in proposed amendments 13, 15 to 17 to the Bylaws, and Amendment 1 to the Special Rules of Order.

President Bastille then opened the floor for discussion. Hearing none, she called for a vote on adoption of the motion to authorize the Bylaws Committee to make necessary technical and conforming changes to the Bylaws and Special Rules of Order. The motion carried without opposition.

Jacqueline Bastille: All these amendments to the Special Rules of Order and Bylaws that you have just considered will be forwarded to all voting members with a mail ballot for their consideration and vote this summer. I want to thank all the individuals who spent many, many hours working on the dues structure proposal and the amendments to the Bylaws and Special Rules of Order. I would especially like to recognize the Membership Committee and the Bylaws Committee for all their outstanding efforts on our behalf.

President Bastille then asked that the annual reports of appointed officials, councils, committees, representatives, chapters, and sections be received in a block. She called for corrections, amendments, or questions concerning any of the annual reports. Hearing none, she stated that the reports would be filed as presented in the MLA Annual Report 1992/93.

President Bastille then asked members of the Academy of Health Information Professionals to stand and be recognized. Finally, she adjourned the business meeting until Wednesday afternoon.

Monday evening following the formal program sessions, a Library School Reunion was held in the Palmer House Hilton. Tables for individual schools were available for graduates and faculty to socialize, network, and obtain school information. Special areas were also designated for those whose school programs had been eliminated over the years and for foreign graduates. The UCLA Louise Darling Biomedical Library Reunion was also held in the Palmer House Hilton Monday evening.

Later that evening, an all-conference Shaping Our Future Reception was held in Chicago’s Field Museum of Natural History. The reception featured a preview of MLA’s new electronic information management system, and attendees were given an opportunity to pledge financial support for the system.

CONFERENCE, MAY 18

The following national committees met Tuesday morning: Ad Hoc Committee to Establish the Cunningham Endowment; Awards Juries; Books Panel; Bulletin Evaluation Committee; Continuing Education chapter chairs; Continuing Education Instructional Development Subcommittee; Continuing Education Instructor Approval Subcommittee; Continuing Education Opportunity Review Subcommittee; Governmental Relations Committee; Grants and Scholarship Juries; Health Sciences Library Technicians Committee; Joseph Leiter NLM/MLA Lectureship Committee; News Evaluation Committee; Professional Recognition Review Panel; Publishing and Information Industries Relations Committee; and the Research Resource Committee.
Ninety-third Annual Meeting

The following sections held breakfasts, business, or board meetings on Tuesday morning: Chiropractic Libraries Section; Collection Development Section; Dental Section; Educational Media and Technologies Section; History of the Health Sciences Section; Hospital Libraries Section; International Cooperation Section; Library Research Section; Medical Informatics Section; Medical Society Libraries Section; Mental Health Libraries Section; Nursing and Allied Health Resources Section; Pharmacy and Drug Information Section; Public Services Section; Relevant Issues Section; Technical Services Section; and the Veterinary Medical Libraries Section.

The following informal meetings were held Tuesday morning and afternoon: Association of Visual Science Librarians; CD Plus Technologies, Inc.; Department of Veterans Affairs Librarians Special Interest Group; DRA Users; Family Practice Special Interest Group; Geriatrics/Gerontology Special Interest Group; Mid-Atlantic Chapter; Nutshell Plus Users Group; Pediatric Librarians Group; Problem-Based Learning Special Interest Group; QuickDOC Users Group; SERHOLD Coordinators; SilverPlatter Information Resources Group; South Central Chapter; Southern Chapter; and the White House Conference on Library and Information Services Special Interest Group.

Two continuing education courses were held Tuesday morning: NP 118, GRATEFUL MED: Train the Trainers; and NP 119, Navigating the Internet: Resources and Services.

FILM FESTIVAL


SECTION PROGRAM SESSIONS

Chiropractic Libraries Section. Program: New Directions for Librarians: Opportunities for Advocacy—A Sharing Session

Moderator: Marcia M. Thomas, Ruth R. Cleveland Memorial Library, Cleveland Chiropractic College, Kansas City, Missouri.

Collection Development Section and Technical Services Section. Joint Program: Getting Very Selective: A Panel Discussion

Panelists: David Morse, Norris Medical Library, University of Southern California, Los Angeles; Carole Gilbert, Helen L. DeRoy Medical Library, Providence Hospital, Southfield, Michigan; and Jacqueline Wilson, University of California at San Francisco.

Dental Section. Program: Encouraging Dental Professionals to Use Information Technology


Panelists: Maureen I. Wren, Dental Center Library, New York University, New York, New York; and Frank Mason, Dental Library, University of Southern California, Los Angeles.


Hospital Libraries Section. Contributed Papers: Variations on a Theme: Value-Added Services in the Hospital Library

Maslow's Hierarchy and the Sad Case of the Hospital Librarian: Mary Edith Walker, Biomedical Library, St. Jude's Children's Research Hospital, Memphis, Tennessee.

Claude Monet and David Hockney Are One and the Same, Just Like Value-Added Services and the Hospital Library: Marion N. Sabella, Medical Library Services, Long Beach Memorial Medical Center, Long Beach, California.

Hospital Library Outreach Program for Nurses: Frances K. Ewing, Robert Shafer Memorial Library, Presbyterian Hospital, Albuquerque, New Mexico.

A Macintosh Network for Continuing Medical Education: A Hospital Library/Learning Center Model: Peggy Burt and Kathleen Murray, Horton Health Sciences Library, Providence Medical Center, Seattle, Washington.

The section then hosted a "Focus on Standards" forum on the revision of Minimum Standards for Health Sciences Libraries in Hospitals.

International Cooperation Section. Program: Global Vision in Medical Information: Realities and Dreams

Pushing Paper Through the Iron Curtain: How European Medical Librarians Reacted to the Collapse of the Soviet Hegemony: Tony McSeah, British Medical Association Library, London, United Kingdom; and Monique C. Cleland, University of Lausanne Medical Library, Lausanne, Switzerland.

Reduction of Resistance to Change Through Staff Development: Elizabeth Connor, King Faisal Specialist Hospital and Research Centre, Riyadh, Saudi Arabia.

The Development of a Biomedical Information Infrastructure for Central Africa: Lenny Rhine, Health Sciences Center Library, University of Florida, Gainesville.

Library Research Section. Program/Open House: Renew your Research Resources—Meet the Mentors and Ask for Advice

Roundtable Research Experts: Robert Braude, Cornell Medical Library, Cornell University Medical College, New York, New York; Gary Byrd, Health Sciences Library, University of North Carolina at Chapel Hill; Susan Crawford, Evans ton, Illinois; Cheryl Dee, Medical Library, Lakeland Regional Medical Center, Lakeland, Florida; Dottie Eakin, Medical Sciences Library, Texas A&M University, College Station; Carol Fenichel, Library, Hahnemann University, Philadelphia, Pennsylvania; Ruth Fenske, Library of the Health Sciences, University of Illinois at Chicago; Mark Funk, Cornell Medical Library, Cornell University Medical College, New York, New York; Ann McKibben, Health Information Research Unit, McMaster University, Hamilton, Ontario, Canada; Beth Paskoff, School of Library and Information Science, Louisiana State University, Baton Rouge; Nancy Roderer, Yale Medical Library, New Haven, Connecticut; Karen Wallingford, National Library of Medicine, Office of Health Information, Rockville, Maryland; Ann Weller, Library of the Health Sciences, University of Illinois at Chicago; and Nancy Woelfl, McGoo gan Library of Medicine, University of Nebraska, Omaha.

Medical Society Libraries Section. Program: Rx for Medical Society Library Survival

Speaker: Kathie M. DeGeorges, American College of Obstetricians and Gynecologists, Washington, D.C.

Mental Health Librarians Section. Program: Mental Health and Social Policy

Speaker: Danny Wedding, Missouri Institute of Mental Health, St. Louis, Missouri.

A Mental Health Librarians Sharing Session was held Tuesday at noon.

Pharmacy and Drug Information Section. Program


How Pharmaceutical Companies Use the Literature: Christine V. Linden, Worldwide Pharmaco-vigilance at Upjohn Company, Kalamazoo, Michigan.

Relevant Issues Section. Program: Women and AIDS


Technical Services Section. Program: NLM Technical Services Update

Speaker: Duane Arenales, National Library of Medicine, Bethesda, Maryland.

Veterinary Medical Libraries Section. Program: MVMAC: The Merck Veterinary Manual on the Macintosh Computer

Speaker: Ronald D. Smith, Professor and Director of Computing Services, University of Illinois College of Veterinary Medicine, Urbana.

JANET DOE LECTURE

Introduction: Alan M. Rees, Case Western Reserve University, Cleveland, Ohio.

From Index Catalogue to Gopher Space: Changes in Our Profession as Reflected in the Handbook and CPHSL: Alison Bun ting, Louise Darling Biomedical Library, University of California at Los Angeles.

Following this program session, an Open Forum, sponsored by the Ethics Task Force, was held on the draft code of ethics for health sciences librarians.

POSTER SESSION I

The first of two juried poster sessions, with twenty-seven poster presentations, was held Tuesday afternoon.

The Murray Gottlieb Prize, 1956–1992: Judith A. Overmier, School of Library and Information Studies, University of Oklahoma, Norman, Oklahoma; and David W. Boilard, Raymond H. Mulford Library, Medical College of Ohio, Toledo.

Ninety-third Annual Meeting

Internet and the Academic Medical Library: Dudee Chiang, Norris Medical Library, University of Southern California, Los Angeles.


From Medical Student 'Orientation' to Packaged, Targeted 'Infomercial': Elizabeth R. Warner and Judith A. Hesp, Scott Memorial Library, Thomas Jefferson University, Philadelphia, Pennsylvania.

Usage-Cost Study of Expensive Subscriptions: Carole Francq, Ruth Lilly Medical Library, Indiana University School of Medicine, Indianapolis, Indiana.

Food in the Library: The Good, the Bad, and the Ugly: Jo Ann Bell and Susan C. Speer, Health Sciences Library, East Carolina University, Greenville, North Carolina.


Unconventional Applications of Reprint Management Programs: Using Papyrus and MEDLINE to Conduct Bibliometric Studies: Barbara S. Shearer, Scott Memorial Library, Thomas Jefferson University, Philadelphia, Pennsylvania; and Judy Burnham, Biomedical Library, University of South Alabama, Mobile.

A Comprehensive Approach to Education: Janis F. Brown and Janet L. Nelson, Norris Medical Library, University of Southern California, Los Angeles.

Steps to Developing a Research Project: An In-Depth Look at the MHSLA Study on Mediated Literature Searches and Patient Care: Maureen Watson, Ferris State University, Big Rapids, Michigan; Yvonne L. Mathis, St. Mary's Hospital, Grand Rapids, Michigan; Mary I. Griswold, Bronson Methodist Hospital, Kalamazoo, Michigan; Lois K. Huisman, Blodgett Memorial Medical Center, Grand Rapids, Michigan; Beth S. Navalta, Bon Secours Hospital, Grosse Pointe, Michigan; and Sandra E. Swanson, Butterworth Hospital, Grand Rapids, Michigan.

Use of Hypercard to Teach Compact Cambridge MEDLINE CD-ROM: Eric Rumsey, Hardin Library for Health Sciences, University of Iowa, Iowa City.

User Training on How to Access Electronic Resources: Jackie Mardikian, Library of Science and Medicine, Rutgers, the State University of New Jersey, Piscataway.


Designing a State Rural Health Information Clearinghouse: Jocelyn A. Rankin, Mary King Givens, and Martha C. Watkins, Mercer University School of Medicine, Macon, Georgia.

Usage Tracking Software on a Public Access CD Workstation: Fred L. Heidenreich and Marilyn Hope-Balcerzak, Arizona Health Sciences Library, University of Arizona, Tucson.

Production of a Training Video for Searching MEDLINE: Christine L. Foster and Norma F. Funkhouser, Medical Sciences Library, Texas A&M University, College Station, Texas.

An Evaluation Process for Approval Plan Vendors: Karla Hahn, Welch Medical Library, The Johns Hopkins University, Baltimore, Maryland.

Complying with the Americans with Disabilities Act: What Does Your Job Description Look Like Now?: Bonnie Mack Chadbourn, Health Sciences Library, Saint Vincent Hospital and Health Center, Billings, Montana; and Margaret Bandy, Saint Joseph Hospital, Denver, Colorado.

Step Outside your Comfort Zone: Patricia Ciejk, Lynn Burke, and Sarah Safranek, Moody Medical Library, The University of Texas Medical Branch, Galveston.

Distinction Through Quality at the University of Nebraska Medical Center: Rebecca K. Satterthwaite, McGoogan Library of Medicine, Omaha, Nebraska.


One Year Later: MACPAC: Edward Dzierzak, Health Sciences Libraries, Marshall University, Huntington, West Virginia; and Patricia F. Powell, West Virginia University Health Sciences Center, Charleston.

Redesign the Reference Area for Electronic Resources: Hope Barton, Sandra Ballasch, and Melanie L. Wilson, Hardin Library of the Health Sciences, University of Iowa, Iowa City.

Structured Abstracts in MEDLINE: Anna Harbourt, Computer Science Branch, Lister Hill National Center for Biomedical Communications, Library Operations, National Library of Medicine, Bethesda, Maryland.

A Comparison of Medical Document Suppliers: Margaret Richwine, Ruth Lilly Medical Library, Indiana University School of Medicine, Indianapolis.

Assessment of Consumer Health Information Needs in a Community Hospital: Sharon A. Phillips, Oakwood Hospital, Dearborn, Michigan; and Margaret J. Zorn, Parke Davis Research Library, Ann Arbor, Michigan.

Late Tuesday afternoon, an Academy Recertification Information Session and Academy Consultation were available to members interested in the Academy of Health Information Professionals. The 1994 National Program Committee also sponsored a Program Planners Meeting to review section programming for that meeting.

Two open houses were held late Tuesday afternoon, one at the AMA headquarters and the other at MLA headquarters.
Following the day’s events, the Medicine and Scientific Libraries of Long Island group hosted a reception, the Dental Section had its annual dinner meeting, and the Mid-Atlantic Chapter hosted a reception for current and prospective members. The Friends of The National Library of Medicine sponsored a “Speakeasy” social Tuesday evening.

CONFERENCE, MAY 19

Wednesday morning began with an Exhibitor’s Breakfast. In addition, the Membership Committee met and the Research Libraries Section held its business meeting that morning.

NATIONAL LIBRARY OF MEDICINE UPDATE SESSION

Three speakers presented updates on projects, plans, and issues facing the National Library of Medicine.

NLM’s Health Services Research Information Program: Marjorie A. Cahn, National Library of Medicine, Bethesda, Maryland.

The National Network of Libraries of Medicine: Becky Lyon-Hartmann, National Library of Medicine, Bethesda, Maryland.

Library Operations Update: Lois Ann Colaianni, National Library of Medicine, Bethesda, Maryland.

PRESENTATION OF AWARDS

President Jacqueline D. Bastille officiated at the awards luncheon and ceremony during which the following awards were presented.

An MLA Scholarship was presented to Alicia Busch, a master’s student at the School of Library and Information Management at Emporia State University, Emporia, Kansas, and an MLA Scholarship for Minority Students was presented to Velora Avis Jernigan, a student at the School of Library and Information Science, University of Pittsburgh, Pittsburgh, Pennsylvania. Continuing Education Awards were presented to Sarah Knox Morley, Lasseter-Foster Memorial Library, Lovelace Medical Foundation, Albuquerque, New Mexico, and in absentia to Melanie Tennyson, Health Sciences Library, Alton Ochsner Medical Foundation, New Orleans, Louisiana.

An MLA Doctoral Fellowship, sponsored by the Institute for Scientific Information, was awarded to Valerie Florance, William Welch Medical Library, The Johns Hopkins University, Baltimore, Maryland, to support her project “A Clinical Extract of Biomedical Literature for Patient-Care Problem Solving.” The MLA Research, Development, and Demonstration Project Grant was presented to Jennifer Bayne, Fudger Medical Library, Toronto General Hospital, Ontario, Canada, and to Joan Leishman, Health Science Information Consortium, Toronto, for their study designed to measure the impact of a problem-based learning curriculum on the teaching hospital library.

President Bastille next announced that the 1993 Cunningham International Fellowship would be awarded to Xiaohong Gu, Tianjin Medical College Library, Tianjin Normal University, China. The Ida and George Eliot Prize, sponsored by Login Brothers Book Company, was presented to Joanne Marshall, Ph.D., Faculty of Library and Information Science, University of Toronto, for “The Impact of the Hospital Library on Clinical Decision Making: The Rochester Study,” published in the April 1992 Bulletin of the Medical Library Association.

The Estelle Brodman Award for the Academic Medical Librarian of the Year was presented to Julia Sollenberger, Edward G. Miner Library, University of Rochester, School of Medicine, Rochester, New York. The award recognized her participation in the installation of a network for database searching; her tenure as Chair of Chapter Council from 1989 to 1992, where she worked to define the responsibilities of the council and made sure all were carried out efficiently and effectively; and her leadership, professional roles, and responsibilities, which indicate great potential for career advancement.

The Rittenhouse Award for the best unpublished paper on medical librarianship written by a student in an ALA-accredited school of library science or a trainee in an internship in medical librarianship was presented in absentia to Marsha Greer, Northwest Louisiana University, Monroe, for her paper, “An Overview of Library Services to Nurses and Nursing Students.” The Murray Gottlieb Prize for the best unpublished essay on the history of medicine and allied sciences written by a health sciences librarian, was presented in absentia to Glenda Wiese, David D. Palmer Health Sciences Library, Palmer College of Chiropractic Medicine, Davenport, Iowa, for her essay, “Blacks in Chiropractic Education.”

The Award for Excellence and Achievement in Hospital Librarianship was presented to Bernie Todd Smith, Circuit Librarian Program and Werner Health Science Library, Rochester General Hospital, Rochester, New York. Her slide presentation, “The Library’s Contribution to Quality: The Bottom Line,” is used throughout the country. The Frank Brady Rodgers Information Advancement Award, sponsored by the Institute for Scientific Information, was presented to Jay Daly, Aggoos Medical Library, Beth Israel Hospital, Boston, Massachusetts, developer of QuickDOC, the widely used interlibrary loan management software supporting DOCLINE users.

The Janet Doe Lectureship certificate was presented to Alison Bunting, Louise Darling Biomedical Library, University of California, Los Angeles, for the lecture she gave on Tuesday, May 18.
Darling Medal for Distinguished Achievement in Collection Development in the Health Sciences, sponsored by Ballen Booksellers International, Inc., was presented to Anne Pascarelli, Sheppard Library, Massachusetts College of Pharmacy and Allied Health Sciences, Boston, Massachusetts.

President Bastille next recognized seven members as lifelong Fellows of the Medical Library Association: Susan Crawford, for her compilation of Directory of Health Sciences Libraries in the United States and many other publications, her editorship of the Bulletin of the Medical Library Association, and her numerous honors and awards, including MLA's highest honor, the Marcia C. Noyes Award; Gwendolyn Cruzat, for developing a concentration in health sciences librarianship at the School of Information and Library Studies, University of Michigan, for her consulting with both private and government agencies, for the Janet Doe Lectureship award, and for her service as Regent of the National Library of Medicine; Eugene Garfield, for his founding of ISI and the Science and Social Science Citation Indexes, his many columns in Current Contents and The Scientist, and his many contributions to MLA; C. K. Huang, for his service to the Health Sciences Library at the State University of New York at Buffalo, his consulting with the Biomedical Information Center and Network Project in the People's Republic of China, his many awards, and his contributions to MLA; Cecile Kramer, for her more than thirty years of service, her success in gaining a $10 million gift to expand the Galter Health Sciences Library at Northwestern University, her founding of the NOTIS Health Sciences Users Group, her editorship of the MLA News, and her roster course, Human Resources in Library Administration; Lucretia McClure, for her leadership within MLA as chair of committees and task forces, as a board member, and as a distinguished president, her Janet Doe Lecture, and for her contributions to hospital librarianship, her contributions to MLA, her chairing of the New York/New Jersey Chapter, and her contributions to the MLA monograph, Hospital Library Management.

Next, Edward Huth, editor of The Online Journal of Current Clinical Trials and Annals of Internal Medicine, was presented with an honorary membership in the Medical Library Association. This award recognized his contributions to the advancement of the purposes of the association through his advancement of biomedical communication, his contributions to science and the craft of editing, and his service as a regent of the National Library of Medicine.

President Bastille then announced that Mary Jo Dwyer, Circuit Library Health Information Network, San Antonio, Texas, was the first recipient of the Michael E. DeBakey Library Services Outreach Award, sponsored by the Friends of the National Library of Medicine.

Finally, President Bastille introduced Nancy Lorenzi, who introduced Nina Matheson, the 1993 recipient of the association's highest honor, the Marcia C. Noyes Award. Dr. Lorenzi reviewed highlights from Ms. Matheson's career, her many previous honors and awards, and her extraordinary accomplishments. President Bastille then presented Nina Matheson with the Marcia C. Noyes Award.

POSTER SESSION II
The second of two juried poster sessions, with twenty-six poster presentations, was held Wednesday afternoon.


The National Library of Medicine's Fellowship Program in Medical Informatics: Monica A. Unger, Oliver Ocasek Regional Information Center, Northeastern Ohio Universities College of Medicine, Rootstown; and Linda M. Jacknowitz, Project Director, West Virginia Consult, West Virginia University Health Sciences Center, Morgantown.

CAl as a Medium for End-User OPAC Instruction: Michael Watson, Marianne Puckett, and J. Pat Craig, Louisiana State University Medical Center Library, Shreveport.

Delivery of Information Services to Rural Ambulatory Care Training Sites: A Prototype: Jill Mayer and Susan T. Lyon, Health Sciences Library, University of North Carolina at Chapel Hill.

The Library Delivers: E-mail Document Delivery and Info Exchange: Mary Reimer, Media Resources, College of Nursing, Clemson University, Clemson, South Carolina.


A Sam Starr Mystery: The Quest for Knowledge, a Hypercard Orientation to Cornell Medical Library: Dan Sienkiewicz, Melinda Buckwalter, and helen-ann brown [sic]. Samuel J. Wood Library, C. V. Starr Biomedical Information Center, Cornell University Medical College, New York, New York.


Computer Classroom: Aulia Gies, John Jackson, Julia K. Kochi, Rick Peterson, Pat Shannon, and Linda A. Watson, Claude Moore Health Sciences Library, University of Virginia, Charlottesville.

Library Evolution Through the Integrated Workstation: Patricia Lee and Sally Dunn, Nursing Education Resources, Medical
Center Information and Communications, University of Cincinnati, Cincinnati, Ohio.

Building a Statewide Hospital Library Network: Diana McDuffee, Health Sciences Library, University of North Carolina at Chapel Hill; and Donna B. Flake, Coastal AHEC, Wilmington, North Carolina.

Grant Program for End-User Searching by Physicians in Hospital Libraries: Lynne Silvers, New England College of Optometry, Boston, Massachusetts; Martha A. Bedard, Medical Center of Central Massachusetts, Worcester, Massachusetts; Christine L. Bell, Newton-Wellesley Hospital, Newton, Massachusetts; Therese Simeone, Worcester, Massachusetts; and Linda J. VanHorn, Tufts University Health Sciences Library, Boston, Massachusetts.


The Use of a Checklist as a Tool for Library Staff Orientation and Training: Lenny Rhine and Trudi DiTrollo, Health Science Center Library, University of Florida, Gainesville.

Organizations in Transition: Phyllis C. Self, Tompkins-McCaw Library, Virginia Commonwealth University, Richmond, Virginia; and Barbara J. Ford, University Library Services, Virginia Commonwealth University, Richmond.

Faculty and Clinicians: Differences in Nursing Information: Leslie C. Schick, College of Nursing Library, and Ellen B. Marks, Information Research and Development, University of Cincinnati Medical Center Information and Communications, Cincinnati, Ohio.


UnITS: Uniform Instruction Template Sheets for a Computer Laboratory: Lyn Dietrich, Mental Health Sciences Library, McLean Hospital, Belmont, Massachusetts; and Peg Hewitt, Peg Hewitt Information Services, Brookline, Massachusetts.

Creating an Interdisciplinary Mental Health Database: Frederick Andrew Lerner, National Center for Post-Traumatic Stress Disorder, White River Junction, Vermont.

Healthy Take-Home Babies: Stacey J. Arnesen and Gale A. Dutcher, National Library of Medicine, Bethesda, Maryland.

Task Analysis of the Consumer Health Information Resource Service: Jean Roehrs, McGooogan Library of Medicine, University of Nebraska Medical Center, Omaha.

Reachout West Texas: A GRATEFUL MED Training Program: Dana M. Neeley, Daniel D. Knight, Harrington Library of the Health Sciences, Amarillo, Texas; and Mary M. Asbell, Texas Tech Health Sciences Center Library, Lubbock.


Seizing the Moment: Patient Health Education Computer-Assisted Instruction in Medical Center Ambulatory Care: Terrie R. Whee- ler, Library Service, Department of Veterans Affairs Medical Center, Pittsburgh, Pennsylvania.

CONTRIBUTED PAPER PANELS

Five additional concurrent contributed paper sessions were held Wednesday afternoon.

Panel 6. Reshaping the Library Image II: Expanding Library Roles in Teaching

Moderator: Julie J. McGowan, Dana Medical Library, University of Vermont, Burlington.

A Map for the Early Settlers of the Internet: Dudee Chang, Norris Medical Library, University of Southern California, Los Angeles.


Integration of Information-Seeking Instruction and Activities into a Problem-Based Learning Curriculum: David S. Ginn, Falk Library of the Health Sciences, University of Pittsburgh Medical Center, Pittsburgh, Pennsylvania.

Information Literacy Integrated into the Medical Curriculum: Suzanne Maranda, Bracken Library, Queen’s University, Kingston, Ontario, Canada.

Essential Integration: A Multifaceted Paradigm for Teaching Information Literacy in an Academic Health Center Environment: Julie J. McGowan, Dana Medical Library, University of Vermont, Burlington.

The Role of the Health Sciences Library in Lifelong Learning: Elizabeth H. Wood, Norris Medical Library, University of Southern California, Los Angeles.

Panel 7. Information Technology II: Health Informatics

Moderator: Naomi C. Broering, Georgetown University Medical Center Library, Washington, D.C.

Meeting Evolving Needs in Nursing Informatics: Patricia Hin- negardner, Health Sciences Library, University of Maryland at Baltimore.

A Medical Facts File: Helen E. Bagdoyan, Georgetown University Medical Center Library, Washington, D.C.

Internet Access: High-Performance Computing and Communication: Jeffrey S. Hylton, Georgetown University Medical Center Library, Washington, D.C.

An Electronic Textbook in Human Physiology: Anne Seymour, Georgetown University Medical Center Library, Washing- ton, D.C.

Digitized Physician Reports: A Voice Recognition System: Thomas O. Stair, Department of Emergency Medicine, George- town University Medical Center, Washington, D.C.
Panel 8. Research in Health Sciences Libraries III: Information-Seeking Behavior

Moderator: Joan Ash, Biomedical Information Communication Center, Oregon Health Sciences University, Portland.

Can Primary Care Physicians’ Questions Be Answered by Using the Medical Literature?: Paul Gorman, Biomedical Information Communication Center, Oregon Health Sciences University, Portland.

Assessing the Impact of Library and Information Services: Joanne G. Marshall, Faculty of Library and Information Science, University of Toronto, Toronto, Ontario, Canada.

The Impact of Mediated Literature Searches on Direct Patient Care: Yvonne L. Mathis, St. Mary’s Hospital Library, Grand Rapids, Michigan.

Medical Problems and Information-Seeking Questions: Zoë Stavri, Library and Center for Knowledge Management, University of California at San Francisco, San Francisco, California.


Panel 9. Changing the Organizational Culture II: International Issues

Moderator: Ellen Gay Detlefsen, School of Library and Information Science, University of Pittsburgh, Pittsburgh, Pennsylvania.

International Connections: Assisting Third World Countries through Outreach Initiatives with Project Hope: Elizabeth A. Cooley, Claude Moore Health Sciences Library, University of Virginia Health Sciences Center, Charlottesville.

From Apartheid to Integration: The Witwatersrand Medical Library as a Catalyst in a Changing Organizational Culture: Glenda Myers, Medical School, University of the Witwatersrand, Parktown, South Africa.

How Physicians and Biomedical Research Scientists in an Emerging Country Learn Information-Seeking Skills: Diane G. Schwartz, State University of New York at Buffalo.

Research Activities in Life Sciences in Japan Observed from Publication of Papers: Shigeki Yamazaki, Medical Information Center for Education and Research, Jikei University School of Medicine, Tokyo, Japan.


Panel 10. Changing the Organizational Culture III: Outreach Services

Moderator: Lisa Ann LoVullo, Southeastern/Atlantic Regional Medical Library Service, Health Sciences Library, University of Maryland at Baltimore.

From Sea to Shining Sea: Maryanne P. Blake, Pacific Northwest Region, National Network of Libraries of Medicine, Health Sciences Library, University of Washington, Seattle.

Money, Money, Money: How to Get the Funding You Need: Patricia L. Thibodeau, Division of Information Services, Mountain AHEC, Asheville, North Carolina.

Rolling in the Dough: Outreach for Profit: Ursula K. Scott, Baylor Health Sciences Library, Dallas, Texas.

GRATEFUL MED Outreach Projects: Progress Made, Lessons Learned: Angela Ruffin, NN/LM Network Office, National Library of Medicine, Bethesda, Maryland.

Exhibiting: Doing It Like the Big Boys: Dena Plaisted, NN/LM South Central Region, Houston Academy of Medicine-Texas Medical Center Library, Houston, Texas.

JOSEPH LEITER NLM/MLA LECTURE

Moderator: Virginia M. Bowden, Briscoe Library, University of Texas Health Science Center at San Antonio, San Antonio, Texas.

Animating the Curriculum: Integrating Multimedia into Teaching: Suzanne Stensaas, Department of Pathology, Cornell University Medical College, New York, New York.

BUSINESS SESSION II

President Jacqueline D. Bastille called the session to order, verified that a quorum was present, and asked the assembly if there was any old business. Hearing none, she called for new business and recognized Gerald J. Perry, Library of Rush University, Chicago, Illinois.

Gerald Perry: During the past year, I have brought to the MLA board’s attention concerns over passage of Amendment 2 in Colorado and similar initiatives in Oregon, Washington State, Maine, and others. Gay, lesbian, and bisexual medical librarians are at risk both professionally and personally in these locations. Additionally, some of these initiatives, particularly those in Oregon and Idaho, contain library-specific proscriptions regarding collecting and disseminating information on homosexuality. I understand the board met in March to consider the impact of Amendment 2 on our membership. Would you please comment on the status of this discussion and the association’s response to Amendment 2?
President Bastille then called on Executive Director Carla Funk to speak to Mr. Perry's question.

Carla Funk: Have you received the materials I sent to you from the Denver Tourism and Convention Board concerning Amendment 2 in Colorado?

Gerald Perry: Yes, but I thought the board would be discussing the issue at their March 1993 meeting.

Carla Funk: The full board was not able to discuss MLA's position on Amendment 2 in March. MLA has no plans to meet in Colorado or in the other states with similar initiatives. This issue is being considered in conjunction with MLA's draft code of ethics and will be discussed by the full board at its September 1993 meeting.

Gerald Perry: My concern is that these initiatives in Oregon and Idaho include library-specific proscriptions that would make it illegal for libraries to make available information not condemning homosexuality.

Carla Funk: Would you please send me information on these initiatives so that I can share them with the board?

Gerald Perry: Yes, I will.

Jacqueline Bastille: That would be good because this is something we will discuss at a later time.

President Bastille then announced that fund-raising events at this annual meeting had raised a total of $12,000.00. She recognized James Shedlock, Galter Health Sciences Library, Northwestern University, Chicago, Illinois.

James Shedlock: Do we have any data about the attendance at this meeting—how many exhibitors, paid registrations, etc.? How do these compare with last year?

Jacqueline Bastille: We have more exhibitors than we had last year, so we are doing very well. We are working with the exhibitors to improve their experience with us, because we see them as part of the educational opportunities that the meeting provides. We do not have the exact numbers yet, but overall registration is higher than in 1992. Thank you for asking the question.

President Bastille next extended thanks and presented certificates to retiring board members Carolyn Anne Reid, Mary Ryan, Joan Zenan, and Richard Lyders. She also presented a special plaque to Mr. Lyders as retiring past president of MLA. Then she welcomed and introduced incoming board members Janet Fisher, Carole Gilbert, Christiane Jones, Daniel Richards, and President-Elect Fred Roper. Next she recognized Past President Richard Lyders.

Richard Lyders: Jackie, we thank you for your leadership and we appreciate your focus on elevating our professional authority. It is a pleasure, on behalf of the membership, to present you with this presidential cup. May this cup serve as a reminder of an active and exciting year for you.

President Bastille accepted the cup with thanks. She then introduced MLA's new president for 1993/94, June H. Fulton.

Inaugural address

Strategic Directions: The External View
by June H. Fulton

Thank you for the privilege of addressing you today as the incoming president of the Medical Library Association. I am pleased to share my perspective on future directions for MLA and to acknowledge the contributions of my predecessors in positioning MLA for what I believe will be a year of continued progress.

In his inaugural address two years ago, President Lyders emphasized MLA's role as an advocate for the creation and provision of information services and educational programs. Last year, President Bastille continued the theme of advocacy and urged that MLA mount a proactive campaign to elevate the professional authority of members. Professional authority and salaries are perhaps the ultimate measures of the success of an advocacy plan; however, there are many intermediate steps along the way, such as the adoption of a code of ethics. In order to transform our most ambitious benchmarks into reality, a long-term, concerted effort is required on the part of all of MLA's units. I heartily endorse the advocacy goal of MLA, and I look forward to working with the board, headquarters, councils, chapters, sections, committees, representatives, and members as we move closer to our goal in the coming year.

Each president brings his or her own unique perspective and special interests to the leadership role. A president's past MLA experience provides an indication of which areas are likely to be emphasized during the term of office. When I served on the Board of Directors in the mid-eighties, I was a member of the core team responsible for creating MLA's strategic plan. That experience fostered an appreciation of the need to monitor key trends and emerging developments in the external environment. Furthermore, in
seeking ways to achieve the objectives of the strategic plan, the core team recognized that turning outward and becoming more collaborative with other organizations was essential for MLA’s future. Five years later, the need to be externally focused is even more critical.

No association today can afford to be insular or narrowly focused if it plans to adequately represent the interests of its members. As an association of information professionals, we should be the model for intelligence gathering on the issues in the external environment that will affect us. We must watch not only for threats, but also for opportunities. We must stand ready to capitalize on any innovation or experience of another association that signals a potential benefit for us. Likewise, we must seek strategic alliances that will support the achievement of our objectives.

Today, I want to provide a brief review of MLA’s current efforts to be externally directed and to explore what we can learn from the way other professional associations are responding to the challenges they face. MLA’s progress in expanding its awareness of the external environment and in using this information to constructively respond to change is encouraging. To cite just a few examples—

- MLA staff and the board conduct an annual environmental scan. This scan is an essential component of updating MLA’s strategic plan, as well as for preparing its business plan.
- Members of the board and MLA staff monitor electronic bulletin boards, and, when legislative or other significant information is found, they upload that information for dissemination to the full board.
- MLA’s Executive Committee or the board meets semiannually with the Director of the National Library of Medicine to share information and to discuss mutual concerns.
- MLA staff has become increasingly active in the American Society of Association Executives (ASAE). The ASAE is an umbrella group for associations that provides its members with information on all aspects of association management. One of the functions of the ASAE is to maintain an ongoing awareness of changing environmental factors of interest to all associations.

MLA’s efforts to develop partnerships with other organizations are also encouraging. Close ties have been established with the American Library Association, the Special Libraries Association, the Association of Research Libraries, and the American Association of Law Libraries. Recently, MLA has participated in coalitions that have sought to influence copyright law. For example, MLA joined with six organizations in supporting Texaco’s appeal of a ruling in a copyright infringement case. Acting alone, MLA would not have had the resources to file a friend-of-the-court brief in the Texaco case, but by joining with other associations, we made our voice heard. During the last ten years, the number of allied organizations with which MLA has established formal ties has almost doubled and now stands at twenty-three. In the future, I believe this trend will continue as MLA seeks greater visibility and influence on national issues through alliances with other organizations.

For the past several years, MLA has sent its president, president-elect, and executive director to an annual symposium sponsored by the American Society of Association Executives. A primary benefit of this symposium comes from the exchange of information and interaction that occurs with other associations. The attendance list at the symposium I attended looked like a mini Encyclopedia of Associations. There were orthodontists, engineers, bankers, dietitians, nurses, accountants, and occupational therapists, to name a few. In spite of the obvious differences among the professions that were represented, a common ground was easily established. All associations are concerned about the effect of change in the external environment.

This same concern was expressed in the literature I have been monitoring for the past year. My search of the literature focused on topics of interest to MLA, and included all professions and quasi-professions. The most valuable source of information about other professions came from the official journals of their professional associations. Most professions identified specific problems or threats faced by their members and issued a call for action by their association leaders. Professions whose calls for strategic action plans were most urgent are those whose work is being redefined by economic, political, or technological change.

One of the professions most affected by technological change is information systems. Information systems professionals manage the computing resources in their institutions. These workers are finding that their technical knowledge is becoming rapidly obsolete as institutions switch from mainframe computers to client/server network-based processing and open systems. At the same time, their clients, the end-users, are becoming increasingly computer literate and are seeking greater control over information resources.

The president of the Association for Systems Management recently advised the membership to focus on two important initiatives [1]. First, information systems professionals are urged to adapt to the changing environment by developing their knowledge and skills in leading-edge technologies and by acquiring new skills in business and communication. Second, information systems professionals are urged to work less as individuals and more as members of internal
work groups or business teams. The emphasis of these teams would be on performance, quality, and output.

The concept of work groups or teams undoubtedly holds promise for librarians as well. One of the best applications can be found in institutions with IAIMS (Integrated Academic Information Management System) programs. Other examples exist, both in hospitals and in corporate settings, where librarians are collaborating as members of teams with a quality improvement or problem-solving emphasis. The soon-to-be-published Joint Commission on Accreditation of Healthcare Organizations (JCAHO) standards address three separate information professions, including librarians, in one information management chapter. This grouping will likely have the effect of promoting team activities on the part of hospital librarians. Such collaboration is valuable because it provides an opportunity to demonstrate to others the unique and valuable contributions that librarians make.

In planning for the effective team participation of its members, MLA can provide leadership and support. Like the information systems professionals, we must identify which of our skills need to be strengthened to contribute to partnership roles. Our professional development program must be positioned to respond quickly to this initiative with high-quality, targeted educational offerings. Another profession also feeling the brunt of advances in technology is engineering. The past president of the American Society of Civil Engineers in a recent editorial warned of the erosion of the profession by technicians performing engineering functions [2]. He pointed out that standardized software programs enable technicians to perform tasks previously performed by engineers. Because starting salaries for technicians are lower than for engineers, it is more economical for companies to employ technicians. This trend, he states, has depressed the starting salaries of engineers.

What do engineers propose to do about this perceived threat? The members of the American Society of Civil Engineers are given some simple and direct advice by their past president; namely, “look and act externally.” He goes on to explain that this directive translates to becoming more active in the political arena, working with other groups to require a master’s degree as a minimum degree in professional engineering, and requiring lifelong learning for the licensed professional. Our profession, like others, has found that the negative aspects of technology are exacerbated when change occurs too rapidly to permit time for adjustment. The change in our field continues at an extraordinary pace. Columbia University’s Law Library recently began converting documents to digitally stored optical images, an early step in creating the all-electronic library. While information technology has provided many exciting opportunities for librarians, it also has been associated with the de-skilling or downgrading of certain tasks. Work responsibilities shift when automation is introduced, and the resulting reassignments, sometimes accompanied by staff reductions, are often traumatic. De-professionalization, techno-stress, and other negative ramifications of automation are common themes in the literature.

Fortunately, many health information professionals have not only adjusted to the new technologies, they have embraced them as a means of delivering better service and gaining greater recognition. Indeed, computer-based health information management has become an attractive field for non–information professionals. For example, an article in The Annals of Pharmacotherapy urges pharmacists to consider new and different territories for practice. The authors envision a new specialty, therapeutic informatics, as the largest pharmacy specialty of the future, and they speculate that the person in charge will be “A new breed of pharmacist, one with medical computer and information science training” [3]. I hope before pharmacists rush off to the nearest school of library and information studies, they will consider instead a team approach of working with individuals who already have the knowledge they would seek to acquire.

Information systems professionals, engineers, and librarians have one strategy in common for coping with technological change. All advocate a commitment to professional development. The engineers propose lifelong learning as a requirement, but this concept has been as controversial for engineers as it has been for other professions. Some states are beginning to make professional development mandatory for relicens ing engineers. Other professions for which some states require professional development include pharmacists, optometrists, veterinarians, and lawyers. However, most unlicensed professions operate under a voluntary system of continuing professional development and emphasize the individual’s responsibility for professional development in the profession’s code of ethics. MLA, for some reason, has been slow to adopt a code of ethics, but I am pleased that our draft code is nearing completion and that it includes a clear mandate regarding the responsibility of the individual for continuing professional development.

Unquestionably, education plays a critical role in whether a profession is able to adapt and remain viable in the face of monumental change. With so much at stake, associations are reexamining their educational programs, both in terms of the mission and strategic plan of the association, as well as in terms of the new modalities and innovative methods for delivering educational offerings. Accountants belong to an association that is undertaking a high-profile
review of its continuing education program. As an indication of the importance attached to this review, the American Institute of Certified Public Accountants named Terry Sanford, a former governor and U.S. senator and former president of Duke University, to head a special committee on the future of continuing professional education in accounting.

MLA also looked to an educator when a chair was needed for a thorough review and repositioning of our continuing education program. Fred Roper, Dean of the University of South Carolina's College of Library and Information Science, chaired the Task Force on Knowledge and Skills that developed MLA's forward-looking educational policy statement [4]. This document, known as Platform for Change, identifies the knowledge and skills essential to successful performance and groups them into seven broad categories. While ultimate responsibility is assigned to the individual for his or her own professional development, the plan outlines a series of recommendations for all the key players in the educational continuum. This collaborative approach includes universities, graduate colleges of library and information studies, MLA and other professional associations, commercial vendors and publishers, employers, and consumers of educational programs. The implementation of the recommendations in Platform offers our best chance not just to survive, but to flourish in a rapidly changing, high-tech environment. During the coming year, the translation of Platform's recommendations into concrete actions will be one of MLA's high priorities.

Another problem identified in the literature is the issue of professional image. Librarians have been characterized as being obsessed with their image. I recently read, "No other group of professionals seems to pay as much attention to its status and image as librarians" [5]. The authors suggest that the lack of improvement in image is in part the fault of librarians who have done a surprisingly poor job of communicating their value and worth. There may be some consolation in learning that image is a prevalent concern for many professions, and they too perceive it primarily as a communications problem.

In a recent survey conducted by the American Bar Association, ABA members were asked to indicate their priorities for an agenda to be pursued by the national association. The survey showed that "ABA members are acutely aware of and concerned about the public's disenchantment with lawyers and the shortcomings in America's legal system" [6]. The high survey rating given by lawyers to the need to improve their image has prompted the following actions by the ABA: an associate executive director for communications has been hired, a communications firm has been retained to assist in developing a long-range communications plan, and a major survey of public attitudes about lawyers has been planned to assist in targeting where educational efforts should be directed.

Other associations are attempting less costly approaches to improve the image of their professions. The American Osteopathic Association (AOA) has devised a program to show the public a positive image of osteopaths. The president of the AOA stated, "All of us, at one time or another, have provided free care. It's time we document this and let the public know we are a caring profession" [7]. The AOA is encouraging its members to devote a portion of their time on an ongoing basis to charity care and to report the hours to the AOA for use in public relations campaigns.

Perhaps the best example of a concerted effort to transform image comes from the medical records practitioners. This group saw an opportunity to assume an expanded role in health information management when reimbursement plans required financial systems to be integrated with medical records. The members acted with speed, decisiveness, and a certain degree of fanfare in developing a new mission statement and in changing their name from the American Medical Record Association to the American Health Information Management Association [8]. The change in name, the third for the association since its founding, is intended to officially recognize the expanded responsibilities of members.

I recently had a chance to speak with the executive director and the president-elect of the American Health Information Management Association. I was eager to learn what tangible benefits had accrued from the association's change in name two years ago and its ongoing promotional efforts. The executive director indicated that the single greatest benefit has been the association's ability to develop and strengthen its alliances with related organizations. In addition, the association can point to progress in serving as an advocate for its members. For example, a meeting was recently held with Hillary Rodham Clinton's task force to promote use of the computer-based patient record as a means of reducing health care costs.

Impending health care reform also presents an opportunity for librarians. The key decision makers in health care institutions will soon confront a number of critical planning issues. They will need information organized and synthesized in such a way as to facilitate informed decision making. By seeking out the decision makers and providing them with value-added service, librarians can promote our profession as part of the health care solution. A new measurement of output will be needed: not how many requests the library received, but how many decisions the library influenced. Decision makers may not be accustomed to viewing librarians in this role, and this is where MLA can help, by mounting a promotional
campaign to focus attention on librarians as active participants in health care reform.

Another problem frequently addressed in the literature is the attempt of associations to effectively represent the interests of their members. Most associations have programs aimed at influencing the public policy issues of relevance to members. These programs attempt to influence legislators, educators, regulators, the media, and the public within the context of the association’s mission and special expertise.

A number of professions have expressed frustration with their inability to be recognized as a force in shaping national policy. Manufacturing engineers, for example, describe themselves as the “invisible experts” [9]. They chide the media for inviting business school professors and economists to lead the debate on the decline of American manufacturing. They point to the nursing profession as a group that faced a similar problem, but which has made significant progress in gaining a voice in the health care arena.

Obviously, the engineers have not been reading the American Journal of Nursing. The nurses have themselves taken aim at the media for neglecting their profession in a discussion of health care reform [10]. But rather than write their congressperson, nurses have decided to join the political establishment to gain a voice where it really counts. Three nurses ran for Congress in the 1992 election.

Leadership in health information policy is one of MLA’s goals for the 1990s. The commitment of MLA to an assertive governmental relations program is essential, and was recently demonstrated by the reassignment of a staff position at headquarters to help carry out the program’s directives. Our program can be further strengthened by expanded use of electronic communication technologies, through increased joint ventures with organizations that share our goals, and by enhanced promotion of MLA as the voice of our profession. Finally, we must endeavor to show that our self-interest is linked with public interest; for example, that access to information results in better patient care at less cost.

Outcomes research to evaluate variations in medical care is currently receiving a great deal of attention. To effectively demonstrate the value of information in health care outcomes, our profession needs to engage in more research. The research goal of MLA, adopted as part of the 1987 strategic plan, has shown the least progress of the plan’s three goals. It is apparent we have some catching up to do. Other service professions are finding that by strengthening their research programs, they can obtain greater credibility and legitimacy.

MLA has taken the first steps towards building its research program. The Research Task Force appointed in 1992 is designing a comprehensive plan that will ultimately place research among MLA’s core programs. This is where I believe the program belongs, serving as a catalyst for innovation and as an investment in our future.

In my review of the literature, I found that MLA’s diversity of programs, research notwithstanding, compares quite favorably with other associations. However, MLA’s governance structure, which has evolved over the association’s long history, may be overly complex in terms of today’s trend towards streamlined structure. Associations are moving to structures that permit more flexible and rapid decision making in order to capitalize on opportunities in the environment and to remain competitive. Advances in communications technology enable smaller structures to accomplish the same or more work at less cost. An association’s resources are better used in support of member services than in maintenance of structure. During the coming year, the board will be evaluating MLA’s structure and making specific recommendations on how it may be strengthened.

I wish to conclude my remarks by summarizing the salient issues we confront and MLA’s response to the resulting challenges and opportunities. As you can see from my brief survey of the responses of other associations to the accelerating impact of change, there are no easy answers or magic formulas. We are not alone in questioning where all this change is taking us. Nevertheless, the following themes emerge:

1. Rapid advances in information systems and technology and online access via networks such as Internet will continue to redefine the way we work, and also will necessitate a new definition of who we are.
2. Lifelong learning will become increasingly important. Education and professional development programs will undergo significant change to make them more responsive to individualized learning needs.
3. Public policy issues, in particular health care reform, will shape the future of health care institutions and delivery systems. It is too early to predict the direct implications, but the goals of the library will have to be aligned with the institution’s response to the reform initiatives.
4. Performance measures will increasingly form the basis for allocation of resources. Libraries can no longer rely on routine funding, but will be expected to demonstrate their value. Research will grow in importance as its link to funding decisions becomes more apparent.

Today I have outlined the priorities that will guide our association in addressing these and other issues. MLA will vigorously pursue implementation of Platform for Change, provide assertive leadership in health information policy, support formation of a research
program area, promote the value of the health information professional, strengthen the association’s governance structure, and adopt a code of ethics.

Our intelligence gathering and our understanding of member needs indicate that these are the appropriate objectives for the short term. However, given the unparalleled change occurring in the environment, we must have one foot firmly planted in the future. We must continually scan the environment for strategic directions, and we must be prepared to adapt to change by being flexible, opportunistic, and visionary.

References

President Fulton then recognized Neil Rambo, Pacific Northwest Region National Network of Libraries of Medicine, University of Washington, Seattle.

Neil Rambo: Madam President, I would like to propose the following resolution:

Whereas, the 1993 National Program Committee has designed an action-packed, provocative, and excellent program for the Ninety-third Annual Meeting of the Medical Library Association; and

whereas, the Local Assistance Committee has provided outstanding guidance and support to the MLA membership at the Ninety-third Annual Meeting of the Medical Library Association for enjoying the best in the sights, sounds, and tastes of one of this country’s truly great cities; and

whereas, the MLA headquarters staff and the professional planners have worked diligently to facilitate planning and to ensure smooth implementation of the Ninety-third Annual Meeting of the Medical Library Association;

therefore, be it resolved that the membership of the Medical Library Association extends its profound appreciation and deep-felt thanks to the 1993 National Program Committee, the Local Assistance Committee, and the MLA headquarters staff and professional planners for their outstanding efforts.

The resolution was adopted by acclamation, and President Fulton then recognized Rajia Tobia and Janna Lawrence, Briscoe Library, University of Texas Health Science Center, San Antonio, from the 1994 Local Assistance Committee. They invited members to come to San Antonio for the 1994 Annual Meeting and presented a film highlighting the attractions in that city. With the help of other members of the 1994 Local Assistance Committee, they concluded their presentation by offering board members and others in the assembly a chance to break a piñata.

President Fulton then recognized board member Jacqueline D. Doyle, who moved that the meeting be adjourned. The motion carried and President Fulton declared that the Ninety-third Annual Meeting of the Medical Library Association was adjourned.

An organizational meeting for the new Board of Directors was held early Wednesday evening. An end-of-the-conference farewell party was held Wednesday evening in the Chicago Cultural Center, which houses the Museum of Broadcast Communications. The party featured a variety of hors d’oeuvres and desserts and music by a local jazz ensemble.

CONFERENCE, MAY 20

The following committees, councils, and sections held meetings on Thursday: Chapter Council, Continuing Education Committee, Hospital Libraries Section, Executive Committee, and Section Council.

POSTCONFERENCE SYMPOSIUM

 Appreciating the Art of Fund-Raising: A Symposium on Applications to Health Sciences Libraries: Moderators: James Shedlock, Galter Health Sciences Library, Northwestern University, Chicago, Illinois; and Diane Schwartz, Primary Care Center, School of Medicine and Biomedical Sciences, State University of New York at Buffalo.


Faculty Firing Line: Ann L. Koch, University of Chicago Library, Chicago, Illinois.

Success Stories and Why They Worked: Janis Apted, Consultant, Ann Arbor, Michigan; James Shedlock, Galter Health Sciences Library, Northwestern University, Chicago, Illinois; and Judie Malamud, D. Samuel Gottesman Library, Albert Einstein College of Medicine, Bronx, New York.

The Library Director’s Role in Development: Venice Peek, Michigan State University Libraries, East Lansing.


Gary D. Byrd, Proceedings Editor, with assistance from Steven J. Squires, Health Sciences Library, University of North Carolina at Chapel Hill