

P. 22 ask Helen



Program

MEDICAL LIBRARY ASSOCIATION

71st Annual Meeting

Hotel Del Coronado

San Diego-Coronado, California

June 11-15, 1972

PROGRAM COVER: The map of San Diego Bay
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Program

71st Annual Meeting

MEDICAL LIBRARY ASSOCIATION

June 11-15, 1972

Hotel Del Coronado

San Diego-Coronado, California

OFFICERS OF THE ASSOCIATION 1971 – 1972

PRESIDENT	Bernice M. Hetzner, University of Nebraska, Medical Center Library, Omaha
VICE PRESIDENT (President-Elect)	Helen Crawford, Texas Technical University, School of Medicine Library, Lubbock
SECRETARY	Marie Harvin, University of Texas at Houston, M.D. Anderson Hospital and Tumor Institute, Library
TREASURER	Richard A. Davis, Rosary College, Graduate School of Library Science, River Forest, Illinois
IMMEDIATE PAST-PRESIDENT	Donald Washburn, D.D.S., Director, Bureau of Library Services, American Dental Association, Chicago
BOARD OF DIRECTORS	Martin M. Cummings, M.D. Director, National Library of Medicine, Bethesda
	Helen Kovacs, State University of New York, Downstate Medical Center Library, Brooklyn
	Sam W. Hitt, Houston Academy of Medicine, Texas Medical Center Library
	David Bishop, McGill University Medical Library, Montreal

**BOARD OF
DIRECTORS** (cont'd)

Joan Titley, University of Louisville,
Health Sciences Library

**EXECUTIVE
SECRETARY**

Helen Brown Schmidt, Medical
Library Association Headquarters
Office, Chicago

PARLIAMENTARIAN

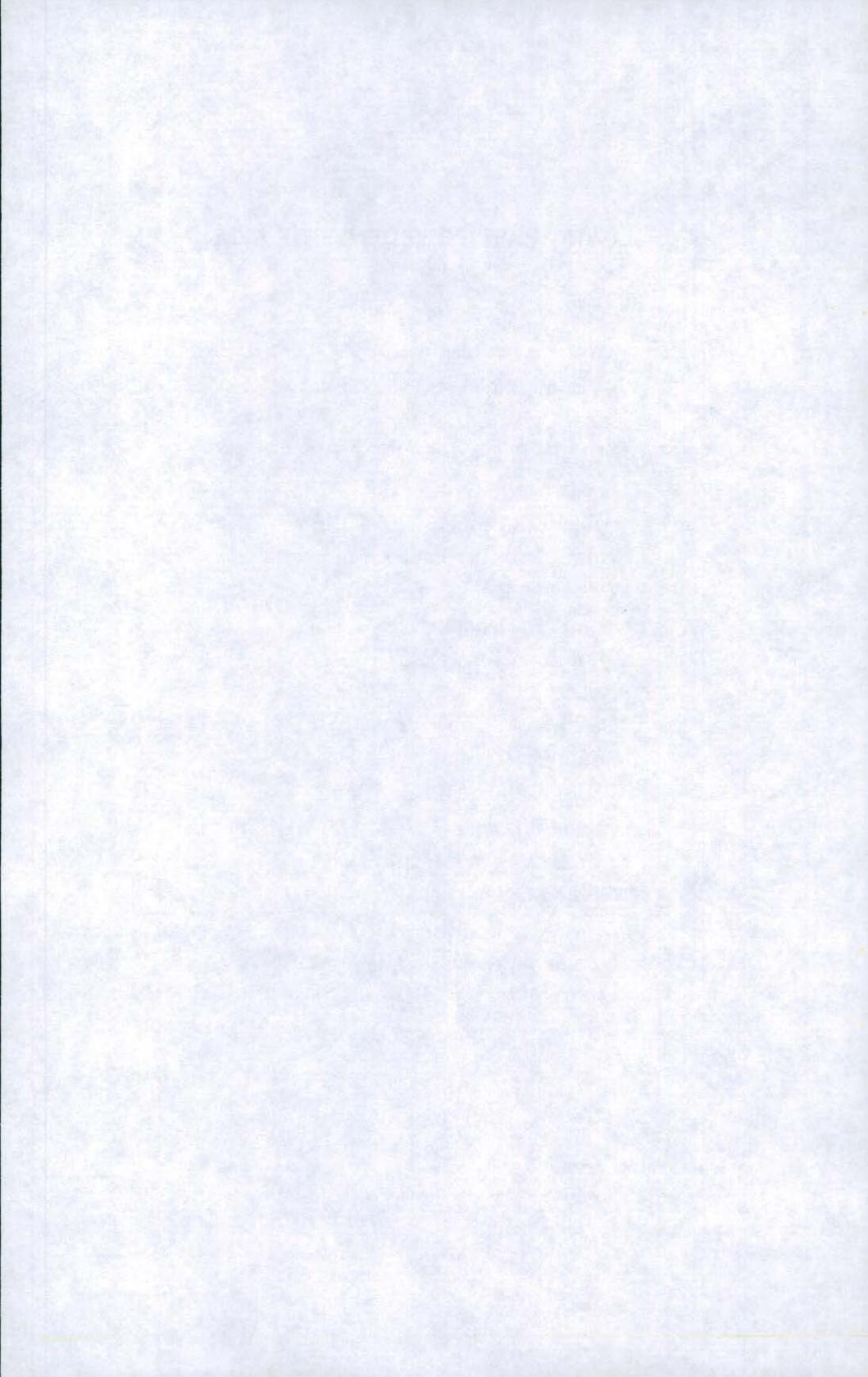
Charles W. Sargent, Ph.D., School of
Library and Information Science,
University of Missouri, Columbia

**SERGEANT-AT-
ARMS**

Wesley Draper, Academy of Medicine
of Brooklyn Library at Medical
Research Library of Brooklyn

LIVING PAST PRESIDENTS OF MLA

Mary Louise Marshall 1941 - 1946
W. B. McDaniel II, Ph.D. 1946 - 1947
Janet Doe 1948 - 1949
Marjorie J. Darrach 1950 - 1951
L. Marguerite Prime 1951 - 1952
William D. Postell 1952 - 1953
Wilma Troxel 1954 - 1955
Wesley Draper 1955 - 1956
Bertha B. Hallam 1956 - 1957
Thomas E. Keys 1957 - 1958
Robert T. Lentz 1960 - 1961
Gertrude L. Annan 1961 - 1962
Frank B. Rogers, M.D. 1962 - 1963
Louise Darling 1963 - 1964
Estelle Brodman, Ph. D. 1964 - 1965
Alfred N. Brandon 1965 - 1966
Mildred C. Langner 1966 - 1967
Scott Adams 1967 - 1968
Jacqueline W. Felter 1968 - 1969
Elliott H. Morse 1969 - 1970
Donald Washburn, D.D.S. 1970 - 1971



GENERAL INFORMATION

The State of California observes Pacific Daylight Saving Time in the month of June.

All events take place at the Hotel Del Coronado unless stated otherwise.

REGISTRATION

The registration desk is located in the lobby of the Del Coronado. Hours:

Sunday, June 11	10:00 a.m. — 9:00 p.m.
Monday, June 12	10:00 a.m. — 8:00 p.m.
Tuesday, June 13	8:00 a.m. — 5:00 p.m.
Wednesday, June 14	9:00 a.m. — 5:00 p.m.
Thursday, June 15	9:00 a.m. — 12 noon

MEDICAL LIBRARY ASSOCIATION

MLA will be represented by the Executive Secretary or her assistants at the MLA Desk in the Hotel lobby. Association publications, membership applications, job openings, scholarship information, etc. may be obtained here.

TICKET SALES

Ticket sales for all functions will stop 24 hours before the event begins. No refunds can be made.

Advance purchase of meal tickets is recommended.

EXHIBITS

Exhibits will be located in the International Room, Terrace Level and will be open:

Tuesday, June 13	10:30 a.m. — 5:00 p.m.
Wednesday, June 14	9:00 a.m. — 5:00 p.m.
Thursday, June 15	9:00 a.m. — 5:00 p.m.

HOSPITALITY

Members of the Subcommittee on Hospitality and Entertainment will be present in the Hotel Lobby to answer questions about points of interest in the Coronado-San Diego area, transportation facilities, local libraries, entertainment, restaurants, etc. Hours:

Sunday, June 11	10:00 a.m. — 9:00 p.m.
Monday, June 12	10:00 a.m. — 7:00 p.m.
Tuesday, June 13	8:00 a.m. — 5:00 p.m.
Wednesday, June 14	9:00 a.m. — 5:00 p.m.
Thursday, June 15	9:00 a.m. — noon

Note: Members attending an Annual Meeting of MLA for the first time will be issued orange convention badges. The Convention Committee urges all members to extend a special welcome to wearers of orange badges.

REGISTRATION FEES

Individual Members	\$15.00
Institutional Members (only one per institution)	22.50
Non-Member	22.50
Library School Student (full time enrollees only)	7.00
One day registration	5.00
Spouse of registrant	No charge

SCHEDULE OF MEETINGS AND EVENTS

Admission to meetings and to the exhibits is restricted to registrants. Please wear registration badges.

A Message Center for incoming messages, courtesy Pacific Telephone and Telegraph Company, will operate June 11-15 at a location near the MLA Conference Registration Desk at the Hotel Del Coronado. The number is Area Code 714, 435-3161. All telephone messages received at the Message Center will be written on the inside of a personalized message card and placed under the conference delegate's name at the Message Center Desk for pick-up. Telephone Company employees will staff the desk during daytime hours.

Press Room (Suite 146) will be open Sunday, June 11 through Thursday, June 15.

PRE-CONFERENCE ACTIVITIES

Sunday, June 11, 1972

LOCAL TOURS:

- | | |
|----------------------------|---|
| 1:00 p.m. to
5:00 p.m. | San Diego Zoo. Buses leave from hotel entrance |
| 1:00 p.m. to
5:00 p.m. | Sea World. Buses leave from hotel entrance |
| 10:00 a.m. to
9:00 p.m. | Registration and Continuing Education Information Desk open (Hotel Lobby) |
| 9:00 a.m. to
4:00 p.m. | Board of Directors Meeting (Garden Room) Presiding: Mrs. Bernice M. Hetzner, President |
| 7:00 p.m. to
9:00 p.m. | ORIENTATION: NEW MEMBERS AND THOSE ATTENDING AN MLA ANNUAL MEETING FOR THE FIRST TIME (Windsor-Embassy-Marquis Rooms) |

Informal discussions led by Members of the Board of Directors and Chairmen of Standing Committees.

CONFERENCE PROGRAM

All meetings, including committee meetings, are open, unless otherwise indicated.

Monday, June 12, 1972

7:00 a.m. to 8:00 a.m.	Continuing Education Information Desk open (Lobby)
9:00 a.m. to 5:00 p.m.	Continuing Education Courses University of California, San Diego (La Jolla)

SCHEDULE OF COURSES FOR CONTINUING EDUCATION

Advance registration and fee required. (CE Desk open in hotel lobby Sunday, 10 a.m. — 9 p.m., Monday 7 a.m. — 8 a.m.) Tickets for bus transportation to and from the UCSD campus are included in the course registration fee. Buses will leave the hotel at 8:15 a.m.

CE 2	Implications of Machines in Medical Libraries
CE 4	General Biomedical Reference Tools
CE 5	Human Factors in Medical Library Administration
CE 8	A Review of the Literature of Dentistry
CE 9	Materials for the History of Medicine
CE 13	Grant Applications and Management
CE 14	Planning Health Science Library Buildings

COURSES FOR CONTINUING EDUCATION (cont'd)

- CE 15 Literature of Nursing
- CE 16 Media Management in Medical Libraries
(Cooperative effort between the National
Medical Audiovisual Center and MLA's Com-
mittee on Continuing Education)
- 9:00 a.m. to 5:00 p.m. Board of Directors Meeting (Garden
Room) Presiding: Mrs. Bernice M.
Hetzner, President
- 10:00 a.m. to 8:00 p.m. Registration (Lobby)
- 9:00 a.m. to 1:00 p.m. Council on Developing Medical
Libraries (Embassy Room)
Mr. Mayo Drake, Chairman
- 9:00 a.m. to 5:00 p.m. Committee on International Coopera-
tion (Marquis Room) (Closed)
Carroll F. Reynolds, Ph.D., Chairman
- 7:00 p.m. to 9:00 p.m. Welcome Party: Wine and Cheese and
Music (Hotel Patio) Hosted by the Medical
Library Group of Southern California
and the Medical Library Group of North-
ern California.

Tuesday, June 13, 1972

- 8:00 a.m. to 5:00 p.m. Registration (Lobby)
- 7:45 a.m. to 9:00 a.m. Veterans Administration Librarians
Breakfast Meeting (Patio Room)
- 10:30 a.m. to 5:00 p.m. Exhibits open (International Room)
Official Opening 10:30 a.m. - 11:00 a.m.

Tuesday, June 13, 1972

COMMITTEE MEETINGS

- | | |
|---------------------------|---|
| 8:30 a.m. to
9:30 a.m. | Membership Committee (Executive Room) (closed) Mr. Gilbert J. Clausman, Chairman |
| 1:00 p.m. | Committee on Medical Library Technician Training (Executive Room) Mr. Richard A. Miller, Chairman |
| 5:45 p.m. | Past Presidents Council (Executive Room) Mr. Elliott Morse, Chairman |
| 8:30 p.m. | Program and Convention Committee (Patio Room) Mr. Elliott Morse, Chairman |

OPENING SESSION (Ballroom)

9:00 a.m. to 10:30 a.m.	Presiding: Mrs. Bernice M. Hetzner, President, Medical Library Association, and Librarian and Professor of Library Science, University of Nebraska Medical Center, Omaha
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Welcome: Clifford Grobstein, Ph.D., Vice Chancellor-Health Sciences and Dean, School of Medicine, University of California, San Diego

Mr. Melvin J. Voigt, University Librarian, University of California, San Diego

Mrs. Najwa Hanel, President, Medical Library Group of Southern California

Tuesday, June 13, 1972

OPENING SESSION (cont'd)

Mr. Robert F. Lewis, Conference
Chairman and Librarian, Biomedical
Library, University of California,
San Diego

Keynote Address: "Should Scientists
Communicate: and if so, with whom?"
Robert D. Tschirgi, M.D., Ph.D., Pro-
fessor of Neurosciences, University of
California, San Diego

Presidential Address:
Mrs. Bernice M. Hetzner, President,
Medical Library Association

10:30 a.m. to
11:00 a.m.

Intermission: Coffee in the Exhibits
Area (International Room)

GENERAL SESSION (Ballroom)

11:00 a.m. to
12:30 p.m.

Beyond Medlars I: Some User-
Oriented Computer Services for
Medical Scientists

Presiding: Donald Washburn, D.D.S.,
Immediate Past President, Medical
Library Association and Director,
Bureau of Library Services, American
Dental Association, Chicago

"MEDLINE: Actualities and Plans."
Mr. Davis B. McCarn, Acting Associate
Director for Scientific Information
Computer and Engineering Services,
National Library of Medicine, Bethesda

Tuesday, June 13, 1972

GENERAL SESSION (cont'd.)

"CAN/SDI: Experience with Multiple-Source Computer Based Current Awareness Services in the National Science Library, Canada." Miss Inez Gaffney, National Science Library, National Research Council, Ottawa.

"Information, Transmission and the Brain (Demonstration)" Reginald G. Bickford, M.B., B. Chir., F.R.C.P., Professor of Neurosciences, University of California, San Diego

1:00 p.m. to
2:30 p.m.

LUNCHEON HONORING NEW MEMBERS AND RECIPIENTS OF ASSOCIATION AWARDS (Crystal Room)

Presiding: Mr. Gilbert J. Clausman, Chairman Membership Committee

Presentation of Scholarships
Presentation of Association Certificates

2:45 p.m. to
3:45 p.m.

JANET DOE LECTURE (Ballroom)

"The Way of the Innovator." Mr. Scott Adams, Office of the Foreign Secretary, National Academy of Sciences, Washington, D.C.

3:45 p.m. to
4:00 p.m.

Intermission

Tuesday, June 13, 1972

GENERAL SESSION: BUSINESS MEETING (Ballroom)

4:00 p.m. to
5:30 p.m.

Presiding: Mrs. Bernice M. Hetzner,
President

Reports of Officers

Board of Directors, Mrs. Bernice M.
Hetzner

The Secretary, Miss Marie Harvin

The Treasurer and Finance
Committee, Mr. Richard A. Davis

The Executive Secretary, Mrs. Helen
Brown Schmidt

Committee on the Central Office,
Dr. Donald Washburn

Reports of Committees

Bylaws Committee, Miss Emilie V.
Wiggins, Chairman

Exchange Committee, Miss Minnie
Orfanos, Chairman

MLA/NLM Liaison Committee,
Mr. William K. Beatty, Chairman

Committee on Curriculum, Mrs.
Beatrice F. Davis, Chairman

Committee on Internships, Mrs.
Nancy E. Zinn, Chairman

Tuesday, June 13, 1972

BUSINESS MEETING (cont'd.)

Committee on Certification,
Mr. Robert T. Lentz, Chairman

Committee on Scholarships,
Miss Eleonor Pasmik, Chairman

Committee on Recruitment, Mrs.
Jacqueline L. Picciano, Chairman

Committee on Continuing Education,
Mr. Raymond A. Palmer, Chairman

Committee on Legislation,
Mrs. Jacqueline W. Felter, Chairman

Committee on International
Cooperation, Dr. Carroll F. Reynolds,
Chairman

Membership Committee, Mr. Gilbert
J. Clausman, Chairman.

Program and Convention Committee,
Mr. Elliott H. Morse, Chairman

Publication Committee, Mrs. Doris
Bolef, Chairman

Editor of the BULLETIN,
Mr. Harold Bloomquist

Editorial Committee, VITAL NOTES,
Mr. William K. Beatty, Chairman

Tuesday, June 13, 1972

BUSINESS MEETING (cont'd.)

Editorial Committee for the
BULLETIN, Miss Jo Ann Johnson,
Chairman

Editorial Committee for CURRENT
CATALOG PROOF SHEETS,
Mr. Sheldon Kotzin, Chairman

Editorial Committee for the
HANDBOOK OF MEDICAL
LIBRARY PRACTICE, Mr. Stanley
D. Truelson, Jr., Chairman

Editorial Committee on SUPPLE-
MENTS to MEDICAL REFERENCE
WORKS, 1679 - 1966, Mrs. Edith D.
Blair, Chairman

GROUP DINNERS AND MEETINGS

7:00 p.m. to
9:00 p.m.

DENTAL LIBRARIES GROUP
(Promenade Room)
Mr. Robert M. Donnell, Librarian,
University of Oregon Dental School
Portland, Chairman

"The Dental Scene." Donald Wash-
burn, D.D.S., Director, Bureau of
Library Services, American Dental
Association, Chicago

HISTORY OF MEDICINE GROUP
(Crystal Room) Mrs. Nancy W. Zinn,
History Librarian, University of
California Medical Center Library,
San Francisco, Chairman

Tuesday, June 13, 1972

GROUP DINNERS AND MEETINGS (cont'd.)

"A Bibliophile Looks at Pediatrics."
Frederick A. Frye, M.D.,
Assistant Clinical Professor of
Pediatrics, University of California,
San Diego

NURSING LIBRARIES GROUP
(Garden Room) Miss Alice
Reinhardt, Nursing Librarian, Los
Angeles County-University of
Southern California Medical Center,
Los Angeles, Chairman

"Information Needs of Nurses in
Relation to Continuing Education
Requirements for Relicensing."
Evelyn N. Hamil, R.N., Director,
Nursing Services and Education, Los
Angeles County-University of
Southern California Medical Center

RESEARCH LIBRARIES GROUP
(Windsor Room) Mr. Jack D. Key,
Librarian, Mayo Foundation,
Rochester, Minnesota, Chairman

"Foibles, Fiscal Responsibilities and
the Future." Mr. David Hines,
Librarian, IBM, Rochester, Minnesota

"Great Books and Great Collectors."
Mr. Jacob Zeitlin, Importer and Dealer
in Rare Books, Zeitlin and Ver Brugge
Booksellers, Los Angeles

Tuesday, June 13, 1972

8:30 p.m. to
10:30 p.m. MEDICAL LIBRARY RELEVANCE
GROUP (Ballroom) Mr. Jerome S.
Rauch, Librarian, University of
Pennsylvania School of Medicine,
Chairman

"Professionals, Professional Organi-
zations and Social Issues." Martin
L. Perl, Ph.D., Stanford Linear
Accelerator Center, Stanford Univer-
sity, Stanford, California

Discussion of Goals and Initial
Organization of this new MLA
Group.

Wednesday, June 14, 1972

9:00 a.m. to Exhibits open (International Room)
5:00 p.m.

9:00 a.m. to Registration (Lobby)
5:00 p.m.

COMMITTEE MEETINGS

7:30 a.m. to Publications Committee (Executive
9:15 a.m. Secretary's Suite) Mrs. Doris Bolef,
Chairman

2:30 p.m. to Committee on Regional Medical
5:00 p.m. Library Programs (Patio Room)
Andrew Lasslo, Ph.D., Chairman

4:45 p.m. Committee on Legislation
(Executive Room) Mrs. Jacqueline
W. Felter, Chairman

Wednesday, June 14, 1972

COMMITTEE MEETINGS (cont'd)

8:00 p.m. to
10:00 p.m.

Ad Hoc Committee to Review Goals and Structure of the Medical Library Association (Patio Room) Mr. Erich Meyerhoff, Chairman

CONCURRENT SESSIONS

9:15 a.m. to
10:45 a.m.

ACADEMIC HEALTH SCIENCE LIBRARIES AND CURRICULUM CHANGE (Ballroom)

Moderator: Miss Jo Ann Johnson, Librarian, Health Center Library, Ohio State University, Columbus

"New Medical School Curriculum and its Library Implications."
Howard S. Barrows, M.D., Assistant Dean, McMaster University Medical School, Hamilton, Ontario

"Relating the Library to Innovations in the Dental School Curriculum."
William H. Crawford, Jr., D.D.S., Associate Dean, University of Southern California School of Dentistry, Los Angeles

"Introducing Library Innovations - Problems and Pitfalls." Mr. George H. Hunter, Librarian, Dana Medical Library, University of Vermont, Burlington.

Wednesday, June 14, 1972

CONCURRENT SESSIONS (cont'd)

IS YOUR LIBRARY CONTRIBUTING
TO YOUR HOSPITAL'S GOALS?
(Crystal - Continental Room)

Moderator: Mrs. Frances Freleaux,
Medical Librarian, Veterans Adminis-
tration Hospital of Long Beach, Califor-
nia

"Contributions to Patient Care." Mrs.
Dorothy Dragonette, Librarian, San
Francisco General Hospital, San
Francisco

"Contributions to Educational
Program." Mrs. Janet C. White,
Librarian, St. John's Hospital, Santa
Monica, California

"Contributions to Community
Involvement." Mrs. M. Moss Humphrey,
Senior Medical Librarian, Martin
Luther King, Jr. General Hospital,
Los Angeles

"Hospital Administration's Views of
the Cost-Effectiveness of the Library's
Contribution to Hospital Goals." Mr.
Darrel Brownell, Vice President,
Memorial Hospital Medical Center of
Long Beach, California

10:45 a.m. to
11:00 a.m.

Intermission

Wednesday, June 14, 1972

GENERAL SESSION (Ballroom)

11:00 a.m. to
12:30 p.m.

BEYOND THE PHARMACOPOEIA:
SPECIAL SERVICES FOR DRUG
AND TOXICOLOGY INFORMATION

Presiding: Miss Helen Crawford. Vice President, (President-Elect) and Resident Library Consultant, Texas Technical University School of Medicine, Lubbock, Consultant, Middleton Medical Library, University of Wisconsin, Madison.

"Pharmacist – Operated Drug Information Services." Joseph L. Hirschman, Pharm. D., School of Pharmacy, University of California San Francisco

"The Toxicology Information Program of the National Library of Medicine." Henry M. Kissman, Ph.D., Associate Director, Specialized Information Services, National Library of Medicine, Bethesda.

Discussant: Miss Laura Osborn, Head, Public Services Division, Houston Academy of Medicine – Texas Medical Center Library, Houston

Wednesday, June 14, 1972

GROUP LUNCHEONS

1:00 p.m. to
2:30 p.m.

HOSPITAL LIBRARIES GROUP
(Ocean View Room) Miss Frances
Ishii, Librarian, Memorial Hospital
Medical Center of Long Beach,
California, Chairman

"What's New in Budgeting?" Mr. Harry
Rowe, Librarian, County of Orange,
Mr. Darrel Brownell, Vice President,
Memorial Hospital Center of Long
Beach, Mrs. Margaret Klinkroth,
Librarian, Good Samaritan Hospital,
Phoenix

MEDICAL SOCIETY LIBRARIES
GROUP (Promenade Room)
Mr. James Parrish, Coordinator for
Extramural Programs, Library of the
Health Sciences, University of Illinois
at the Medical Center, Chicago

MEDICAL SCHOOL LIBRARIES
GROUP (Crystal-Continental Room)
Mr. Nelson J. Gilman, Librarian, Norris
Medical Library, University of Southern
California, Los Angeles, Chairman

"Media, Madness and Medical Libraries."
William E. Millard, Ed.D., Director,
Office of Instructional Media Services,
School of Medicine, University of
Southern California, Los Angeles

Wednesday, June 14, 1972

MENTAL HEALTH LIBRARIES
GROUP (Windsor Room)
Mrs. Ethelyn Rafish, Librarian,
Reiss-Davis Clinic for Child Guidance,
Los Angeles, Chairman

Program: Discussion of Information
Sources and Systems in Mental Health

PHARMACY LIBRARIES GROUP
(Embassy Room) Miss Elisabeth Bell,
Reference Librarian, University of
California Medical Center Library,
San Francisco, Chairman

Miss Marjorie Betts, Zoological
Librarian, San Diego Zoo and
Mr. Wayne Black, Hospital Manager,
San Diego Zoo Hospital, will speak
about behind-the-scenes activities at
the San Diego Zoo.

2:30 p.m. to
6:30 p.m.

Afternoon Open (See Committee
Meetings)

6:30 p.m. to
8:30 p.m.

BEACH PARTY AT THE HOTEL
DEL CORONADO

Thursday, June 15, 1972

9:00 a.m. to
12 noon

Registration (Lobby)

9:00 a.m. to
5:00 p.m.

Exhibits open (International Room)

Thursday, June 15, 1972

COMMITTEE MEETINGS

7:30 a.m. to
9:30 a.m. Committee on Surveys and Statistics
(Patio Room) (Closed) Susan
Crawford, Ph.D., Chairman

8:00 a.m. to
9:15 a.m. Teachers of Medical Library
Courses (Executive Room) (Closed)
Carroll F. Reynolds, Ph.D., Chairman

8:30 a.m. to
9:30 a.m. Committee on Bibliographical
Projects and Problems (Promenade
Room) Miss Joan Staats, Chairman

GENERAL SESSION (Ballroom)

9:30 a.m. to
11:00 a.m. SOME GOALS OF THE NATIONAL
LIBRARY OF MEDICINE PROGRAM:
A DISCUSSION

Presiding: Mr. William K. Beatty,
Chairman, MLA/NLM Liaison
Committee and Librarian and Professor
of Medical Bibliography, Northwest-
ern University Medical School,
Chicago

"Review of Resource Grant Applica-
tions at NLM" Mr. Arthur J. Broering,
Chief, Resources Division, Extramural
Programs, National Library of Medicine,
Bethesda

Discussant: Mr. Nelson J. Gilman,
Librarian, Norris Medical Library,
University of Southern California,
Los Angeles

Thursday, June 15, 1972

GENERAL SESSION (cont'd.)

"Goals of NLM Extramural Training Programs" L.L. Langley, Ph.D., Associate Director for Extramural Programs, National Library of Medicine, Bethesda

Discussant: Fred Roper, Ph.D., Assistant Professor, School of Library Science, University of North Carolina, Chapel Hill

11:00 a.m. to
11:15 a.m.

Intermission

CONCURRENT SESSIONS – CONTRIBUTED PAPERS

11:15 a.m. to
12:45 p.m.

MULTIMEDIA DEVELOPMENT
RELATED TO MEDICAL LIBRARIES
(Ballroom)

Presiding: Miss Anna Leith,
Librarian, Biomedical Library,
University of British Columbia,
Vancouver

"Medical Libraries, Multimedia
and Medical Education." William
L. Millard, Ed. D, Director, Office
of Instructional Media Services,
School of Medicine, University of
Southern California, Los Angeles

Thursday, June 15, 1972

CONTRIBUTED PAPERS (cont'd)

"Instructional Design and the Medical Audiovisual." Miss Margaret Johnson, Librarian, Reference and Archival Section, Media Resources Branch, National Medical Audiovisual Center, Atlanta

"A Clearinghouse of Information on Audiovisuals Related to the Health Sciences." Mrs. Margaret L. Brooks, Chief, Reference and Archival Section, Media Resources Branch, National Medical Audiovisual Center, Atlanta

"Biomedical Communications Personnel: What are they? Where are they?" Mrs. Reba Ann Benschoter, Director, Biomedical Communications Center, University of Nebraska Medical Center, Omaha

"Report on a 16 mm Film Program in a Teaching Hospital." Mrs. Esther Meiboom, Librarian, Martland Hospital Medical Library, College of Medicine and Dentistry of New Jersey, Newark

NEW REFERENCE SERVICES AND TECHNIQUES (Crystal-Continental)

Presiding: Mrs. Gwendolyn S. Cruzat, Assistant Professor, School of Library Science, University of Michigan, Ann Arbor

Thursday, June 15, 1972

CONTRIBUTED PAPERS (cont'd)

"A Summary of the AIM-TWX
Experiment: Use and Users."

Miss Rose Marie Woodsmall, Technical
Information Specialist, Lister Hill
National Center for Biomedical Com-
munications, National Library of
Medicine, Bethesda

"Comparison of the SUNY and
MEDLINE Data Bases in Bibliographic
Retrieval." Isabel Spiegel, Information
Systems Supervisor, and Janet Cramer,
Information Systems Specialist, College
of Medicine and Dentistry of New
Jersey Library, Newark

"A Weekly Subject Index for Current
Contents/Life Sciences." Eugene
Garfield, Ph.D., President, Institute
for Scientific Informaiton, Philadelphia.

"Physician's Referral Letter
Bibliographic Service: A New Method
of Disseminating Medical Information."
Mrs. Norma Jean Lodico, Reference
Librarian, Richmond Service Center,
Virginia Medical Information System,
Richmond.

SOME MANAGEMENT CHALLENGES
AND SOLUTIONS IN MEDICAL
LIBRARIES (Windsor - Embassy -
Marquis Rooms)

Thursday, June 15, 1972

CONTRIBUTED PAPERS (cont'd)

Presiding: Mr. Robert Braude,
Associate Librarian, University of
Colorado Medical Center, Denver

"Journal Availability in a Biomedical
Library." Mrs. Anne Brearley
Piternick, Assistant Professor, School
of Librarianship, University of
British Columbia, Vancouver

"Problems and Solutions in Public
Health Library Consolidation."
Mr. Robert E. Lawrence, Librarian,
School of Public Health, University
of Michigan, Ann Arbor

"Some Ideas about the Capture,
Care and Domestication of Good
Library Assistants." Ms. Theresa
Taborsky, Assistant Medical Librarian,
Eccles Medical Sciences Library,
University of Utah, Salt Lake City

"An Innovative Medical School: An
Innovative Approach to Health
Sciences Information." Gertrude
Lamb, Ph.D., Medical Librarian,
University of Missouri, Kansas City,
School of Medicine

12:50 p.m. to
2:15 p.m.

LUNCHEON FOR MLA OFFICERS
AND COMMITTEE CHAIRMEN
(Promenade Room) (closed)

Thursday, June 15, 1972

GENERAL SESSION: BUSINESS SESSION (Ballroom)

2:30 p.m. to
3:45 p.m.

Presiding: Mrs. Bernice M. Hetzner,
President

Reports of Committees

Committee on Medical Library
Technician Training, Mr. Richard
A. Miller, Chairman

Committee on Surveys and
Statistics, Dr. Susan Crawford,
Chairman

Committee on Bibliographical Projects
and Problems, Miss Joan Staats, Chairman

Ad Hoc Committee to Review the
Goals and Structure of the Medical
Library Association, Erich
Meyerhoff, Chairman

Ad Hoc Committee to Develop a
New Certification Code, Dr. Martha
Jane Zachert, Chairman

Ad Hoc Committee on Education
Grants, Mr. Robert T. Lentz, Chairman

Committee on Regional Medical
Library Programs, Dr. Andrew Lasslo,
Chairman

Committee on Advice on Medical
Library Problems, Ms. Charlotte
Lindner, Chairman

Thursday, June 15, 1972

BUSINESS SESSION (cont'd)

Past Presidents Council, Mr. Elliott
H. Morse, Chairman

Honors and Awards Committee,
Dr. Frank B. Rogers, Chairman

Subcommittee on the Eliot Prize,
Miss Nancy Lorenzi, Chairman

Subcommittee on the Gottlieb
Essay, Dr. Peter D. Olch, Chairman

Subcommittee on the Janet Doe
Lecture, Dr. Frank B. Rogers,
Chairman

Subcommittee on the Rittenhouse
Award, Miss Alice C. Joyce,
Chairman

Ad Hoc Selection Committee for
Director of Medical Library Education,
Mr. Richard A. Davis, Chairman

Reports of Representatives and
Delegates

Advisory Board of National Trans-
lations Center, Mr. Seymour L. Taine

Advisory Committee to the Three
National Libraries' Task Force on
Automation and Cooperation,
Mr. Scott Adams

Thursday, June 15, 1972

BUSINESS SESSION (cont'd)

American Association for the Advancement of Science, Council and Section T. Information and Communication, Mr. William S. Budington

American Association of Colleges of Pharmacy Conference of Teachers, Mrs. Ida B. Conway

American Library Association Council, Mr. Sam W. Hitt

American Library Association, Reference Services Division, Bibliography Committee, Mrs. Helen Brown Schmidt

American Society for Information Science, Mr. Irwin H. Pizer

Council of National Library Associations, Dr. Donald Washburn

Interagency Council on Library Resources for Nursing, Mrs. Jean Frohlich

Joint Committee on Hospital Libraries (CNLA), Mrs. Joanne Crispen

Joint Committee on Library Education (CNLA), Mr. Erich Meyerhoff

Joint Committee on National Library and Information Systems (CONLIS), Mr. William K. Beatty

Thursday, June 15, 1972

BUSINESS SESSION (cont'd)

Joint Committee on the UNION LIST
OF SERIALS, Mr. Samuel Lazerow

U.S.A. Standards Institute, Committee
Z39 on Library Work and Documen-
tation, Mr. Henry L. Lemkau, Jr.

United States Book Exchange, Inc.,
Mr. Frederick D. Bryant

Joint Committee on Government
Relations (CNLA), Mrs. Jacqueline
W. Felter

U.S.A. Standards Institute, Committee
Z85 Standardization of Library
Supplies and Equipment, Mr. Henry
L. Lemkau, Jr.

Nominating Committee, Miss Helen
Crawford, Chairman

Installation of Officers

3:45 p.m. to
4:00 p.m.

Intermission

4:00 p.m. to
5:00 p.m.

INAUGURAL ADDRESS (Ballroom)

Miss Helen Crawford, President
Medical Library Association, 1972 - 73

6:30 p.m. to
7:30 p.m.

Social Hour (Crystal-Continental Rooms)
No Host Bar

Thursday, June 15, 1972

BUSINESS SESSION (cont'd)

7:30 p.m. to
10:00 p.m.

ANNUAL BANQUET (Crown
Room)

Presiding: Mrs. Bernice M. Hetzner,
President

Presentation of Awards
Entertainment Latin American
Style

Friday, June 16, 1972

POST CONVENTION ACTIVITIES

9:00 a.m. to
5:00 p.m.

Board of Directors Meeting
(Garden Room)

Presiding: Miss Helen Crawford,
President

10:00 a.m.

TOURS

Leave Hotel Del Coronado for
Disneyland, Hawaii, Japan, Mexico

CONFERENCE COMMITTEES

CONVENTION COMMITTEE

Robert Lewis, Chairman

Louise Darling, Co-Chairman

Chairmen, Convention Subcommittees

CONVENTION SUBCOMMITTEES

Program Subcommittee

Louise Darling, Chairman

David Bishop

Jane Fulcher

Frances Ishii

Audrey Kerr

Erich Meyerhoff

Gerald Oppenheimer

Minnie Orfanos

Ted Srygley

Helen Yast

Jeanette Yeazell

Hospitality and Entertainment Subcommittee

John Thornbury, Chairman

Melecia Cranny

Najwa Hanel

Christine Larsen

Joyce Loepprich

Frank Mason

Faith Murphy

Annelie Rosenberg

Martha Lou Thomas

Facilities and Meals Subcommittee

John Connor, Chairman

Cynthia Butler

Frances Freleaux

Patricia Kinnison

Tours and Transportation Subcommittee

Nelson Gilman, Chairman

Marilyn Jensen
Phyllis Mirsky

Thomas Morton

Publicity and Printing Subcommittee

Sue Ann Blaise, Chairman

Linda Angold
Richard Fredericksen

Harvey Hammond
Jeane Strub

Registration Subcommittee

Lee Johnston, Chairman

Betsy Beamish
Ella-Belle Groves
Agnes Imbrie
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Lucy Liang
Joyce Marson

Sherrill McMillan
Adelia Mustain
Jesse Neely
Margaret O'Rourke
Sharon Pruhs
Constance Uzelac

Educational Exhibits Subcommittee

George Summers, Chairman

Ruth Monahon

Nancy Steadman

Committee on Continuing Education

Raymond A. Palmer, Chairman

Lois Ann Colaianni
Genevieve Cole
Edward J. D'Anna
Richard Eimas

Lee Langley
Janet Minnerath
Wendy W. Ratcliff
Fred Roper

CONVENTION ARRANGEMENTS

Michael O'Connor, Manager

ACKNOWLEDGEMENTS

The Convention Committee gratefully acknowledges contributions made by the following:

Plenum Publishing Corporation, 277 West 17th Street, New York, New York 10011; for printing the official program

The Medical Library Group of Southern California; for co-sponsoring the Welcome Party on Monday

The Medical Library Group of Northern California; for co-sponsoring the Welcome Party on Monday

Majors Scientific Books, Inc., 8911 Directors Row, Dallas, Texas 75247; for wine at the Annual Banquet

San Diego Technical Book Company, San Diego, California and **Westwood Technical Book Company**, Los Angeles, California, Medical Booksellers; for printing the Annual Banquet menu

Stacey's, A Division of Bro-Dart, Inc., 15255 East Don Julian Road, City of Industry, California 91749; for music at the Beach Party.

Swets and Zeitlinger, P.O. Box 517, Berwyn, Pennsylvania 19312, for music at the Monday evening wine and cheese party.

EXHIBITORS

	Booth No.
Americana Corporation 804 Cuyama Ojai, California 93023	22
Ballen Booksellers 115 East 23rd Street New York, New York 10010	1
Bio Sciences Information Service 2100 Arch Street Philadelphia, Pennsylvania 19103	15
Bro-Dart, Inc. 1609 Memorial Avenue Williamsport, Pennsylvania 17701	13
Ciba Pharmaceutical Company 556 Morris Avenue Summit, New Jersey 07901	25
The Combined Book Exhibit Scarborough Park Albany Post Road Briarcliff Manor, New York 10510	21
EBSCO Subscription Services Box 1943 Birmingham, Alabama 35201	27
Eliot Books, Inc. 35-53 24th Street Long Island City, New York 11106	18
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Institute of Life Insurance 277 Park Avenue New York, New York 10017	19
Intercontinental Medical Book Corporation 381 Park Avenue South New York, New York 10016	24
Learning Systems, Inc. 4150 Chippeau Street St. Louis, Missouri 63116	11
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National Library of Medicine 8600 Rockville Pike Bethesda, Maryland 20014	29 and 30
National Translations Center 35 West 33rd Street Chicago, Illinois 60181	23

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Swets & Zeitlinger P.O. Box 517 Berwyn, Pennsylvania 19312	14
3M Company 3M Center 220-6E St. Paul, Minnesota 55101	7 and 8
Turner Subscription Agency, Inc. 235 Park Avenue South New York, New York 10003	5 and 6
U.S. Book Exchange, Inc. 3335 V Street, N.E. Washington, D.C. 20018	28
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