

Preliminary Program

Annual meeting and exhibition:

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Information Revolution:
Change Is in the Air

May 18-23 ★ Philadelphia
Medical Library Association
www.mlanet.org

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Some celebrate "Information Revolution: Change Is in the Air" with us in Philadelphia! Philadelphia holds a special place in United States history. Home to Benjamin Franklin, the Continental Congress, and the first Medical Library Association annual meeting, Philadelphia has been present at the birth of more historic changes than most cities or states. It is thus a particularly fitting hostess for a meeting devoted to helping us better understand the changing environment surrounding libraries.

Revolution means turbulent times. Revolutions offer unparalleled opportunities to create new products and deliver new services, but they are also stressful and confounding for those who live through them. Whether you are experiencing changes in technologies, user populations, the workforce, vendors, medical practice, available space, or all of the above, MLA '07 has speakers and posters to meet your needs. MLA '07 will help you confront the challenges and, better yet, maximize the opportunities these revolutionary changes may create to offer new services, make information more widely available, and deliver content to new user groups.

Because some of the most revolutionary ideas we must contend with come from beyond the doors of our libraries, we have invited Arthur Caplan, professor of bioethics and founding director of the Center for Bioethics at the University of Pennsylvania—Philadelphia, to be our McGovern lecturer. Caplan will speak on "Peer Review in Science and Medicine: Does It or Can It Work?" Peer review, long the accepted method of assuring quality in scientific literature, is breaking down. News stories of discredited research in established medical journals are now increasingly common. A growing number of Internet-based journals publish studies with minimal peer review, leaving it to readers to judge the quality of the published work. Caplan, who has brought national attention to a number of ethical issues and is known to value controversy and constructive argument, is the perfect speaker to elucidate the complex issues underlying the current

problems in the peer-review process.

Health literacy issues will be the focus of the May 23 closing program. The new, more open information environment of the 21st century promises to allow "healthy people" and a literate public to make quality health care decisions. However, fulfilling that promise requires that the public have access to easily available and readily understandable information. It requires that consumers be able to ask the right questions about what they read and to recognize quality information when they find it.

In Phoenix at MLA '06, we learned how the electronic medical record might improve access to information for physicians. In Philadelphia, we will look at improving access from the consumer's perspective, with a panel of experts to give us the tools we need to bring quality health information to patients, students, health care consumers, and anyone else who needs to understand some of the technicalities of modern health care. This is a program you will not want to miss! Schedule your flights to permit you to attend.

If all this talk of revolution and change makes you tired, refresh yourself in Philadelphia. Philadelphia is renowned for its gardens, which will be at their peak in May. If gardens do not excite you, terrific museums, fascinating historical sites, and wonderful restaurants are only steps away from the Philadelphia Marriott Downtown. Taste the specialties of Philadelphia at the Reading Terminal Market just across the street, visit the Liberty Bell, or take in the Philadelphia Museum of Art. You will find it all in Philly!

This *Preliminary Program* will give you a first look at what MLA '07 has to offer. More details will appear on the MLA '07 Website at www.mlanet.org/am/am2007/ and on the MLA '07 blog, mla2007.blogspot.com. If you are a first-time attendee, be sure to consult the Web for tips on how to take advantage of everything that an annual meeting has to offer.

See you in Philadelphia,
Diana J. Cunningham, AHIP,
and Susan S. Starr, 2007 National
Program Committee cochairs



Diana J. Cunningham, AHIP (left), and Susan S. Starr (right), 2007 National Program Committee cochairs

MLA MEDICAL LIBRARY
ASSOCIATION
Quality information for improved health

MLA is a nonprofit, educational organization with more than 4,500 health sciences information professional members worldwide. Founded in 1898, MLA provides lifelong educational opportunities, supports a knowledgebase of health information research, and works with a global network of partners to promote the importance of quality information for improved health to the health care community and the public.

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This program was printed on recycled paper that contains 10% postconsumer waste and 40% preconsumer waste.

	FRIDAY MAY 18	SATURDAY MAY 19	SUNDAY MAY 20	MONDAY MAY 21	TUESDAY MAY 22	WEDNESDAY MAY 23
7:00 A.M.						
8:00 A.M.	CE 8 A.M.–5 P.M.	CE 8 A.M.–5 P.M. • COMMITTEE MEETINGS • CHAPTER COUNCIL • SECTION COUNCIL 8 A.M.–4 P.M.	• COMMITTEE MEETINGS • SECTION BUSINESS MEETINGS • SIG/INFORMAL MEETINGS • NEW MEMBERS BREAKFAST 7–9 A.M. • SUNRISE SEMINARS 7–8:15 A.M.	• COMMITTEE MEETINGS • SECTION BUSINESS MEETINGS • SIG/INFORMAL MEETINGS 7–9 A.M. • SUNRISE SEMINARS 7–8:15 A.M.	• COMMITTEE MEETINGS • SECTION BUSINESS MEETINGS • SIG/INFORMAL MEETINGS 7–9 A.M. • SUNRISE SEMINARS 7–8:15 A.M.	• COMMITTEE MEETINGS • SECTION BUSINESS MEETINGS • SIG/INFORMAL MEETINGS 7–9 A.M.
9:00 A.M.	BOARD OF DIRECTORS 9 A.M.–5 P.M.		PLENARY SESSION I: • WELCOME TO MLA '07 • PRESIDENTIAL ADDRESS 9–10 A.M.	PLENARY SESSION III: DOE LECTURE 9–10 A.M.	PRESIDENTIAL INAUGURAL ADDRESS/MLA '08 INVITATION 9–10 A.M.	PLENARY SESSION IV: LEITER LECTURE 9–10 A.M.
10:00 A.M.			PLENARY SESSION II: MCGOVERN LECTURE 10:30 A.M.–NOON	• EXHIBITS OPEN 10 A.M.–NOON • BREAK: 10–10:30 A.M. • SECTION PROGRAMS 10:30 A.M.–NOON	• EXHIBITS OPEN 10 A.M.–3 P.M. • BREAK: 10–10:30 A.M. • NLM UPDATE 10:30–11:30 A.M.	
11:00 A.M.						HEALTH INFORMATION LITERACY SESSION 10:30 A.M.–1 P.M.
NOON			• CHAPTER COUNCIL ROUNDTABLE LUNCHEON NOON–2 P.M. • EXHIBITS OPEN NOON–5 P.M.	• AWARDS CEREMONY NOON–1:30 P.M. • EXHIBITS OPEN 1:15–5 P.M.		
1:00 P.M.					• LEGISLATIVE UPDATE • POSTER SESSION IV • SIG/INFORMAL MEETINGS 1–2 P.M.	BOARD OF DIRECTORS 1:30–2:30 P.M.
2:00 P.M.			• POSTER SESSION II • SIG/INFORMAL MEETINGS 2–3 P.M. • BREAK: 2:30–3 P.M.	• POSTER SESSION III • SIG/INFORMAL MEETINGS 2–3 P.M. • BREAK: 2:30–3 P.M.	OPEN FORUMS 2–3 P.M.	CE AND SCHOLARLY PUBLISHING SYMPOSIUM 1:30–5:30 P.M.
3:00 P.M.			MLA BUSINESS MEETING 3–4:30 P.M.	SECTION PROGRAMS 3–4:30 P.M.	SECTION PROGRAMS 3–4:30 P.M.	
4:00 P.M.		NEW LEADERS TEA 4:15–5:15 P.M.				
5:00 P.M.		WELCOME RECEPTION 5:30–7:30 P.M.	SECTION PROGRAMS 4:30–6 P.M.	SECTION BUSINESS MEETINGS 4:30–6 P.M.	• SECTION BUSINESS MEETINGS • SIG/INFORMAL MEETINGS 4:30–6 P.M.	
6:00 P.M.		POSTER SESSION I 6–7 P.M.	RECEPTIONS: • INTERNATIONAL VISITORS • LIBRARY SCHOOL REUNION 6–7 P.M.	SIG/INFORMAL MEETINGS 6–8 P.M.		
7:00 P.M.			FRIENDS OF NLM EVENT 7–9 P.M.		MLA RECEPTION 7–10 P.M.	

CE = Continuing education courses
Breaks include refreshments in the Hall of Exhibits.

PLENARY SESSIONS

Sunday, May 20, 10:30 a.m.–noon

McGovern Lecturer: Arthur Caplan



Arthur Caplan, a noted bioethicist, will speak on “Peer Review in Science and Medicine: Does It or Can It Work?” Having raised ethical issues before and ready to face controversy and welcome discussion, Caplan will clarify the problems with peer review. Caplan is the Emmanuel and Robert Hart Professor of Bioethics and founding director of the Center for Bioethics at the University of Pennsylvania–Philadelphia. He

completed his undergraduate work at Brandeis University and graduate work at Columbia University, where he received a doctorate in the history and philosophy of science. He taught at the University of Minnesota, University of Pittsburgh, and Columbia University. He was the associate director of the Hastings Center from 1984–1987. Since 1994, Caplan has presided over the Center for Bioethics.

Released in November 2006, Caplan’s most recent book, *Smart Mice, Not So Smart People: An Interesting and Amusing Guide to Bioethics*, is a compilation of provocative opinions. Altogether, he has authored or edited more than 25 books and over 500 articles in peer-reviewed journals in medicine, science, philosophy, bioethics, and health policy. He has served on national and international committees, as chair of the Advisory Committee to the United Nations on Human Cloning, and as member of the Presidential Advisory Committee on Gulf War Illnesses and the Special Advisory Committee to the International Olympic Committee on Genetics and Gene Therapy. In addition, he writes a regular column on bioethics for MSNBC.com; is a frequent guest and commentator on National Public Radio, CNN, MSNBC, and in the *New York Times* and *Washington Post*; and has contributed to other media, including television’s *ER*.

Recently, *Technology Review*, in “Q&A, Arthur Caplan: Who Elected You King?”, interviewed Caplan. In describing him, one commentator states, “Round and brash, with the gravelly voice of a street fighter, Arthur Caplan looks and sounds more like a boxer than an ethical philosopher.” Even his critics agree that his commitment to the ethical issues in medicine and the life sciences is compelling.

Monday, May 21, 9:00 a.m.–10:00 a.m.

Janet Doe Lecture: Henry L. Lemkau Jr., FMLA
Constants, Context, and Change: The Pursuit of Purpose



Doe lecturers are chosen for their enlightening, challenging, thought-provoking, and entertaining insights on medical librarianship. Henry Lemkau Jr., FMLA, will not disappoint. Recently retired, Lemkau was one of the longest serving and most successful academic medical school directors in the United States. From March 1979–January 2007, he was professor, director, and chairman of the Department of Medical

Library and Biomedical Communications at the University of Miami Miller School of Medicine. Prior to his appointment at the University of Miami, Lemkau was director of the Edward G. Miner Library at the University of Rochester School of Medicine and Dentistry, in Rochester, NY.

He has proved to be an exceptional leader in the association as well as the health sciences information profession for over forty years. Lemkau served on the MLA Board of Directors from 1989–1991 and as chair of three different MLA chapters over the years. He is recognized as a lecturer and consultant at various institutions in the United States and abroad and is known for his long-term efforts to guide his staff to commit to the association and the profession. He designed and developed a computerized serials system for the Mount Sinai School of Medicine Library and has published numerous papers, the most recent appearing in the January 2003 issue of the *Journal of the Medical Library Association*.

A native of New York, Lemkau did his undergraduate work at St. John’s University in Jamaica, NY; he received his master’s in library science degree from Pratt Institute in Brooklyn, NY; and, in 1994, he received his law degree (JD) from the University of Miami. The combination of his educational attainment, institutional achievement, and association activity led to the conferring of MLA fellowship in 2004.

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Wednesday, May 23, 9:00 a.m.–10:00 a.m.

Leiter Lecturer: Kent A. Smith, FMLA



Kent Smith, FMLA, is currently a management consultant with the National Center for Biotechnology Information, concentrating on policy development, resource management, and long-range planning. From 1989–2004, he was the deputy director of the National Library of Medicine (NLM) and, as principal operating officer, he had major responsibility for program development, policy formulation,

direction, and coordination of all library activities.

Prior to joining NLM, he worked at the National Institutes of Health's National Center for Research Resources and at the US Department of Health and Human Services' Office of the Secretary. Smith has a bachelor's degree in math–economics from Hobart College and a master's degree from the Johnson School of Management at Cornell University. He has received numerous awards, including the MLA President's Award in 1997 and MLA fellowship in 2006.



All site-specific photos used in this publication are courtesy of the Philadelphia Convention & Visitors Bureau.

Wednesday, May 23, 10:30 a.m.–1:00 p.m.

Health Information Literacy: rEvolution in Roles

Sponsored by Chapter and Section Councils

This session will look at the important issues of roles and partnerships for health sciences librarians in dealing with health information literacy. Meet people who are actively involved in this critical issue. After a keynote presentation by Janet Ohene-Frempong, a noted speaker and health literacy advocate, a panel of librarians, moderated by Amy Louise Frey, AHIP, Hospital for Special Care, New Britain, CT, will discuss how they have addressed health information literacy. Panel members include: Micki McIntyre, Campus Library, University of Medicine and Dentistry of New Jersey–Stratford; Andrea Kenyon, Library, College of Physicians of Philadelphia; Lynda Barker, Library and Information Sciences Program, Wayne State University, Detroit, MI, and Marge Kars, AHIP, Bronson Health Sciences Library, Bronson Methodist Hospital, Kalamazoo, MI. Vignettes and posters will also be offered during the session.



Janet Ohene-Frempong, president of J O Frempong & Associates, is a plain language and cross-cultural communications consultant with over twenty-five years of experience in patient–provider communications. She has conducted workshops and consulted for a wide range of health information providers, including health care systems, government agencies, health insurers, pharmaceutical companies, medical

publishers, health and human service agencies, and schools of medicine, nursing, and allied health.

Ohene-Frempong coauthored *Literacy, Health and the Law: An Exploration of the Law and the Plight of Marginal Readers within the Health Care System*, a book for health system and pharmaceutical industry administrators. She also cowrote *Health Care for African Americans in Rethinking Ethnicity and Health Care*, a discussion of the role of marginal literacy as one barrier to optimal care.

She has served on several national advisory committees and is a founding member of the Partnership for Clear Health Communication. She is also cofounder and principal of the Clear Language Group, a consortium of nationally recognized health literacy experts.

Please consult the schedule on page 7 for an overview of the meeting. Dates and times of MLA unit meetings are published on the MLA '07 Website.

For updates, go to www.mlanet.org/am/am2007/.

Saturday, May 19

Welcome Reception and Opening of the Hall of Exhibits

5:30 p.m.–7:30 p.m.

Ticketed event. One ticket to the reception is included with super inclusive, inclusive, and conference-only registration. Purchase additional tickets on the registration form.

Sunday, May 20

New Members/First-time Attendees Breakfast

7:00 a.m.–9:00 a.m.

Ticketed event. No charge, but registration is required. Select the breakfast on the registration form. For information, contact mlams2@mlahq.org or 312.419.9094 x13.

Chapter Council Roundtables Luncheon

noon–2:00 p.m.

Optional ticketed event. You must register in advance. There will be no onsite registration. A lunch ticket is required and costs \$30. Register by topic code number. Registrations without a topic number will not be processed.

Join your colleagues for lunch and informal discussions on a variety of topics. The roundtables provide an opportunity to share experiences, make new friends, and discuss mutual professional concerns and chapter activities.

A limited number of free seats are available to new members (an MLA member for less than five years). These will be available with online registration only.

If you would like to share your skills and expertise as a facilitator or a recorder, please email Chapter Council

Roundtables Committee Cochairs Marie Reidelbach, AHIP (mreidelb@unmc.edu) or Melanie Cedrone (mcedrone@mail.med.upenn.edu). Facilitators and recorders can earn one point for the Academy of Health Information Professionals for these activities!

To register for roundtables, select one of the following topic numbers:

1. Assessment and Evaluation
2. Clinical Decision Making Tools (UpToDate, MDConsult, etc.)
3. Consumer Health
4. Copyright Issues
5. Digitization Projects
6. Electronic Health Record
7. Evidence-based Librarianship
8. Evidence-based Medicine
9. Expert Searching
10. Federated Search Tools and Journal Linkouts
11. Health Information Literacy
12. How to Start an Institutional Repository
13. Integrating You or the Library into the Curriculum
14. Issues in Hospital Librarianship
15. Liaisons Stepping Out of the Library
16. Library Space Planning
17. Management of E-resources
18. Management/Leadership
19. Managing Resources in Emergency/Disaster Situations
20. Marketing and Public Relations
21. New and Emerging Roles for Medical Librarians
22. Open Access/Scholarly Publishing
23. So You Want to Publish?
24. Strategies for License Negotiation with Vendors
25. Talking to Administration/Communication Techniques
26. Technology Issues for Hospital Librarians
27. Using New Technologies and Instructional Design for Teaching
28. Virtual/Electronic Library
29. Web Design and Usability
30. Wikis, Blogs, and Pods, Oh My!

Hospital Libraries Section Business Meeting and Reception

6 p.m.–7:30 p.m.

Ticketed event. No charge, but registration is required. Select the reception on the registration form.

International Visitors Reception

6:00 p.m.–7:00 p.m.

Invitation only.

Library School Reunion

6:00 p.m.–7:00 p.m.

Friends of the National Library of Medicine (FNLN) Reception

7:00 p.m.–9:00 p.m.

Optional ticketed event. Ticket cost: \$50 includes a 1-year FNLN membership. Maximum attendance is 200. Purchase tickets on the registration form.

FNLN will host a reception for MLA members at the Pennsylvania Academy of Fine Arts, America's oldest art museum and school of fine arts, located in the Historic Landmark Building.

Monday, May 21

Awards Ceremony and Luncheon

noon–1:30 p.m.

Ticketed event. One ticket to the luncheon is included with super inclusive and inclusive registration. Purchase additional tickets on the registration form.

Tuesday, May 22

Open Forums

2:00 p.m.–3:00 p.m.

Audience participation is encouraged during concurrent sessions that take on hot topics for the association.

MLA Reception

7:00 p.m.–10:00 p.m.

Ticketed event. One ticket to the reception is included with super inclusive and inclusive registration. Purchase additional tickets on the registration form.

Colleague Connection

This popular networking program pairs a new member or first-time attendee with an experienced member. Once assigned, the pairs work out their own meeting schedules. To participate, please contact Beverly Bradley, 312.419.9094 x13 or mlams2@mlahq.org, by May 1, 2007. Indicate whether you want to be paired with an experienced member or want to help a new colleague.

Job Placement Center

Whether you are seeking an entry-level position, an opportunity for advancement, a change of scenery, or a highly qualified employee, take

advantage of the Job Placement Center.

Individual job seekers and employers must register with the Job Placement Center by completing the forms available at www.mlanet.org/am/am2007/, calling 312.419.9094 x13, or emailing mlams2@mlahq.org (please use "Job Placement Center" in subject line).

All forms will be accepted whether or not you are able to attend MLA '07. Only employers are assessed fees for participating; there is no fee for job seekers.

In addition to the onsite Job Placement Center, employers can post job

Job Placement Center Hours

Saturday, May 19	9:00 a.m.–4:00 p.m.
Sunday, May 20	11:00 a.m.–5:00 p.m.
Monday, May 21	9:00 a.m.–5:00 p.m.
Tuesday, May 22	9:00 a.m.–1:00 p.m.

opportunities on the MLA '07 Website for \$100.00 for 2 months. Details are available on the MLA '07 site. The special May meeting edition of the *MLA News* provides an additional opportunity to place job postings. Visit www.mlanet.org/jobs/jobs2.html to place a job ad in the *MLA News*.

The Hall of Exhibits offers opportunities to learn about the latest products and services from some of the most respected names in the profession. More than 130 exhibitors are expected. To fully enjoy the many displays, we suggest you allow 6 hours during the meeting for walking through the information-packed Hall of Exhibits.

Hours

Saturday, May 19	5:30 p.m.–7:30 p.m. (Welcome Reception/Opening of Exhibits; new this year—Poster Session 1)
Sunday, May 20	noon–5:00 p.m.
Monday, May 21	10:00 a.m.–noon and 1:15 p.m.–5:00 p.m.
Tuesday, May 22	10:00 a.m.–3:00 p.m.

Internet Café

Saturday, May 19–Wednesday, May 23

Sponsored by Elsevier.

The Internet Café provides convenient Internet access for meeting attendees. To access your offsite email, bring the name and, if possible, the Internet service provider (ISP) number of your host (mail server) and your MLANET username and password. The café does not have printers.

Poster Sessions

1. **Saturday, May 19** 6:00 p.m.–7:00 p.m.
(during Welcome Reception)
2. **Sunday, May 20** 2:00 p.m.–3:00 p.m.
3. **Monday, May 21** 2:00 p.m.–3:00 p.m.
4. **Tuesday, May 22** 1:00 p.m.–2:00 p.m.

Peer-reviewed posters are a great opportunity to learn from your peers' experiences implementing new programs and establishing new techniques for today's contemporary library.

Technology Showcase

Hall of Exhibits hours

A theater-style setting is open for exhibitor presentations of the latest technologies. Running throughout the day, these sessions are an opportunity for attendees to get a first look at new technology.

Exhibitors

As of December 14, 2006

- AMERICAN ACADEMY OF ORTHOPAEDIC SURGEONS
- AMERICAN ACADEMY OF PEDIATRICS
- AMERICAN CHEMICAL SOCIETY
- AMERICAN PHYSIOLOGICAL SOCIETY
- AMERICAN PSYCHIATRIC PUBLISHING
- AMERICAN PSYCHOLOGICAL ASSOCIATION
- AMERICAN SOCIETY FOR BIOCHEMISTRY & MOLECULAR BIOLOGY
- AMERICAN SOCIETY OF HEALTH-SYSTEM-PHARMACISTS
- ANNUAL REVIEWS
- BASCH SUBSCRIPTIONS
- BENTHAM SCIENCE PUBLISHERS
- BIOMED CENTRAL
- BLACKWELL PUBLISHING
- BMJ PUBLISHING GROUP
- CAB INTERNATIONAL
- CAMBRIDGE UNIVERSITY PRESS
- CANADA INSTITUTE FOR SCIENTIFIC AND TECHNICAL INFORMATION
- CINAHL INFORMATION SYSTEMS
- CYBERTOOLS FOR LIBRARIES
- EBSCO INFORMATION SERVICES
- ELSEVIER
- EOS INTERNATIONAL
- EPOCRATES
- FUTURE SCIENCE GROUP
- GOPRINT SYSTEMS
- HARRASSOWITZ
- HEALTH AFFAIRS
- HIGHWIRE PRESS—STANFORD UNIVERSITY
- ICML 2009
- INFORMA HEALTHCARE
- J.A. MAJORS/YBP LIBRARY SERVICES
- JAMA & ARCHIVES JOURNALS
- JOHN WILEY & SONS
- KARGER
- MARY ANN LIEBERT PUBLISHERS
- MCGRAW-HILL
- MEDICAL LETTER
- NATIONAL CENTER FOR ENVIRONMENTAL HEALTH/AGENCY FOR TOXIC SUBSTANCES AND DISEASE REGISTRY
- NATIONAL LIBRARY OF MEDICINE
- NATURE PUBLISHING GROUP
- NEAL-SCHUMAN PUBLISHERS
- NEW ENGLAND JOURNAL OF MEDICINE
- OVID
- OXFORD UNIVERSITY PRESS
- PORTLAND PRESS
- PROQUEST
- REFERENCE SHELF
- REFWORKS
- RITTENHOUSE BOOK DISTRIBUTORS
- SAGE PUBLICATIONS
- SERIALS SOLUTIONS
- SLACK INCORPORATED
- SOFTLINK AMERICA
- SPRINGER
- SWETS INFORMATION SERVICES
- SYDNEYPLUS INTERNATIONAL
- TETON DATA SYSTEMS
- THIEME MEDICAL PUBLISHERS
- THOMSON GALE
- THOMSON PDR
- THOMSON SCIENTIFIC
- UNBOUND MEDICINE
- UP2DATE
- WOLTERS KLUWER HEALTH/LIPPINCOTT WILLIAMS & WILKINS

To exhibit at MLA '07, contact Marybeth Durkin, Hall-Erickson, at 630.434.7779; email, mla@heiepo.com.

SPECIAL COURSE SUITES

CH Consumer Health Information Specialization Program

These courses present the latest resources and ideas in the consumer health information field.

OL Digital Libraries

These courses focus on aspects of digital libraries.

EP Evidenced-based Practice

These courses emphasize the librarians' role in the practices of evidence-based health care.

ES Expert Searcher Training Initiative

These courses emphasize librarians' roles as expert searchers in health care and biomedical research.

MT Management Track

These courses address topics relevant to library administration for current managers and individuals with an interest in management.

 Hands-on Computer Courses

All hands-on computer courses will be held at an offsite facility in Philadelphia, and not at the Philadelphia Marriott Downtown. The facility's name and directions are posted on the MLA '07 Website and will be printed in the *Official Program*. Hands-on courses are clearly marked as part of the course description with the hand icon.

ESSENTIAL AREAS OF KNOWLEDGE

Courses are organized in tracks according to the Seven Essential Areas of Knowledge as described in Platform for Change, MLA's educational policy statement (www.mlanet.org/education/platform/).

- 100s** Health Sciences Environment and Information Policies
- 200s** Management of Information Services
- 300s** Health Sciences Information Services
- 400s** Health Sciences Resource Management
- 500s** Information Systems and Technology
- 600s** Instructional Support Systems
- 700s** Research, Analysis, and Interpretation

Registration and Fees

Registration is handled on a first-come, first-served basis, and no waiting lists are maintained. You must register for CE courses by course number and day on the registration form. Fees are based on first-choice selections. You do not have to register for the meeting to register for MLA '07 courses. Room assignments will be listed in the *Official Program* and in the Online Program Planner at www.mlanet.org/am/am2007/. Some instructors have established a maximum attendance size, so register early by sending in the registration form on page 26 today—or better yet, register online now.

Student fee, pending available space: \$50

Cancellation or course change fee: \$50 per course
(see page 27 for refund policy and deadlines)

8:00 a.m.–5:00 p.m.

MT **200** The Business Case Reloaded: Scoring High in Credibility, Accuracy, and Practical Value Using Your Passport to Approval, Funding, and Transformation

Level: Beginning

Cost: \$285 (nonmember, \$335)

Learn what a business case is, when to use one, what makes a business case successful, and how to structure and formulate the case to tell a compelling story in such a way that financial and nonfinancial decision makers will grant approval, funding, and transformation.

Instructor: Rosalind K. Lett, AHIP, chief executive officer and executive director, Knowledge Cartel/Knowledge BaslC, Lithonia, GA

300 The History of the Health Sciences: A One-day Overview

Level: Beginning

Cost: \$285 (nonmember, \$335)

Concentrating on medicine, this course will also discuss topics in dentistry and nursing. It will identify major names, issues, discoveries, and publications and will place them in a coherent historical context.

Instructors: Patricia E. Gallagher, AHIP, senior librarian, New York Academy of Medicine–New York, and Stephen J. Greenberg, coordinator of public services, History of Medicine Division, National Library of Medicine, Bethesda, MD

CH **306** Providing Health Information Resources and Services in Other Languages

Level: Beginning

Cost: \$285 (nonmember, \$335)

The ability to provide culturally and linguistically appropriate resources and services is an increasingly important skill for librarians. Participants will gain knowledge of how to plan for and find health information to meet the needs of patients and families whose primary language is not English.

Instructors: Kristine Alpi, AHIP, associate library director and lecturer in public health, Weill Medical College of Cornell University, New York, NY, and Barbara M. Bibel, reference librarian, Oakland Public Library, Oakland, CA

EP 700 Statistics for the Statistically Challenged
Level: Beginning
Cost: \$285 (nonmember, \$335)
Attendance maximum: 25
 Statistics and numbers are important in presenting and understanding health research. They can be confusing and are often intimidating for those who seek to read health care literature. This course is meant for beginners and those who are very uncomfortable with numbers and statistics. It takes a hands-on approach to and looks at how various statistical concepts in daily life are translated into reports of clinical research. At the end of the class, participants will be more comfortable with the numerical aspects of clinical research and have a broader understanding of how numbers are used and what they mean.
Instructor: Kathleen Ann McKibbon, associate professor, Clinical Epidemiology and Biostatistics, Health Information Research Unit, McMaster University, Hamilton, ON, Canada

701 Understanding and Using Medical Terminology

Level: Beginning
Cost: \$285 (nonmember, \$335)
Attendance maximum: 24
 Build a solid foundation of basic medical terminology through the study of word structure and definitions, and review of National Library of Medicine online vocabulary tools. This course will teach participants to analyze and define medical terms and to explore new terms through a pathway of Medical Subject Headings (MeSH) tree structures and the MeSH browser.
Instructor: Margaret Peloquin, AHIP, head librarian, Austin Community College, Eastview Campus, Austin, TX

10:00 a.m.–5:00 p.m.

MT 201 Decision Making: How to Make the Hard Decisions
Level: Intermediate
Cost: \$260 (nonmember, \$310)
 Decision making can overwhelm even experienced medical librarians. Fortunately, there are simple

written exercises that can improve the speed, quality, and effectiveness of decision making. Because timely decision making is a hallmark of effective leadership, learning how to make hard decisions with more grace and competence also wins trust and respect. Learn how to apply these methods to your library and career.
Instructor: Pat Wagner, co-owner, Pattern Research, Denver, CO

OL 202 Redesigning Library Spaces for the Electronic Age

Level: Beginning
Cost: \$260 (nonmember, \$310)
 Examine the issues and principles of technology space planning for new, remodeled, and renovated library space. Requirements and principles for designing electronic classrooms, information commons, public access workstations, touch down stations, and redesigned staff workflow are outlined. Emerging technologies, the impact of electronic publishing on library space design, and social and spatial boundaries and their implications for library design will be discussed.
Instructor: Logan Ludwig, AHIP, associate dean, Library and Telehealth Services, Stritch School of Medicine, Loyola University Medical Center, Maywood, IL

OL 203 Using Digital Photography to Enhance Your Library's Image

Level: Beginning
Cost: \$260 (nonmember, \$310)
Attendance maximum: 20
 Digital cameras have become commonplace. This workshop will focus on using the medium as a public relations tool for one's institution. The basics of photography, principles of design, and preparation for print or Web output will be presented. Demonstrations of photo manipulation software will be given as well as examples of and information on the prepress and printing processes.
Instructor: Margaret Vugrin, AHIP, reference librarian, Health Sciences Library, Texas Tech University–Lubbock

MT 400 Managing Electronic Journal Collections: People, Tools, and Services
Level: Beginning+
Cost: \$260 (nonmember, \$310)
 This course will provide options for managing electronic journal collections, and attendees will be given strategies to adapt what they learn to their own environments. Concepts to be covered include establishing procedures, workflows and training for staff, selecting an electronic resource management tool, budgeting issues, linking solutions, working effectively with information technology, and more.
Instructors: Daniel Dollar, associate director, Collection Development and Management, Cushing/Whitney Medical Library, Yale School of Medicine, New Haven, CT, and Janice Swiatek-Kelley, associate director, Arnold Bernhard Library, Quinnipiac University, Hamden, CT

600 Creating More Effective Learning Activities

Level: Beginning
Cost: \$260 (nonmember, \$310)
Attendance maximum: 30
 Get an overview of current educational principles and practices to consider when teaching learners in the health professions. Medical librarians have considerable experience with informal, ad hoc teaching, but few have had formal training in educational principles and practices. This class will allow you to take on more formal teaching roles, by teaching the principles of learning theory and instructional design as well as skills to confidently develop educational objectives and assignments that can be assessed objectively.
Instructors: Gale Hannigan, AHIP, Health Sciences Center, Texas A&M University–College Station, and Jeanne M. Burke, education coordinator, Health Sciences Library/Learning Resource Center, Creighton University Medical Center, Omaha, NE

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8:00 a.m.–noon

MT 204 Library Director: Knowledge, Skills, and Career Paths
Level: Intermediate
Cost: \$210 (nonmember, \$260)
Attendance maximum: 25
 Issues facing academic health sciences library directors—including budgets and planning, fundraising, politics, and organizational strategy—will be discussed. Career paths and strategies for obtaining necessary skills will be emphasized.
Instructors: Wayne Peay, FMLA, director, Eccles Health Sciences Library, University of Utah–Salt Lake City; Rick Forsman, AHIP, FMLA, project director, Denison Memorial Library, University of Colorado–Denver and Health Sciences Center; James Shedlock, AHIP, director, Galter Health Sciences Library, Northwestern University, Chicago, IL; and Elizabeth K. Eaton, executive director, Houston Academy of Medicine–Texas Medical Center Library–Houston

301 The Molecular and Genetic Bases of Cancer

Level: Beginning
Cost: \$210 (nonmember, \$260)
Attendance maximum: 30
 Investigate scientific concepts and terminology related to the molecular and genetic causes of cancer and the potential for molecular treatments such as gene and anti-sense therapies. The class will start with a basic introduction to the cell, DNA synthesis, repair, transcription, and translation. Entities such as oncogenes, proto-oncogenes, and tumor suppressors will be introduced and related to different types of cancer. Participants will walk away with reinforced vocabulary, search terminology (Medical Subject Headings), and a variety of basic resources.
Instructor: Michele R. Tennant, AHIP, bioinformatics librarian, Health Science Center Libraries and Genetics Institute, University of Florida–Gainesville

OL 601 Facilitating Online Collaboration: Best Practices in the Development and Facilitation of Discussion, Listservs, Wikis, and Webinars

Level: Beginning+
Cost: \$210 (nonmember, \$260)
 This workshop will examine current best practices in the setup and moderation of online discussions, including initiation, ground rules, feedback, and collaboration. Avoid overload and agony as you learn seven key strategies to minimize your workload and maximize interaction. Then, examine how blogs, wikis, and Webinars can take online collaboration to a new level of innovation. Hold virtual office hours, check in with your students, host guest speakers, and conduct live discussions.

Instructor: Jan Buhmann, consultant, Online Learning and Technology Implementation, Eugene, OR

1:00 p.m.–5:00 p.m.

MT 205 Leadership and Emotional Intelligence

Level: Beginning
Cost: \$210 (nonmember, \$260)
 Based on Daniel Goleman's work as described in two of his books, *Emotional Intelligence* and *Primal Leadership*, this workshop will introduce participants to the principles and practices of emotional intelligence, especially as they apply to effective leadership in library organizations today. Among the topics to be addressed are understanding emotional intelligence, practices for effective leadership in today's workplace, emotional intelligence competencies, leadership styles, assessment of emotional intelligence competencies, and management of emotions and relationships for effective leadership.
Instructor: Maureen Sullivan, Maureen Sullivan Associates, Annapolis, MD

ES 302 Finding References to Conference Papers and Poster Presentations

Level: Intermediate
Cost: \$210 (nonmember, \$260)

Presentations at scientific conferences often are the first public release of research findings or new developments in clinical practice. These important communications typically predate publication in peer-reviewed medical journals by two to three years. As a result, the content of meeting papers or posters is frequently the focus of online inquiries. Unfortunately, finding answers can be difficult. Which databases offer the most timely and substantive information regarding individual presentations at scientific meetings? This session compares and contrasts health sciences conference coverage and search features provided in both fee-based, online databases and relevant, free Web resources.

Instructor: Bonnie Snow, research director, Pharmaceutical Content and Clinical Applications, Thomson Scientific, Philadelphia, PA

HW 303 Government Statistics and Regulations: A Primer for Nongovernment Documents Librarians

Level: Beginning
Cost: \$285 (nonmember, \$335)
Attendance maximum: 22
 Government information has long been considered a unique and separate area of reference service, with its own classification schemes, Internet domains, and most importantly, its own specialist librarians. But current governmental information, which has made a transition from print formats to free, Web formats probably faster and more comprehensively than any other genre of information, is more accessible to nongovernmental specialists than ever before. This session will empower participants to discover and use the wealth of statistical and regulatory information that is available from governments.
Instructors: Cassandra Hartnett, librarian, US Documents and Women Studies, Government Publications, Suzzallo Library, University of Washington–Seattle, and Eric Forte, librarian, Economics and International Documents, Davidson Library, University of California–Santa Barbara

100 Essentials of Library Law**Level: Intermediate****Cost: \$285 (nonmember, \$335)**

Explore the essential aspects of the law that influence the activities, decisions, and practice environments of medical library professionals. Understand the basic framework of US legal authority, procedure, and content. Review statutory and case law regarding intellectual freedom and property in their application to cyberspace. The USA Patriot Act, the Freedom of Information Act, the Digital Millennium Copyright Act, and basic principles of copyright, patent, and trademark will be addressed. The session will transition to some of the “bread-and-butter” topics in legal medicine and health law, including privacy, disabilities, and public health.

Instructor: Jack W. Snyder, associate director, Specialized Information Services, National Library of Medicine, Bethesda, MD

ES 304 Becoming an Expert Searcher**Level: Beginning****Cost: \$385 (nonmember, \$435)****Attendance maximum: 22**

What constitutes an expert search? Who can be an expert searcher? This class looks at these questions and practice methods (reference interview, database analysis, search construction, and search evaluation) used by expert searchers. Learn some tips and tricks for searching and create a self-study plan to hone your skills.

Instructor: Terry Ann Jankowski, AHIP, head, Information and Education Services, Health Sciences Libraries, University of Washington–Seattle

305 The Medical School Experience**Level: Beginning****Cost: \$285 (nonmember, \$335)****Attendance maximum: 50**

Modeled on the mini medical school program, this course will provide an introduction to how medical students become physicians as well as an orientation to anatomy, the physical exam, diagnosis and physiology, patho-

physiology, and pharmacology for participants.

Instructors: Audrey Chun, assistant professor; Helen Fernandez, assistant professor and associate fellowship director; Reena Karani, assistant professor and director, Geriatrics Consultation and Liaison Services; and David C. Thomas, assistant professor and director, Internal Medicine Associates; Mount Sinai School of Medicine, New York, NY

ES 307 Searching for Drug and Pharmaceutical Information Online**Level: Intermediate****Cost: \$285 (nonmember, \$335)**

Discover major online sources for pharmacology and therapeutics information and pharmaceutical market research. Review factors in the drug development and regulatory review process that affect information retrieval. Learn types of drug nomenclature and their relationship to scientific communication and effective literature searching. Discussion centered on detailed examination and comparison of sources will emphasize key points to consider in database selection.

Instructor: Bonnie Snow, research director, Pharmaceutical Content and Clinical Applications, Thomson Scientific, Philadelphia, PA

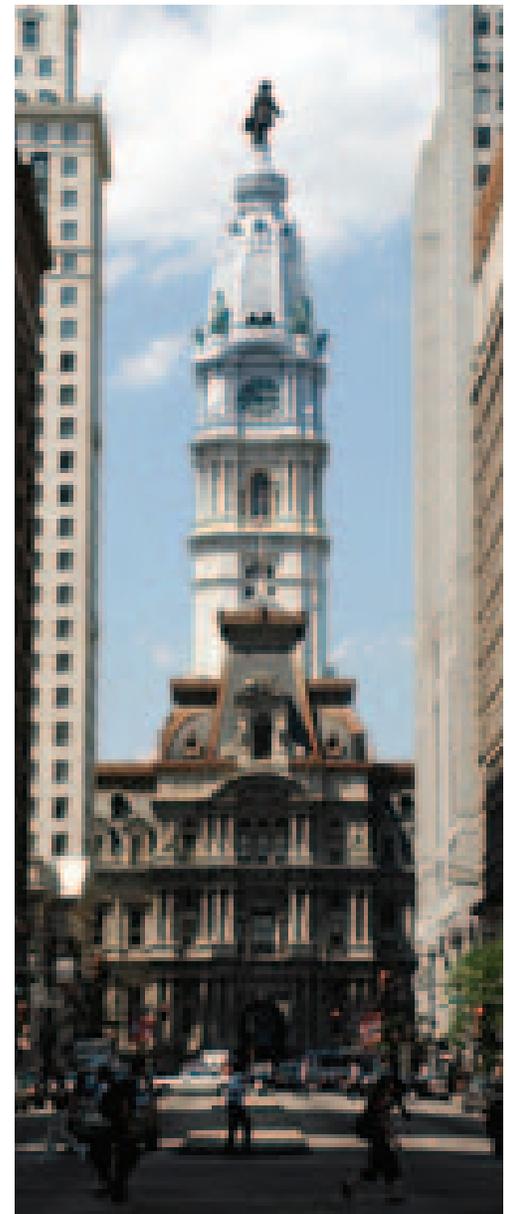
OL 500 Geeks Bearing Gifts: Unwrapping New Technology Trends**Level: Beginning****Cost: \$385 (nonmember, \$435)****Attendance maximum: 22**

This course is a fun, fast-paced, and informative introduction to and update on today’s hottest technology trends. Participants will be able to understand how these trends will impact or be integrated into traditional library services. Content will be presented with a “can-do” focus intended to encourage participants to investigate at least one technology for implementation in their institutions. Course structure will include brief vignettes and demonstrations of

a wide variety of technologies including really simple syndication, spyware, developments in mobile computing, blogs and wikis, social bookmarking, radio-frequency identification, and more.

Instructors: J. Dale Prince, AHIP, technology coordinator, National Network of Libraries of Medicine, Southeastern Atlantic Region, Baltimore, MD, and Bryan Vogh, technology coordinator, National Network of Libraries of Medicine, Greater Midwestern Region, Chicago, IL

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8:00 a.m.–3:00 p.m.

101 Bioethics: An Introduction for Health Information Professionals**Level: Beginning+****Cost: \$260 (nonmember, \$310)****Attendance maximum: 25**

Get an introduction to the field of bioethics for health information professionals. This course will give participants a basic understanding of bioethical theory and topics, offer a method for analyzing bioethics problems, examine ethical issues in end-of-life care and in human subjects research, and review key informational tools in bioethics. Students will discuss cases confronted by clinicians and by health information professionals.

Instructor: John Moskop, professor, Department of Medical Humanities, Brody School of Medicine, East Carolina University, and director, Bioethics Center, University Health Systems of Eastern Carolina, Greenville, NC

CH 206 Planning and Managing the Consumer Health Library**Level: Beginning+****Cost: \$260 (nonmember, \$310)****Attendance maximum: 30**

Learn about needs assessment, costs and funding, business plans, staffing, collection development, policy development, and public relations.

Instructor: Michele Spatz, director, Planetree Health Resource Center, Mid-Columbia Medical Center, The Dalles, OR

MT 207 Reverse Strategic Planning: One Proven Method for Improving Communication and Coordination at Your Medical Library or Institution**Level: Intermediate****Cost: \$260 (nonmember, \$310)**

This transparent process of presenting and evaluating individual priorities can quickly educate a team, department, or work group about what personnel do and how

each person's work supports the priorities of the plan. It can also help create a realistic model for where resources need to be allocated. Reverse strategic planning can evaluate the success of an existing plan or create a quick-and-clean plan during times of change. Learn if your library or institution is a candidate for the process and how to apply the methods and principles.

Instructor: Pat Wagner, co-owner, Pattern Research, Denver, CO

MT 401 Getting Electronic Scholarly Resources into the Hospital Setting: From Print to Digital**Level: Beginning****Cost: \$260 (nonmember, \$310)****Attendance maximum: 20**

This course is intended to assist hospital librarians who may be looking for a consortia or "go it alone" model. The course will focus on incorporating electronic resources into the environment, identifying resources that complement and expand access, providing remote as well as onsite access, and gathering and assessing use statistics to evaluate effectiveness.

Instructors: Judith Cohn, associate vice president, Scholarly Information, and university librarian, University Libraries, University of Medicine and Dentistry of New Jersey (UMDNJ)–Newark, and Kerry A. O'Rourke, AHIP, campus library director, Robert Wood Johnson Library of the Health Sciences, UMDNJ–New Brunswick

**EP 702 Quality Filtering: Critical Appraisal and Synthesis of the Biomedical Literature****Level: Beginning+****Cost: \$260 (nonmember, \$310)**

Explore study designs commonly employed in clinical research, including assessment of the relevance and validity of various studies in relationship to specific clinical cases.

Instructors: Rebecca Jerome, assistant director; Taneya Koonce, assistant director; and Rachel R. Walden, library fellow; Eskin Biomedical Library, Vanderbilt University Medical Center, Nashville, TN

703 Writing for Peer-reviewed Library Journals**Level: Beginning****Cost: \$260 (nonmember, \$310)**

Learn how to organize your ideas, select resources, and get over writer's block. You will walk away with an understanding of the publication process, the ethical issues involved with authorship and duplicate publishing, and ways to negotiate effectively with editors and reviewers.

Instructor: David L. Armbruster, professor and head, Scientific Publications, Health Sciences Library, University of Tennessee Health Sciences Center–Memphis



MT **102 The Librarian as a Professional, or How I Learned to Stop Worrying and Love Complexity**

Level: Beginning

Cost: \$210 (nonmember, \$260)

Attendance maximum: 18

This interactive class focuses on practical and metaphoric tools for excelling in the current health sciences library work environment. We will start with workplace models drawn from the cinema that illustrate the active choices we make to succeed. We will then focus on “blockbuster” themes of budgeting, personnel, marketing, information services, and managing change. We will “act” our way through scenarios that prepare us to address these issues using practical tools. Next, values and commitment, deliberate acts of principle, the power of optimism, working through conflict, comfort with ambiguity, creativity as a response to adversity, and learning to love complexity will be addressed. Participants will leave with a clearer sense of vision and values for their library services.

Instructor: Gerald Perry, AHIP, interim director, Denison Memorial Library, University of Colorado–Denver and Health Sciences Center, Denver, CO

MT **208 Leadership in a Health Sciences Library: Be a Leader from Your First Day on the Job**

Level: Intermediate

Cost: \$210 (nonmember, \$260)

Attendance maximum: 20

This course will assist attendees in defining leadership, identifying types of leadership, and categorizing the qualities of a good leader. Topics to be covered include management versus leadership, vision and strategic planning, project management, change management, effective styles of communication, special challenges of leading in today’s health care environment, MLA’s Academy of Health Information Professionals and other pathways for professional development, and building trust and effective teams.

Instructors: Anne Linton, AHIP, director; Kathe Obrig, associate



director, Access Services; and Alex Gomes, AHIP, associate director, Curriculum and Technology, Himelfarb Health Sciences Library, George Washington University, Washington, DC; and Patricia Wilson, consultant, Washington, DC

704 Web Survey Design and Tools for the Busy Librarian

Level: Beginning

Cost: \$210 (nonmember, \$260)

The major goal of this course is to instruct librarians in how to use Web surveys to obtain information that can improve the quality of their health sciences library services.

Instructors: Diana Robertson, knowledge specialist and owner, Robertson Research, Woodstock, ON, Canada, and Allan Barclay, AHIP, information architecture coordinator, Ebling Library for the Health Sciences, University of Wisconsin–Madison

a substantial amount of time showing users how to accomplish tasks that use computer software. Online tutorials can make this process easier.

Instructors: Robert Ladd, education media specialist, and KT Vaughan, librarian, bioinformatics and pharmacy, Health Sciences Library, University of North Carolina–Chapel Hill

EP **705 Understanding Health Care Literature: A Primer**

Level: Beginning

Cost: \$210 (nonmember, \$260)

Attendance maximum: 25

Often, evidence-based teaching and learning relies on studying various categories of health care research such as therapy, diagnosis, and economics—emphasizing the differences across the categories. Librarians, as teachers, need to know about and find the aspects of the health care literature that are common to all categories of clinical research. This workshop looks at twelve topics or issues and shows why each is important.

Instructor: Kathleen Ann McKibbin, associate professor, Clinical Epidemiology and Biostatistics, Health Information Research Unit, McMaster University, Hamilton, ON, Canada

1:00 p.m.–5:00 p.m.

OL **501 Designing Effective Online Tutorials Enhanced with Interactive Video Demonstrations**

Level: Beginning+

Cost: \$285 (nonmember, \$335)

Attendance maximum: 16

Design effective online tutorials that incorporate interactive video clips of desktop activity created using Macromedia Captivate software. Librarians frequently spend

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1:30 p.m.–5:30 p.m.

- CH 308** **Easy-to-read Health and Wellness Material for Consumers**
Level: Beginning
Cost: \$210 (nonmember, \$260)
Attendance maximum: 25
 We will discuss principles of teaching the adult learner, elements of effective materials, and practical applications. Participants will become aware of the communication dynamics of providing understandable, easy-to-read health information to consumers and learn to adapt resources useful for low-literate adults. We will review the lack of connection between health information providers and health information seekers, the success of “plain language” initiatives, and the importance of text, type, graphics, vocabulary, space, and layout. Participants should bring materials they use that need to be written in an easy-to-read manner.

Instructor: Beth Wescott, network access coordinator, National Network of Libraries of Medicine, Southeastern Atlantic Region, Baltimore, MD

- CH 309** **Will Duct Tape Cure My Warts? Examining Complementary and Alternative Medicine**
Level: Intermediate
Cost: \$285 (nonmember, \$335)
Attendance maximum: 22
 Increase your understanding of complementary and alternative medicine (CAM). Learn about the history of CAM and its impact on medical practices. Learn how CAM is used, how to avoid “bad science,” and how to look up evidence of the effectiveness of CAM therapies.
Instructor: Karen Vargas, consumer health outreach coordinator, National Network of Libraries of Medicine, South Central Region, Houston Academy of Medicine–Texas Medical Center Library, Houston, TX

- EP 602** **Evidence-based Public Health: Finding and Appraising Relevant Resources**
Level: Beginning+
Cost: \$285 (nonmember, \$335)
Attendance maximum: 22
 Get an introduction to evidence-based public health and an overview of resources available for evidence-based public health practice that will develop into a foundation of knowledge. Case studies based on real public health questions will bring the participants face-to-face with a variety of resources. Critical appraisal of public health literature will build participants’ confidence by evaluating the results of their searches and applying information to public health decision making.
Instructors: Nancy Allee, AHIP, deputy director, Health Sciences Libraries, University of Michigan–Ann Arbor, and Kristine Alpi, AHIP, associate library director and lecturer in public health, Weill Medical College of Cornell University, New York, NY

INFORMAL MEETINGS NOTICE

MLA reserves blocks of time for informal meetings and other events. Requests outside these times cannot be accommodated. Requests received before **March 1, 2007**, will be listed in the *Official Program*.

By contract, all meeting space is controlled by MLA. Calls to the hotel for space will be forwarded to the meeting planner for approval.

The following time blocks are approved for informal meetings:

Sunday, May 20	7:00 a.m.–9:00 a.m. 2:00 p.m.–3:00 p.m. (during poster session)
Monday, May 21	7:00 a.m.–9:00 a.m. 2:00 p.m.–3:00 p.m. (during poster session) 6:00 p.m.–8:00 p.m.
Tuesday, May 22	7:00 a.m.–9:00 a.m. 1:00 a.m.–2:00 p.m. (during poster session) 4:30 p.m.–6:00 p.m.
Wednesday, May 23	7:00 a.m.–9:00 a.m.

Note: If you are an affiliate, non-MLA group, exhibitor, or commercial group, you will be charged for reserving informal meeting space.

For more information and to reserve informal meeting space, you must complete an application at www.mlanet.org/am/am2007/.

1:30 p.m.–5:30 p.m.

01 **800** **Scholarly Publishing Issues:
The Challenges and Opportunities
Facing Libraries in an Open Access Environment**

Sponsored by the MLA Scholarly Publishing Task Force; Governmental Relations Committee; Collection Development, Leadership and Management, and Technical Services Sections; and Association of Academic Health Sciences Libraries

Cost: \$175 (nonmember, \$210), attendance maximum: 75, MLA CE contact hours: 4

Over the past decade, the scientific, technical, and medical (STM) publishing industry has changed dramatically as open access models challenge traditional approaches to scholarly publishing. For librarians, the last few years have brought confusion and a new complexity to the scholarly publishing arena. The response of the publishing industry and government to these new models is having an impact on libraries, patrons, researchers, and publishers. The symposium will define open access and explain how it compares to public access. Speakers will explore the influence of open access on small and large libraries and the ways publishers are reacting to the changes in scholarly publishing. Participants will have an opportunity to discuss how librarians, libraries, and MLA can respond to new developments in scholarly publishing and communications, as well as identify additional questions for the speakers.

SPEAKERS

- Heather Joseph, executive director, Scholarly Publishing and Academic Resources Coalition (SPARC), Washington DC
- Barbara Kaplan, vice president, Journal Sales in the Americas, Blackwell Publishing, Malden, MA
- Karen Albert, director, Library Services, Talbot Research Library, Fox Chase Cancer Center, Philadelphia, PA
- Mark E. Funk, AHIP (moderator), head, Collection Development, Weill Cornell Medical Library, New York, NY, and president-elect, Medical Library Association
- Ann Shumelda Okerson, associate university librarian, Collections and International Programs, Yale University, New Haven, CT

The symposium will give participants the opportunity to:

- identify and describe the major issues and trends in STM publishing, resulting from open access initiatives, which have and will continue to have an impact on libraries
- describe the key factors in scholarly publishing that libraries must be aware of and approaches for coping with these major issues and changes
- identify strategies that their libraries can pursue to influence the future of the STM publishing industry and the scholarly publishing process

“As a student, MLA ’06 was a great experience. The sessions I attended were instructional to my future in libraries. I networked on possible jobs for after graduation and met many interesting people committed to the profession.”

“A valuable, professional, relevant conference with high-quality presentations.”

Here’s what others are saying about last year’s annual meeting. . .

“The CE courses are invaluable. It allows me to step out of running a library and think about new ways of becoming a better librarian.”

Experience it yourself. Register for MLA ’07 online at www.mlanet.org/am/am2007/ today!

Section Program Themes

The diversity of thought-provoking programs coordinated by MLA sections and special interest groups (SIGs) offers exciting opportunities for professional development. For information on MLA sections, visit www.mlanet.org/sections/sections.html. For information on MLA SIGs, visit www.mlanet.org/sections/sigs.html.

Beginning in February, use the online OASIS Program Planner to navigate the meeting in advance of the *Official Program* and *Abstract Supplement*. Find dates, times, room assignments, presenters, and abstracts. Find description of the program themes listed here and invited speakers, where applicable.

Visit www.mlanet.org/am/am2007/events/.

Programs are organized by date and then alphabetically by primary section sponsor name (in purple), followed by secondary sponsors, and program themes.

Plan Your Time Online

The OASIS Program Planner provides information you need to navigate the meeting in advance of the *Official Program*. Those who have used the program planner know that it makes organizing your time at the meeting easy. The program planner locates all types of sessions and includes room assignments in Philadelphia.

Select Browse to find a listing of all sessions by type (informal meeting, plenary sessions, etc.) and by day. The Advanced Search lets you search by session type, institution, keywords, and more. This tool has been designed with MLA '07 attendees in mind. Check it out at www.mlanet.org/am/am2007/events/—you'll be glad you did!

Questions about this online resource should be emailed to Brenda Dreier, conference manager, at brenda@indigoevent.com

Sunday, May 20, 4:30 p.m.–6:00 p.m.

2007 National Program Committee

Be It Resolved: As Libraries Evolve to Electronic Access, Their Need for Physical Space Decreases

Cancer Librarians Section

Consumer and Patient Health Information Section
Patient as Expert: Revolutionary Changes in Medical Decision making

Dental Section

Educational Media and Technologies, Health Association Libraries, Medical Library Education, Nursing and Allied Health Resources Sections; Clinical Librarians and Evidence-Based Health Care, Mental Health SIGs

Turning Clinical Students into Evidence-based Clinicians: The Medical Library's Role

History of the Health Sciences Section

They'll All Be Rare Books One Day: Collection Development in Special Collections

Hospital Libraries Section

Collection Development, Technical Services Sections
Information Revolution: Improving the Face of Vendor Relationships/Revolutionizing Our Bonds

Public Health/Health Administration Section

Federal Libraries, International Cooperation Sections; Outreach SIG
Filling the Void: Creating Access to All from Anywhere

Relevant Issues Section

Leadership and Management Section
Strange Bedfellows: Radical Shifts in the Relationships Between Libraries and Their Partners

Veterinary Medical Libraries Section

Identifying Animal Alternatives in Medical Research and Education

Monday, May 21, 10:30 a.m.–noon

2007 National Program Committee

Revolutions Gone Bad: Examples of Failing Forward and Learning from Adversity

Dental Section

Health Association Libraries, Pharmacy and Drug Information, Research Sections; Clinical Librarian and Evidence-based Health Care SIG

The Evidence Base: Evidence at the Point of Care—Where the "Rubber Meets the Road"

Federal Libraries Section

New Members SIG

Changing with the Times: The Multigenerational Workforce**Leadership and Management Section**

Hospital Libraries, Technical Services Sections

Declaring Our Independence: Ringing in New Practices, New Partners, New Spaces**Medical Informatics Section**

Molecular Biology and Genomics SIG

Revolutionizing Discovery through Text Mining**Medical Library Education Section****Taking Flight with Evidence-based Library and Information Practice (EBLIP): Educational Perspectives****Nursing and Allied Health Resources Section**

Outreach SIG

A Virtual Revolution: Innovative Trends in Distance Education**Relevant Issues Section**

Chiropractic Libraries Section; Lesbian, Gay, Bisexual, and Transgendered Health Sciences Librarians SIG

The Politics of Health Information: Keeping the New Barbarians at Bay**Monday, May 21, 3:00 p.m.–4:30 p.m.****Consumer and Patient Health Information Section**

Hospital Libraries, Chiropractic Libraries, Relevant Issues Sections; African American Medical Librarians Alliance; Complementary and Alternative Medicine; Lesbian, Gay, Bisexual, and Transgendered Health Sciences Librarians; and Mental Health SIGs

Power to the People: Serving the Underserved**Medical Informatics Section****Top Technology Trends: Where Is the Revolution Leading Us Next?****Medical Library Education Section****New Voices in the Air: Hearing the Next Generation of Medical Librarians****Nursing and Allied Health Resources Section****The Magnet Revolution: Creating Library Standards for Nursing's Journey to Excellence****Public Services Section**

Libraries in Curriculum SIG

Declaring Interdependence: The Evolving Role of the Library in Curriculum Integration**Research Section**

Collection Development Section

Foundations of Health Information Behavior**Technical Services Section**

OCLC SIG

Revolution or Brotherly Love: OCLC, National Library of Medicine, and the Library of Congress**Veterinary Medical Libraries Section**

Federal Libraries Section

Emergency Preparedness and Response to Bioterrorism Threats**Tuesday, May 22, 3:00 p.m.–4:30 p.m.****Collection Development Section**

Molecular Biology and Genomics SIG

Evaluative Measures for Resource Quality: Beyond the Impact Factor**Educational Media and Technologies Section**

Medical Informatics, Public Services Sections

1,776 Uses for Technologies**Federal Libraries Section****Back to Our Revolutionary Roots; Making Change Work****History of the Health Sciences Section**

Chiropractic Libraries Section; Complementary and Alternative Medicine SIG

Joining the Revolution: Providing Information in Complementary and Alternative Medicine, Past, Present, and Future**International Cooperation Section**

Public Health/Health Administration, Veterinary Medical Libraries Sections; Outreach SIG

The Information Revolution Goes Global: Increasing Information Access in Developing Countries**Leadership and Management Section**

Corporate Information Services Section; New Members SIG

Joining the Revolution: Strategies for Marketing Yourself**Pharmacy and Drug Information Section**

Corporate Information Services Section

Medicare's Prescription Drug Benefit: Overview, Resources, and a Role for Health Information Professionals (EMBASE.com Lecture)**Research Section**

Hospital Libraries Section

Evidence-based Librarianship: How Evidence-based Medicine Foundation Principles Can Be Applied to Medical Library Operations

REGISTRATION FORM

THREE WAYS TO REGISTER FOR MLA '07: 1. Go online: www.mlanet.org
 2. Mail form to: **CDS-MLA**, 107 Waterhouse Road, Bourne, MA 02532 3. Fax: **508.759.4552**

FIRST NAME*										LAST NAME*									
INSTITUTION/ORGANIZATION/COMPANY*																			
LIBRARY/AGENCY/DEPARTMENT*																			
MAILING ADDRESS																			
CITY*					STATE/PROVINCE					ZIP/POSTAL CODE									
DAYTIME TELEPHONE										FAX NUMBER									
EMAIL ADDRESS (REQUIRED FOR EMAIL CONFIRMATION)																			

MLA MEMBER ID Individual Institutional

* APPEARS ON BADGE

 If you require accommodations, please attach a written description of your needs.

COUNTRY* (IF OUTSIDE THE US)

I. REGISTRATION FEES (Circle one category within package.)

Package A: Super Inclusive	By Apr. 16	After Apr. 16
• MLA member/institutional representative, ALISE, AALL, CHLA/ABSC, ICIRN member	\$430	\$490
• MLA emeritus member	\$230	\$290
• Nonmember	\$635	\$695

Package B: Inclusive	By Apr. 16	After Apr. 16
• MLA member/institutional representative, ALISE, AALL, CHLA/ABSC, ICIRN member	\$405	\$465
• MLA emeritus member	\$205	\$265
• Nonmember	\$610	\$670

Package C: Conference only	By Apr. 16	After Apr. 16
• MLA member/institutional representative, ALISE, AALL, CHLA/ABSC, ICIRN member	\$295	\$355
• MLA emeritus member	\$150	\$210
• MLA student member	\$ 25	\$ 25
• Nonmember	\$445	\$505

Package D: One-day attendance	By Apr. 16	After Apr. 16
Indicate day: <input type="checkbox"/> Sun <input type="checkbox"/> Mon <input type="checkbox"/> Tue <input type="checkbox"/> Wed		
• MLA member/institutional representative, ALSIE, AALL, CHLA/ABSC, ICIRN, PLA member	\$155	\$155
• MLA emeritus member	\$ 80	\$ 80
• MLA student member	\$ 25	\$ 25
• Nonmember	\$235	\$235

SECTION I. SUBTOTAL \$ _____

II. ADDITIONAL TICKETS (One ticket to each of these 3 events is included with Packages A or B. Event descriptions begin on p. 12.)

- Welcome Reception and Opening of Hall of Exhibits
Tickets _____ @ \$35 = \$ _____
- Awards Ceremony and Luncheon
Tickets _____ @ \$60 = \$ _____
- Tuesday MLA Reception
Tickets _____ @ \$80 = \$ _____
- Children under 18 # Tickets _____ @ \$45 = \$ _____

OPTIONAL TICKETS

- Chapter Council Presents Sharing Roundtables
Must include topic # _____
1 Ticket @ \$30 = \$ _____
- Friends of the NLM Reception
Tickets _____ @ \$50 = \$ _____
- Meeting CD-ROM # _____ @ \$39 = \$ _____
(The CD-ROM is included in Package A registration.)

- Check box if attending New Members/First-Time Attendees Breakfast
 Check box if attending Hospital Libraries Section Business Meeting and Reception

SECTION II. SUBTOTAL \$ _____

III. CONTINUING EDUCATION COURSES (Enter course number and cost found on pages 14-21.)

Date	First choice		First choice		First choice only Subtotal	Second choice	
	Course #	\$ Amount	Course #	\$ Amount		Course #	Course #
MAY 18/DAY 1							
MAY 19/DAY 2							
MAY 23/DAY 3							

SECTION III. SUBTOTAL (FIRST CHOICE ONLY) \$ _____

IV. 2007 MLA MEMBERSHIP DUES

- (Indicate membership status.)
 NM701 New member (attach application on page 29)
 RM702 Membership renewal (attach your latest invoice or application form on page 29)

SECTION IV. SUBTOTAL \$ _____

SECTION I \$ _____
 SECTION II \$ _____
 SECTION III \$ _____
 SECTION IV \$ _____

TOTAL PAYMENT \$ _____

PAYMENT INFORMATION (in US funds)

- Check payable to Medical Library Association
 MasterCard Visa AmEx Discover
 Bill me. (MLA members only) P.O. # _____

PRINT NAME _____
 CARD NUMBER _____ EXP. DATE _____
 SIGNATURE _____

THREE WAYS TO REGISTER

1. Go online at www.mlanet.org/am/am2007/register/ (registering online saves you time)
2. Mail your registration form with your payment to CDS-MLA, 107 Waterhouse Road, Bourne, MA 02532
3. Fax your registration form with your credit card payment to 508.759.4552

Register by **April 16, 2007**, to receive the early-bird discount and save \$60! After May 11, 2007, bring the form to the Registration Desk at the Philadelphia Marriott Downtown for onsite registration.

Payment

Payment must accompany your registration. You may pay by check (payable to MLA), money order, Visa, MasterCard, American Express, or Discover. Payments must be in US dollars and free of bank charges. Only registrations paid by credit card or purchase orders may be faxed to 508.759.4552.

If you are an MLA member and would like to be invoiced, you must include a purchase order with your registration form. Payments not received by June 18, 2007, will be charged a \$50 late handling fee.

Registration Hours

Meeting material will be distributed at the MLA Registration Desk located in the Philadelphia Marriott Downtown.

Thursday, May 17	4:00 p.m.–7:00 p.m.
Friday, May 18	7:00 a.m.–7:00 p.m.
Saturday, May 19	7:00 a.m.–7:00 p.m.
Sunday, May 20	7:00 a.m.–5:00 p.m.
Monday, May 21	7:00 a.m.–5:00 p.m.
Tuesday, May 22	7:00 a.m.–5:00 p.m.
Wednesday, May 23	7:00 a.m.–10:30 a.m. and 1:00 p.m.–1:30 p.m.

Registration Packages

Package A: Super Inclusive

Includes admission to all sessions, exhibits, the Welcome Reception, the Awards Ceremony and Luncheon, the Tuesday MLA Reception, and audio CD-ROM. This package provides the best value, saving you \$44.

Package B: Inclusive

Includes admission to all sessions, exhibits, the Welcome Reception, the Awards Ceremony and Luncheon, and the Tuesday MLA Reception. This option saves you \$30.

Package C: Conference only

Includes admission to all sessions, exhibits, and the Welcome Reception.

Package D: One day

Includes admission to all sessions and exhibits on a specific day, with the exception of ticketed events. On the registration form, circle the day you wish to attend.

HOW TO REGISTER

Questions

For registration and meeting-related questions, please contact Susan Chesniak at 312.419.9094 x18 or email mlafa4@mlahq.org. For CE course-related questions, contact Deb Cavanaugh at 312.419.9094 x32 or email mlapd3@mlahq.org.

GENERAL INFORMATION

Cancellations

All cancellations for meeting registration and continuing education (CE) courses must be submitted in writing and faxed to MLA Registration at 312.419.8950.

Meeting cancellations received by April 16, 2007, are subject to a \$50 fee. You will be assessed a \$50 fee for each CE course change or course cancellation.

After April 16, 2007, MLA will give refunds only for documented medical emergencies. Refunds will be processed within 6 weeks after the meeting. MLA will honor written requests to transfer meeting registration or CE registration to another person.

CD-ROM

Sponsored by *New England Journal of Medicine*

An audio CD-ROM of the presentations at the annual meeting, including plenary sessions and section programs, is available for a special price of \$39. To take advantage of the special offer, check the CD-ROM box when you register online or when completing the form on page 26. The CD-ROM will be mailed within 5 weeks after the meeting. The CD-ROM is free with Package A/ Super Inclusive registration.

Children

All children must have badges. Complimentary badges are available at the MLA Registration Desk. Children under thirteen are not permitted in the exhibit hall. Information about child care will be available at www.mlanet.org/am/am2007/.

Confirmations

If you register online, you will receive a confirmation by email within minutes. If you register by mail or fax, allow 5 days after receipt for an email confirmation. If an email address is invalid or missing, allow 2 weeks for a faxed confirmation. Please bring your confirmation letter with you to the MLA Registration Desk. Confirmations will be sent only to those who register prior to 11:59 p.m. on May 11, 2007.

Special Services

If you have a legal disability or dietary requirements, please include a written description of your needs with the registration form. Describe your needs and include an email address or fax number where you can be contacted for more information. MLA must receive the form by May 4, 2007.

Student Discount

You can qualify for a student rate for conference-only registration if you are a student member of MLA. Student members may also register for CE courses and symposia for only \$50 each, pending available space. To guarantee a space in a CE course, student members may opt to pay full course rates. You may join MLA as a student member when you register online or complete the membership form on page 29.

PARKING

The Philadelphia Marriott Downtown is the site of MLA '07 exhibits, registration, and meetings. Located at 1201 Market Street, the hotel's onsite parking fee is \$35.00/day. (Rate is subject to change.) Valet parking is also available for a fee.

Several public parking lots are conveniently located in the surrounding area. For a map, visit www.paconvention.com/parking/park.asp.

TO AND FROM THE AIRPORT

Philadelphia International Airport

215.937.6937, www.phl.org

The Philadelphia International Airport is located just eight miles from downtown Philadelphia with easy access via taxi, train, limousine, or shuttle services.

Driving directions from airport to Philadelphia Marriott Downtown: Take I-95 North to 676 West. Take Broad St. Exit. Turn left onto Vine. Make a right onto 12th St. Hotel is at 12th and Filbert.

Taxi Services

Taxi services at the airport can be picked up at Zone 5 on the Commercial Transportation Roadway. All taxi rates are based per trip, not per person. Most taxis can accommodate up to three passengers. Some vehicles can accommodate four passengers.

- Estimated fare from airport to Philadelphia Marriott Downtown: \$27.00 one way (rates subject to change).
- Should you need to pay by credit card, please advise the dispatcher upon your arrival to the taxi area. Some companies do not accept credit cards or vouchers as a form of payment.

Car Rental

Information telephones are available at all baggage claim areas for all on-airport car rental agencies. To pick-up your vehicle from the airport, please proceed to Zone 2 outside the baggage claim area.

Vehicles equipped with hand controls are available at all agencies. Please be advised that as much as 72 hours advance notice is required by some agencies if you require special



For more information on Philadelphia and its offerings, visit mla2007.blogspot.com, www.gophila.com, and www.pcvb.org.

arrangements. All such requests must be made at the time the vehicle is reserved.

Sedan, Limousine, and Shared Ride Van Services

Sedan and limousine services can be picked up at Zone 6 in the airport, and shared ride van services can be picked up at Zone 7 on the Commercial Transportation Roadway.

Airport Shuttles

Lady Liberty Transportation Company
215.724.8888. Transportation hours: 5:30 a.m.–midnight. One-way fare: \$8.00 per adult (rates subject to change)

Please note the reservations are not required for airport arrivals. Upon arrival at the airport and after claiming luggage, passengers should proceed to the Ground Transportation Center located inside each baggage claim area, and dial #27 from the free counter telephones. Shuttle vans are waiting in a holding lot at the airport and are dispatched into the terminals once a call is received. The average wait time is 10–15 minutes.

Return to airport: Early morning reservations for return to airport (before 9:00 a.m.) must be made the night before by 9:00 p.m. All other reservations should be made at least 3 hours in advance. A minimum of 2½ hours should be allowed between pickup time and flight time for domestic flights and 3½ hours for international flights.

Philadelphia Marriott Downtown Airport Shuttle

Please note reservations are not required for airport arrivals. Upon arrival at the airport and after claiming luggage, passengers should proceed to the Ground Transportation Center located inside each baggage claim area, and dial #19 from the free counter telephones. Shuttle vans run approximately every 30 minutes. One-way fare: \$10.00 per passenger (rates subject to change.)

Return to airport: Please make arrangements through the hotel concierge.

TRAINS

R1 Airport Route Southeastern Pennsylvania Transportation Authority (SEPTA)

Airport entrance on pedestrian bridges and Commercial Transportation Roadway. One-way fare: \$5.50 (\$1.50 additional for connections on SEPTA regional rail lines). Exit at Market East/The Gallery Station (across from the Philadelphia Marriott Downtown). For R1 schedules, visit www.septa.org.

Amtrak

Amtrak's 30th Street Station (1 mile from Philadelphia Marriott) Take SEPTA's R1 to 30th Street Amtrak reservations: 800.872.7245; TDD (within the US) 800.523.6590; in PA, 800.562.6960, www.amtrak.com

Business/Work Address

LAST NAME, FIRST NAME, MIDDLE INITIAL

TITLE

INSTITUTION

LIBRARY

ADDRESS

CITY, STATE/PROVINCE, ZIP/POSTAL CODE

COUNTRY (IF OUTSIDE THE UNITED STATES)

DAYTIME TELEPHONE (INCLUDE AREA CODE)

FAX NUMBER (INCLUDE AREA CODE)

EMAIL ADDRESS

Mailing Address (IF DIFFERENT FROM ABOVE)

LAST NAME, FIRST NAME, MIDDLE INITIAL

ADDRESS

CITY, STATE/PROVINCE, ZIP/POSTAL CODE

COUNTRY (IF OUTSIDE THE UNITED STATES)

Referred by: _____

Are You Currently Enrolled in Library School?

No Yes IF YES, NAME OF SCHOOL _____

Payment Information (DUES ARE PAYABLE IN US DOLLARS)

ENCLOSED IS A CHECK MADE PAYABLE TO MLA.

PLEASE CHARGE MY AMERICAN EXPRESS MASTERCARD
 VISA DISCOVER

AMOUNT ENCLOSED _____

CREDIT CARD # _____ EXP. DATE _____

SIGNATURE _____

For Individuals (PLEASE CHECK THE APPROPRIATE BOX)

REGULAR MEMBERSHIP.....\$165

YOUR ANNUAL SALARY IS \$30,000 OR LESS.....\$100

INTRODUCTORY MEMBERSHIP (FOR 1 YEAR ONLY).....\$110

INTERNATIONAL MEMBERSHIP.....\$110

EMERITUS MEMBERSHIP (MUST HAVE BEEN A MEMBER FOR 10 YEARS).....\$65

AFFILIATE MEMBERSHIP.....\$100

STUDENT MEMBERSHIP (WITH PROOF OF CURRENT ENROLLMENT).....\$40

For Institutions

PLEASE CHECK THE APPROPRIATE CATEGORY. DUES ARE BASED ON THE TOTAL LIBRARY EXPENDITURES (INCLUDING SALARIES, EXCLUDING GRANTS AND CONTRACTS).

\$0-\$199,999\$255

\$200,000-\$699,999\$420

\$700,000 AND OVER.....\$600

Section Memberships

For NEW MEMBERS ONLY: Join a section free for one year! Choose your free section here (and do not check off the box for that section below): _____

Cancer Librarians (16).....\$10.00

Chiropractic Libraries (23).....\$10.00

Collection Development (22).....\$10.00

Consumer and Patient Health Information (21).....\$15.00

Corporate Information Services (27).....\$15.00

Dental (01).....\$10.00

Educational Media and Technologies (02).....\$15.00

Federal Libraries (09).....\$12.00

Health Association Libraries (07).....\$10.00

History of the Health Sciences (03).....\$15.00

Hospital Libraries (04).....\$20.00

International Cooperation (26).....\$10.00

Leadership and Management (06).....\$10.00

Medical Informatics (24).....\$10.00

Medical Library Education (05).....\$7.50

Nursing and Allied Health Resources (10).....\$10.00

Pharmacy and Drug Information (11).....\$10.00

Public Health/Health Administration (15).....\$10.00

Public Services (20).....\$10.00

Relevant Issues (12).....\$7.00

Research (18).....\$12.00

Technical Services (17).....\$10.00

Veterinary Medical Libraries (14).....\$20.00

I would like to access the *Journal of the Medical Library Association* in an electronic format only.

MLA Donation Opportunities

Promote excellence in health sciences librarianship with a donation to any of the listed funds. Donations are tax deductible to the extent provided by law.

T. MARK HODGES INTERNATIONAL SERVICE AWARD: _____

DAVID A. KRONICK TRAVELING FELLOWSHIP: _____

DONALD A. B. LINDBERG RESEARCH FELLOWSHIP: _____

MLA SHAPING THE FUTURE FUND: _____

MEDICAL LIBRARY DISASTER RELIEF FUND: _____

For further information on benefits, visit www.mlanet.org/joinmla/ or contact MLA at 312.419.9094 x13, mlams2@mlahq.org.

Send completed application with payment to:

Medical Library Association
36348 Treasury Center
Chicago, IL 60694-6300

MLA makes its mailing list available to vendors and other affiliated organizations so they may send you educational and product information. If you do not wish to receive these mailings, please check this box.



MLA has negotiated special discounted room rates with the Philadelphia Marriott Downtown. Your patronage of this official meeting hotel makes it possible for MLA to secure the space necessary for this event at a greatly reduced cost. The hotel not only offers discounted rates and the best networking opportunities, but staying in the group block helps the association meet its obligation to the hotel, avoid penalties, and keep meeting registration prices down. We thank you in advance for your support.

MLA '07 HEADQUARTERS HOTEL

Philadelphia Marriott Downtown

1201 Market Street
Philadelphia, PA 19107
Hotel direct line: 215.625.2900
Hotel fax: 215.501.5216
Hotel reservations telephone:
800.266.9432

The Philadelphia Marriott Downtown is the site of MLA '07 exhibits, registration, and meetings. In the heart of Philadelphia's business district, the hotel commands a towering presence. Located adjacent to the Gallery Mall, this premier Philadelphia hotel offers spectacular views of the city. Within eight blocks of Independence Hall and the Liberty Bell, and just nine miles from the Philadelphia International Airport, the Downtown Philadelphia Marriott is the perfect location while in the area.

Experience the culinary delights of the JW Steakhouse, Allie's American Grill, and Champion's Sports Bar or walk to the finest restaurants, shopping, and entertainment that Philadelphia has to offer. The luxurious accommodations and hallmark Marriott service of the Philadelphia Downtown Marriott will ensure your visit to Philadelphia is refreshing and memorable.

Reservation procedures

To reserve a room, complete the form on page 33, call hotel reservations at 800.266.9432, or go online. Be sure to mention the "MLA Conference" when you call to ensure you receive the rates listed on the form. The deadline for the hotel to receive your reservation is **Monday, April 16, 2007**. Reservations are processed on a first-come, first-served basis.

Online instructions

Go to www.mlanet.org/am/am2007/travel/hotel.html

Room reservation guarantee

A reservation must be guaranteed with a major credit card or by mailing a check equal to one-night's room rate, including a 14% tax (subject to change), directly to the hotel (payable to the Philadelphia Marriott).

Cancellations or changes

Before Monday, April 16, 2007, to cancel or adjust your reservation, please call 800.266.9432 or follow the online instructions. After Monday, April 16, 2007, please contact the hotel directly at 215.625.2900.

Check-in/Check-out times

Check-in time is 4:00 p.m. Check-out time is noon.

Room rates

MLA '07 rates listed on page 33 will prevail between May 16 and May 25, 2007, and exclude 14% state and local taxes (subject to change). Room reservations and deposits should be received by the hotel no later than April 16, 2007, and are subject to availability in the group block. Reservation requests made after this date will be handled on a space and rate available basis.

Roommates

You can reserve a room online for up to four people; however, one credit card number is necessary to guarantee the room. Once onsite, each guest will be required to submit a credit card for their portion of the bill and incidentals. If you are sharing a room and require special billing arrangements, please be sure to check the appropriate box on the hotel reservation form prior to faxing or tell the reservation agent when you make your reservation.



Final instructions

Telephone, mail, or fax your completed hotel reservation form to the Philadelphia Marriott Downtown. You may also choose to make your hotel reservation online.

Philadelphia Marriott Downtown Fax: 215.501.5216

Please type or print clearly. Use one form for each room request. Photocopy additional forms if necessary. The hotel must have an email address on file to provide a written confirmation.

STEP 1: CONTACT INFORMATION (for confirmation)

NAME _____

LIBRARY/ORGANIZATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

TELEPHONE _____ FAX _____

EMAIL _____

STEP 2: RESERVATION INFORMATION

ARRIVAL DATE _____ ARRIVAL TIME _____

DEPARTURE DATE _____ DEPARTURE TIME _____

Philadelphia Marriott room rates* (a nonsmoking hotel)

- Single: \$179
- Double: \$179
- Triple: \$199
- Quad: \$219

Bed type request:

- King bed
- Double beds
- No preference

STEP 3: ROOMMATE INFORMATION

- Do not split hotel charges. Roommate's name will not appear on final bill.
- Split hotel charges. Roommate's name will appear on separate bill to accommodate individual expense reports. Roommate's payment information is required.

STEP 3: ROOMMATE INFORMATION (continued)

For multiple roommates, photocopy this page and complete the information for each roommate. Note: Please communicate with your roommates to ensure only one reservation per room request is submitted.

ROOMMATE NAME _____

ROOMMATE ARRIVAL _____ ROOMMATE DEPARTURE _____

TYPE OF ROOMMATE CREDIT CARD
 MasterCard Visa AmEx Discover

PRINT NAME _____

CARD NUMBER _____ EXP. DATE _____

SIGNATURE _____

STEP 4: PAYMENT OPTIONS

A reservation must be guaranteed with a major credit card or by mailing a check equal to one-night's room rate, including a 14% tax (subject to change), directly to the hotel. The deposit will be applied to the first night of the reserved stay.

- Check enclosed payable to Philadelphia Marriott
- Major credit card

TYPE OF CREDIT CARD
 MasterCard Visa AmEx Discover

PRINT CARD HOLDER'S NAME _____

CARD NUMBER _____ EXP. DATE _____

SIGNATURE _____



If you require accommodations, please attach a written description of your needs.

* Rates listed exclude a 14% tax.