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# Association Record

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## Proceedings, Eighty-seventh Annual Meeting Medical Library Association, Inc. Portland, Oregon May 15-21, 1987

Edited by CAROLYN G. WEAVER, *Proceedings Editor*

The Eighty-seventh Annual Meeting of the Medical Library Association, Inc., took place in Portland, Oregon, May 15-21, 1987. The Portland Hilton Hotel served as conference headquarters and the site of official meetings on Sunday, as well as most pre- and post-conference activities. Exhibits and most official sessions on Monday, Tuesday, and Wednesday were held at the Portland Memorial Coliseum. Some continuing education courses were presented at the Westin Benson and Heathman Hotels. Carol G. Jenkins served as chairman of the 1987 National Program Committee. She was assisted by Joan S. Zenan, associate chairman, and ten committee members. James E. Morgan was chairman of the Local Assistance Committee, consisting of five subcommittees with twenty-two members.

The registration desk and the hospitality/information center were each open for a total of 59.5 hours from May 14 through May 21. The Placement Service was open for a total of 27 hours. Four issues of the conference newsletter, *The Source*, provided highlights of daily events and reported on activities of the previous day.

### PRECONFERENCE ACTIVITIES

The Board of Directors met in four all-day sessions May 13 through 16, with the last three days devoted exclusively to strategic planning.

### CONTINUING EDUCATION COURSES

The 1986/87 Continuing Education Committee offered the following courses on May 15, 16, 17, or 21: CE 112, Collection Development and Use; CE 122, Planning Hospital Library Facilities; CE 129, Hospital Library Management; CE 245, Marketing Library Services; CE 258, Planning: Strategic and Tactical; CE 310, Drug and Pharmaceutical Information Resources; CE 327, Mental Health

Information Resources; CE 342, Nursing Information Resources; CE 433, Health Care Planning and Administration: Information Resources and Online Searching; CE 440, Intermediate Skills for Online Searchers; CE 454, Oncology: Concepts and Resources; CE 456, Advanced Skills for Online Searchers; CE 459, Online Biochemical Searching in the Health Sciences; CE 520, Descriptive Cataloging in Health Sciences Libraries; CE 524, MeSH and NLM Classification; CE 637, Health Information Services for the Layman; CE 675, Editing and Producing a Newsletter; NP 870, Using Data for Decision Making; NP 871, Epidemiology; NP 872, Managing the One-person Library; NP 873, Microcomputer and Minicomputer Information Management Software Options for Libraries, Information Centers, and Record Centers; NP 874, Using Statistics in Library Management; NP 875, Teaching: Strategies and Tactics for Medical Librarians; NP 876, Artificial Intelligence and Knowledge-Based Systems: Current Applications and Future Developments; NP 877, Microcomputer Database Organization; NP 878, Bibliographic Control of Software; NP 879, "Selling" Your Ideas to Others; and Tutorial on Medical Informatics and Artificial Intelligence. There were twenty-eight course sessions, taught by thirty-one instructors. Total registration for all sessions was 667.

### CONFERENCE, MAY 17

On Sunday morning, May 17, the following councils and committees held half-day meetings: Chapter Council, Credentialing Committee, Continuing Education Committee, Editorial Panel for Certification and Registration Examination, Publication Panel, and Section Council. A coffee and orientation for new members, international visitors, and first-time attendees was also held in the morn-

ing, followed by the incoming chairmen's luncheon and orientation at noon.

### OPENING SESSION

Following the precedent set in 1986, the 1987 conference officially began on Sunday. The opening session was convened by Carol Jenkins, chairman of the 1987 National Program Committee, who provided an overview of the program and an explanation of its theme, "Confluence: Source of New Energy." She then recognized James E. Morgan, chairman of the Local Assistance Committee, who in turn introduced the chairs and members of the Local Assistance subcommittees. He then welcomed the Association to Portland and read a letter of greeting from Portland Mayor Bud Clark. Morgan next introduced Oregon Congressman Ron Wyden, who made additional welcoming remarks to the assembly.

### PLENARY SESSION I:

#### JOHN P. MCGOVERN AWARD LECTURE

Following the welcoming ceremonies, Fred Friendly, Edward R. Murrow Professor Emeritus, Columbia University Graduate School of Journalism, was introduced by Carol Jenkins. Mr. Friendly's role was to serve both as keynote speaker for the meeting and as the 1987 recipient of the John P. McGovern Award. In a departure from tradition, however, he did not make a formal presentation, but instead served as moderator and interrogator for an expert panel charged with discussing the topic, "Hard Choices: Health Decisions, Health Policies and the Public." Panelists included Richard Belsey, M.D., Professor of Clinical Pathology, Oregon Health Sciences University, Portland; Robert Braude, Director, Samuel J. Wood Library, Cornell University Medical College, New York, New York; Holly Shipp Buchanan, Director of Corporate Information Resources, NKC Hospitals, Inc., Louisville, Kentucky; Peter Courtney, attorney and faculty member, Western Oregon State College; Ralph Crawshaw, M.D., founder of Oregon Health Decisions, a public interest group; Kristine Gebbie, public health administrator, Oregon State Health Division, Portland; Pam Hellings, Ph.D., chair of Family Nursing, School of Nursing, Oregon Health Sciences University, Portland; Ron Purdum, administrator, Albany General Hospital, Albany, Oregon; Hope Robertson, broadcast journalist, Portland, Oregon; and Dick Springer, Oregon State Representative. At the conclusion of the panel discussion, Carol Jenkins presented Mr. Friendly with the 1987 McGovern Award Medal.

### HONORS AND AWARDS

President Messerle opened the honors and awards ceremony by explaining the awards process and announcing the establishment of two new awards, approved by the Board of Directors and announced in the March 1987 *MLA News*. The Estelle Brodman Award for Outstanding Academic Medical Librarian of the Year, established and sponsored by Irwin H. Pizer, is specifically intended for mid-career librarians. The Louise Darling Medal for Distinguished Achievement in Collection Development in the Health Sciences, established and funded by Ballen Booksellers, will be presented for a wide variety of collection development activities. Nominations for the new awards were solicited, with the intention of making the first presentations at the Annual Meeting in New Orleans in 1988.

President Messerle recognized Fred Friendly, the 1987 John P. McGovern Award Lecturer, and the two Joseph Leiter NLM/MLA Award Lecturers, Dr. William F. Raub and Warren J. Haas, who presented their lectures during Plenary Session III on Wednesday, May 20.

The MLA Scholarship was awarded to Douglas L. Varner, a student at the College of Library and Information Services, University of Maryland.

The MLA Continuing Education Award was presented to Lavonda Broadnax, Howard University. She will take a course in cross-cultural counseling at George Washington University.

The Rittenhouse Award, sponsored by Rittenhouse Medical Bookstore, was presented to Kathryn L. Reed, University of Oklahoma, Norman, for her paper, "Occupational Therapy Articles in Serial Publications: An Analysis of Sources."

The MLA Doctoral Fellowship, sponsored by the Institute for Scientific Information, was presented to Joanne Gard Marshall, University of Toronto.

The 1988 Cunningham Memorial International Fellowship was awarded to Sitsofe Afua Dzansi, University of Ghana Medical School Library. Frances L. Bluhdorn, recipient of the 1987 Cunningham Fellowship, was also recognized.

The Ida and George Eliot Prize, sponsored by Login Brothers Books, was awarded to David Kronick for his work, *Literature of the Health Sciences: Reading, Writing, Research*.

The Frank Bradley Rogers Information Advancement Award, sponsored by the Institute for Scientific Information, was presented to Irwin H. Pizer in recognition of his significant achievements in information science and in the delivery of health sciences information.

Minnie Orfanos was recognized for her eleven years of service to the Association as MLA Trustee.

The MLA President's Award was presented to Erika Love, in recognition of her chairmanship of the joint MLA/Association of Academic Health Sciences Libraries Directors task force which produced the landmark document, *Challenge to Action: Planning and Evaluation Guidelines for Academic Health Sciences Libraries*.

Certificates of Fellowship in the Medical Library Association were awarded to Gilbert J. Clausman, Irene Graham, Barbara Coe Johnson, Gerald J. Oppenheimer, and Ursula Poland.

#### JANET DOE LECTURE

The 1987 Janet Doe Lecturer was Erika Love, professor and director, Medical Center Library, University of New Mexico, Albuquerque. She was introduced by the 1986 Janet Doe Lecturer, Virginia Holtz. The 1987 Lecture, published in the October 1987 issue of the *Bulletin*, was entitled, "The Science of Librarianship—Investing in the Future."

Immediately following the Janet Doe Lecture, a welcome reception was held in the Pavilion Plaza and International Club of the Hilton Hotel.

#### CONFERENCE, MAY 18

The following committees of the Hospital Library Section met on Monday: Executive, Membership, Continuing Education, Strategic Planning, and Automation.

The following groups held informal meetings on Monday morning prior to Plenary Session II: Association of Academic Health Sciences Library Directors Board; Fee Based Services Interest Group; LIS Users' Update; NLM Online Users; Print Online or Floppy Disk: Improving Access to Nursing and Allied Health Information; and RLIN Roundtable.

A new feature of this annual meeting was the showing at various times throughout the conference of award-winning films from the John Muir Medical Film Festival. The films shown on Monday included: *The Journey Inward: Images of the Brain*; *AIDS—What Everyone Needs to Know*; and *Portrait of Hope: Ellen Kingley's War Against Breast Cancer*.

#### PLENARY SESSION II:

##### CONFLUENCE OF MEDICAL ETHICS AND TECHNOLOGY—EVOLUTION OF MEDICAL ETHICS: HIGH TECHNOLOGY DYING

Moderator: Gerald J. Oppenheimer, Health Sciences Library and Information Center, University of Washington, Seattle.

*Medical Ethics in the 21st Century*: Thomas A. Raffin, Department of Medicine, Stanford University, Stanford, California.

*The Social Cost of High Technology Dying*: David C. Thomasma, Medical Humanities Program, Loyola University, Chicago, Illinois.

#### SHAPING THE FUTURE: AN OVERVIEW OF MLA'S STRATEGIC PLAN

Following Plenary Session II, the first of three official sessions on MLA's strategic plan was convened. These sessions were scheduled in order to provide maximum opportunity for members to review and comment on the strategic plan. Business meetings were abbreviated and were devoted primarily to summaries and discussion of the plan, and the traditional Presidential and State of the Association Addresses were eliminated in order to provide ample time for discussion.

President Messerle chaired the overview session. She began by introducing the core planning team: Holly Shipp Buchanan, President-Elect; Jean Miller, Immediate Past President; Rosanne Labree, Chapter Council Chairman; June Fulton, Section Council Chairman; Ray Palmer, Executive Director; and Dr. G.K. Jayaram, Process Consultant. She then introduced the members of the MLA Board of Directors as co-architects of the plan, and she invited all in the audience who had participated in the planning process to stand and be recognized. The introductions served to illustrate the fact that the plan has had considerable input from many people, and that it represents the thoughts of the membership rather than those of the planning group alone.

President Messerle emphasized that the plan is not an item-by-item agenda, but rather a structure in which the pieces are all interwoven with the goals, reflecting governance, research, communication, promotion, legislation, human resources, and information systems. Nothing in the plan stands alone, and the individual pieces reflect all program areas. The members of the Board believe that the plan points the way to an exciting and challenging future for MLA, since it addresses pressing envi-

ronmental issues, gives direction to resource allocation, and integrates MLA and all of its parts.

President Messerle then explained the format for the rest of the session and introduced Dr. G.K. Jayaram, who provided an explanation of the planning process. Ms. Messerle next reviewed the statement of values, the environmental scan, and the mission statement. She emphasized that the mission statement has been significantly modified from the draft first published, based on input from the membership, and that it now positions MLA with a major role in society, looking outward and defining the business of the Association to reflect the changing world.

Jean Miller next discussed goals I and II. She described these goals as reflecting the conviction of the Board that MLA must assume a proactive role in the field of health information. Goal I is concerned with leadership in the design, development, and management of information systems. Objective A establishes an advocacy role for MLA through the definition of standards and the inclusion of these standards in the accreditation process for hospitals and academic medical centers. Objective B speaks to the education needs of the membership, while objective C addresses the provision of consultation services.

Goal II focuses on professional development. Both the changes which have already occurred in this area and new strategies for achieving the goal were reviewed.

Holly Buchanan next discussed goal III, which addresses improving health through professional excellence and leadership in health information science. She pointed out that the goal covers the full spectrum of basic to applied research, and that the aim is to have a significant number of MLA members involved in applied research within the next five years. Research was selected as one of the three focal points of the mission not only because members need to do research themselves but also because librarians must understand research methodology in order to work with clients who are themselves researchers. One of the common factors of a recognized profession is the conduct of research. However, the library profession has been weak in research and the publication of results, and only a tiny percentage of MLA members has skills and experience in formal research. Potential benefits of additional research skills were summarized.

Ms. Buchanan next discussed the generic strategy on governance, which proposes a decentralized structural model. Decentralization was viewed as

the most efficient method for accomplishing the goals of the plan, in view of the fact that goals I and III add major new directions for the Association. She emphasized that because MLA lacks the financial resources to add major new initiatives, the goals of the plan can be implemented only through the participation of a strong volunteer force.

The strategy on governance is highly flexible and lies on a continuum from centralized to decentralized. The Board is still held accountable for strategic planning, fund raising, and establishment of policies. Other responsibilities are decentralized, with councils, chapters, and sections responsible for specific Association programs and services. Responsibility and authority will be accompanied by accountability and the resources to accomplish the program area. MLA Headquarters will continue to be responsible for consultation, subcontracting, and the direct provision of services to members.

Ms. Buchanan emphasized that clear roles and responsibilities are still to be developed. Operating agreements with units may be necessary, and new sections or groups may be required to serve members and potential members better. The Board believes that decentralization is not only the best strategy for implementing the goals but also for enhancing the value of MLA management to its members. Strong member participation will continue and be encouraged.

Ray Palmer discussed the rest of the generic strategies, which address human resources, finance, information systems, communication, promotion, and legislation. These strategies define the structures and resources which are necessary to support the plan, and they are interlinked so that each of the strategies depends on the others.

June Fulton and Rosanne Labree each presented scenarios which respectively illustrated the possible benefits of the strategic plan to academic health sciences libraries and to hospital libraries.

G.K. Jayaram provided a final summary for the session. He concluded with an observation that the plan attempts to look at the future and prepare the organization and the profession for the next generation.

An official transcript of this session will be kept on file at MLA Headquarters for ten years and then sent to the MLA Archives for permanent retention.

Following adjournment of the strategic planning overview, the exhibit area was formally opened by President Judith Messerle. It was open for a total of 22.5 hours through May 20. An "Explore the

Exhibits" contest encouraged visits to the area by all meeting registrants.

**CONTRIBUTED PAPERS I:  
SECTION-SPONSORED  
CONCURRENT SESSIONS**

**SESSION I: CANCER LIBRARIES AND  
RESEARCH LIBRARIES SECTIONS  
THE EMERGING LIBRARY:**

**CONFLUENCE OF TRADITION AND TECHNOLOGY**

Moderator: Phyllis Rasnick, Welch Medical Library, Johns Hopkins University, Baltimore, Maryland.

*Developing an Electronic Core Bibliography:* Anne S. Klenk and David W. Kaplan, The Children's Hospital, Denver, Colorado.

*Confluence in Memphis: Creating a Cancer Resource Collection:* Mary Edith Walker, St. Jude Children's Research Hospital, Memphis; and Mary King Givens, Health Sciences Library, University of Tennessee, Memphis.

*Information for Decision Making: Utilizing Tradition and Technology:* Catharine C. Woods, Welch Medical Library, Johns Hopkins University, Baltimore, Maryland.

*The Kellogg Project of Texas Tech University Health Sciences Center and the Interdisciplinary Approach to Information Delivery:* Charles W. Sargent, Library of the Health Sciences, Texas Tech University, Lubbock, Texas.

**SESSION II: HOSPITAL LIBRARIES SECTION  
STRATEGIC ACTION FOR MANAGING CHANGE**

Moderator: Chris Jones, Library Service, VA Medical Center, Biloxi, Mississippi.

*Becoming Invaluable to Multiple User Groups: A Success Strategy:* Marianne Kelley, Library Services, Abbott Northwestern Hospital, Minneapolis, Minnesota.

*The Hospital Library as a Corporate Information Center:* Pamela Jajko, Library and Information Center, El Camino Hospital, Mountain View, California.

*Cost Benefits of Successful Consortium Group Purchase Contracting:* Robin Braun, Stohman Library, St. Elizabeth's Hospital, Brighton, Massachusetts.

*Balancing Interlibrary Loan within a Hospital Library Consortium:* Ruth Holst, Medical Library, Columbia Hospital, Milwaukee, Wisconsin.

*Interactive Videodisc in a Hospital Setting:* Barbara E. Potts, Webb Medical Information Center, Rancho Mirage, California.

**SESSION III: LIBRARY RESEARCH SECTION  
LIBRARY RESEARCH: A SOURCE OF NEW  
ENERGY AND IDEAS**

Moderator: Mark E. Funk, McGoogan Library of Medicine, University of Nebraska Medical Center, Omaha.

*Editorial Peer Review in Medical Journals: Research Methodology, Data Collection, and Elite Interviews:* Ann C. Weller, Library of the Health Sciences, University of Illinois-Chicago.

*CCML and MEDLINE: A Comparison of Full-Text and Citation-Based Retrieval:* Joyce E.B. Backus, National Library of Medicine, Bethesda, Maryland.

*Teaching Information Retrieval Skills to Medical Students:* Prudence W. Dalrymple, Health Sciences Library, University of Illinois College of Medicine at Rockford.

*The Contribution of Hospital Library Information Services to Quality Patient Care:* David N. King, Graduate School of Library and Information Science, University of Illinois at Urbana-Champaign.

*CINAHL and MEDLINE: A Comparison of Indexing Practices:* Sandra H. Brenner, St. John's Mercy Medical Center Library, St. Louis, Missouri.

**SESSION IV: PUBLIC SERVICES AND HEALTH  
SCIENCES AUDIOVISUAL SECTIONS  
MERGING TECHNOLOGIES INTO THE  
MAINSTREAM OF PUBLIC SERVICES**

Moderator: Susan Starr, Biomedical Library, University of California, San Diego.

*Library Orientation on Videotape: Using Skills and Talent from Reference and Audiovisual Services:* James Shedlock and Edward W. Tawyea, Northwestern University Medical Library, Chicago, Illinois.

*Adding CD-ROM to Reference Services:* Susan Barnes, Long Health Sciences Library, Columbia University, New York, New York.

*Teaching MEDLINE Without the Online Database: A Microcomputer-Based Approach:* Kay Deeney and Beryl Glitz, Biomedical Library, University of California, Los Angeles.

*Developing an Online Users Consultation Service:* Mary Joan Tooley, Health Sciences Library, University of Maryland at Baltimore.

*Enhancement of Public Services Through Medical Information Quick—A Unique End-User Search Service:* Leilani St. Anna, Ellen Marks, Vicki Killion, Mary Piper, Leslie Schick, and

Stephena Harmony, Health Sciences Library,  
University of Cincinnati, Cincinnati, Ohio.

**SESSION V: VETERINARY MEDICAL LIBRARIES  
SECTION**

**HEALTH SCIENCES LIBRARIES AUGMENTING THE  
CONFLUENCE OF ANIMAL AND HUMAN  
MEDICINE**

Moderator: Virginia L. Algermissen, Medical  
Sciences Library, Texas A & M University,  
College Station, Texas.

*The Clinical Veterinary Librarian Program: Facilitating the Confluence of Animal and Human Medicine:* Katherine MacNeil, Medical Sciences Library, Texas A & M University, College Station.

*Access to Veterinary Information: The Wyoming Experience:* Bonnie R. Mack, Health Sciences Information Network, University of Wyoming, Laramie.

*Veterinary Book Reviews: How Useful Are They in Collection Development?* K. Suzanne Johnson, Biomedical Sciences Librarian, Colorado State University, Fort Collins.

**CONTRIBUTED PAPERS II:  
SECTION-SPONSORED  
CONCURRENT SESSIONS**

**SESSION I: HISTORY OF THE HEALTH SCIENCES  
SECTION**

**FROM FABRICIUS TO FLOPPY DISC: THE  
CONFLUENCE OF HISTORY AND TECHNOLOGY**

Moderator: Billie Broaddus, Historical, Archival,  
and Museum Services, University of Cincinnati  
Medical Center, Cincinnati, Ohio.

*The Impact of Technology upon Medical History Research: The Past, the Problems, the Potential:* James J. Kopp, Washington State University Libraries, Pullman.

*Microcomputer Registration of Medical Artifacts:* Martha Whaley, Charles Moore, and Janet S. Fisher, Quillen-Dishner College of Medicine Library, East Tennessee State University, Johnson City.

*The Botanical Garden as Precursor:* Elizabeth B. Davis, University of Illinois at Urbana-Champaign.

*The Billings Connection:* Lucretia McClure, Miner Library, School of Medicine and Dentistry, University of Rochester, Rochester, New York.

**SESSION II: MEDICAL SCHOOL LIBRARIES  
SECTION**

**DEFINITION, DECISION, AND EXECUTION:  
CONFLUENT STREAMS IN MEDICAL SCHOOL  
AUTOMATION**

Moderator: T. Mark Hodges, Medical Center  
Library, Vanderbilt University, Nashville, Tennessee.

*Branching Out: The Evolution of the Library Information System (LIS) at UTHSCSA:* Virginia M. Bowden and Sallieann Swanner, Briscoe Library, University of Texas Health Sciences Center at San Antonio.

*Local Area Networks: The Next Step in Automation:* Janis F. Brown, Norris Medical Library, University of Southern California, Los Angeles.

*Quick-Search—An Inhouse Information System:* Neil Rambo and Linda Watson, Houston Academy of Medicine-Texas Medical Center Library, Houston.

*CL-MEDLINE: A Vital Component of the UTHSCD Library's IAIMS Plan:* Patti Armes and Tricia McKeown, Health Science Center, University of Texas at Dallas.

*Planning and Developing an IAIMS Prototype at Georgetown University:* Naomi C. Broering, Dahlgren Library, Georgetown University Medical Center, Washington, DC.

**SESSION III: NURSING AND ALLIED HEALTH  
RESOURCES AND DENTAL SECTIONS**

**THE GROWTH OF NEW DISCIPLINES FLOWS  
FROM INFORMATION: LIBRARIANS CHANNELING  
KNOWLEDGE TO DENTAL AND ALLIED HEALTH  
PRACTITIONERS IN THE COMMUNITY**

Moderators: Robert M. Pringle, Jr., Anderson  
Library, Intercollegiate Center for Nursing Education, Spokane, Washington; and Minnie Orfanos, Northwestern University School of Dentistry, Chicago, Illinois.

*Programs for Improving Information Services to Practicing Dental Professionals:* Cathryn E. White and Lynne K. Siemers, Health Sciences Library, University of North Carolina at Chapel Hill.

*Outreach Services: University of Missouri—Kansas City School of Dentistry Library:* Ann Marie Corry, School of Dentistry Library, University of Missouri-Kansas City.

*Merging Library Services and Nursing In-Service Education in a Mental Health Institution:* Ruth J. Rasmussen, University Psychiatric Services Library, McGoogan Library of Medicine, University of Nebraska Medical Center, Omaha.

*Information Needs in Allied Health as Reflected by Librarians Subscribing to the Cumulative Index to Nursing and Allied Health Literature (CINAHL):* Eugenie Prime, Medical Library, Glendale Adventist Hospital, Glendale, California.

*Serving Community-Based Emergency Medical Technicians: Opportunity and Challenge for the Medical Library:* Shelley Bader and Elaine Martin, Himmelfarb Health Sciences Library, George Washington University Medical Center, Washington, DC.

SESSION IV: RELEVANT ISSUES SECTION  
CONFLUENCE OF VALUES/TRENDS:  
RELEVANT ISSUES

Moderator: Judith L. Bube, Biomedical Library, University of California, Irvine.

*Hospice—Appreciating the Past, Preparing for the Future:* Sara Richardson, Methodist Hospital Library, Philadelphia, Pennsylvania.

*The Hospital-Based Gerontological Library:* Pamela Jajko, El Camino Hospital Library and Information Center, Mountain View, California.

*Malpractice and the Medical Librarian:* Judith G. Robinson, Claude Moore Health Sciences Library, University of Virginia, Charlottesville; and Alexandra Dimitroff, Welch Medical Library, Johns Hopkins University, Baltimore, Maryland.

*A Profile of Academic Medical Library Directors:* Audrey Powderly Newcomer and Robert A. Pisciotta, McGoogan Library of Medicine, University of Nebraska Medical Center, Omaha.

*The Value of Free Information Services: Reconciliation with the New Financial Environment in Health Care:* Sara Anne Hook, School of Dentistry Library, Indiana University, Indianapolis.

SESSION V: TECHNICAL SERVICES SECTION  
MANAGING SYSTEMS—RESPONSES  
TO THE ENVIRONMENT

Moderator: Carmel C. Bush, University of Texas Health Science Center at Dallas.

*Online Installation: Implications for Library Staff:* Leonard Rhine, Health Science Center Library, University of Florida, Tampa.

*The Micro Contribution to a Mainframe Technical Services Department:* Pat L. Walter, Biomedical Library, University of California, Los Angeles.

*Library-Wide Use of a dBase Acquisitions System:* Margaret Wineburgh-Freed, Alice Karasick,

and David H. Morse, Norris Medical Library, University of Southern California, Los Angeles.

*A Client-Centered Approach to Creating a Small Bibliographic Database for Non-Librarians:* Claire Gadzikowski and Robert A. Pisciotta, McGoogan Library of Medicine, University of Nebraska Medical Center, Omaha.

*The Microcomputer Center at Cornell University Medical College Library:* Jean Reibman, Wood Library, Cornell University Medical College, New York, New York.

SECTION MEETINGS

History of the Health Sciences. Program and business meeting.

*Only One Man Died: Medical Aspects of the Lewis and Clark Expedition:* Eldon George Chuinard, Oregon Health Sciences University, Portland.

Library Research. Business meeting.

Medical School Libraries. Business meeting.

Medical Society Libraries. Business meeting.

Nursing and Allied Health. Business meeting.

Osteopathic Libraries. Business meeting.

Relevant Issues. Business meeting.

Research Libraries. Business meeting.

Veterinary Medical Libraries. Business meeting.

The annual Exhibitors' Reception followed the section meetings. Immediately after the reception the first of two small group discussion sessions for strategic planning was held.

The following informal meetings also took place during the evening: Association of Visual Science Librarians; LIS Users' Group; Medical Informatics Roundtable; Public Services Section Public Service Management Special Interest Group; Southeast/Atlantic Regional Medical Library Program; and University of Michigan School of Library and Information Studies alumni and faculty.

CONFERENCE, MAY 19  
SECTION PROGRAMS

Hospital Libraries. Program and business Meeting.

*A National Agenda for Hospital Library Information Services:* Rosalind F. Dudden, moderator, National Jewish Center for Immunology and Respiratory Medicine, Denver, Colorado. Presenters: Nina W. Matheson, Welch Medical Library, Johns Hopkins University, Baltimore, Maryland; and Irene M. Lathrop, Peters Library, Rhode Island Hospital, Providence.

Dental Libraries. Program and business meeting.  
*Facts and Fiction about Ancient Dentistry:* J. Henry Clarke, School of Dentistry, Oregon Health Sciences University, Portland.

Health Sciences Audiovisual. Program and business meeting.  
*Uses of the Interactive Videodisc in Health Sciences Education:* Barbara Aguilar, moderator, Medical Center Library, St. Louis University. Presenter: David M.E. Allan, Intelligent Images, Inc., San Diego, California.

Medical Library Education. Program and business meeting.  
*The Future of Education for Medical Librarianship:* Bonnie Snow, moderator, DIALOG Information Services, Inc., Philadelphia. Presenter: Robert G. Cheshier, Cleveland Health Sciences Library. Reactor: H. Curtis Wright, School of Library and Information Science, Brigham Young University, Provo, Utah.

Mental Health Librarians. Program and business meeting.  
*Psychiatric Reactions to Disaster: The Mount St. Helens Experience:* Leonore W. Freehling, moderator, Reiss-Davis Child Study Center, Los Angeles, California. Presenter: William M. Vollmer, Center for Health Research, Kaiser Permanente Northwest Region, Portland, Oregon.

Pharmacy and Drug Information. Program and business meeting.  
*Dissemination of Drug Interaction Information—Does the 'Trickle-Down' Method Work?* (Excerpta Medica Lecture): Philip D. Hansten, College of Pharmacy, Washington State University, Pullman.

Technical Services. Program and business meeting.

*The Holder of Record—New Roles and Responsibilities:* Suzanne Grefsheim, moderator, Southeastern/Atlantic Regional Medical Library, University of Maryland, Baltimore.

*Technical Services Update from NLM:* Sally Sinn, National Library of Medicine, Bethesda, Maryland.

*Preservation in an Academic Health Sciences Library:* Paul J. Wakeford, San Francisco Medical Library, University of California, San Francisco.

Veterinary Medical Libraries. Program.  
*Simian AIDS:* Michael Axthelm, Oregon Regional Primate Center, Beaverton.

The second small group discussion session for strategic planning took place in the morning following the section meetings.

Activities held at noon included the annual NLM Update and the Chapter Chairmen's Luncheon. The film, *There Were Times, Dear*, was also shown at noon.

#### BUSINESS MEETING I

The meeting was called to order by Raymond A. Palmer, executive director of the Association, who introduced the members of the MLA Board of Directors and welcomed new members to the association.

*Raymond A. Palmer:* During the past year, eleven members of our association have passed away. Their counsel and their friendship will be missed. They are Joan Titley Adams, Jean Ashford, Anne Ayvaz, Robin Chivers, Estelle Davis, Mayo Drake, Leon Elveson, Susan Beth Horowitz Hamrell, Frances Healy, Betty Shoemaker and Mary Thompson. Please join me in a moment of silence as we honor their memories.

To say that this year has been a demanding one for the MLA president is a gross understatement. Barely into a new job as director of the medical center library, she launched fast-track strategic planning for the Association. That decision meant that she would be away from her institution more than fifty days in that year at strategic planning meetings.

If this were not enough, she has found the time to reacquaint herself with a daughter who went to Europe for the summer a teenager and returned home a young woman of new maturity. She also managed to help her son sort through the maze of Madison Avenue college catalogs in order to help him narrow the decisions about the schools he is most interested in.



I'm talking about a lady of considerable grace and charm and caring. Need I even mention stamina? That she has a commitment to you, the membership, I have no doubt. That she has a bold vision for MLA's future, you should have no doubt. She has worked hard, and she has expected the same from her colleagues in order to present you with a comprehensive agenda for the Association's future. It is my honor and my pleasure to present to you your president, Judith Messerle.

*Judith Messerle:* Our shared life together as an association finds its most active expression in the work of the appointed officers, committees and councils. The year now past has been one of energetic and commendable activity.

In order to permit maximum time during this annual meeting to discuss the Association's strategic plan, we have changed the business meeting. There will be no Presidential Address and no State of the Association Report. We will address other agenda items as efficiently as possible. This will include highlighting actions of the Board of Directors on motions submitted by the committees and providing time for you to ask questions of Board liaisons and committee chairmen to clarify the content of the committee reports. This is a change from our normal business procedure.

I hereby declare the business session of the Eighty-seventh Annual Meeting of the Medical Library Association to be opened.

### **PUBLICATION OF REPORTS**

Reports of officers, appointed officials, and committees are printed in the *MLA Annual Report 1986/87*, distributed to registrants at the annual meeting and available upon request from MLA headquarters. Additions and corrections to printed annual reports, as well as board actions on reports taken at the annual meeting, are reported in these proceedings. Official transcripts of all business meetings are kept on file at MLA Headquarters for ten years. They are then sent to the MLA archives for permanent retention.

### **REPORTS OF OFFICERS AND APPOINTED OFFICIALS**

President Messerle thanked Mr. Palmer and his able staff for a year of hard work and superior accomplishment. She then called on Gary Byrd, chairman of the Finance Committee, to present additions to the Finance Committee report as printed in the *MLA Annual Report 1986/87*.

*Gary Byrd:* I do want to note one small but important correction to this report. Sherrilynne

Fuller's name was inadvertently omitted from the list of committee personnel at the end of the report. Sherrilynne will be taking over as chairman of the committee following this conference.

In addition to this correction, I want to update one item in our report, highlight some aspects of last year's and this year's budgets, and report on action taken at our preconference meeting on Wednesday, May 13th.

Steps have already been taken by headquarters staff to convert all memberships to a single annual renewal date. Those members who currently receive their renewal notices in the second, third, or fourth quarters will be getting special notices this year outlining the procedure to make this change. An article describing the change will also be published in the August *MLA News*.

The audited year-end 1986 financial statements continue to reflect the overall financial health of our Association. The revenue categories showed modest but healthy overall growth from the previous fiscal year. Expenses for the year also show only modest increases and were more than \$40,000 less than budgeted.

Those of you who have followed the Association's budget closely over the years will notice that our 1986 budget fits a fairly uniform pattern established in the past. Our investment portfolio has performed very well over these years. This has provided the critical margin we have needed to move forward with existing programs and with strategic planning.

We will not be able to count on this pattern continuing, however, since the economy will undoubtedly change the performance of our investments. The approved 1987 MLA budget was published in the March 1987 issue of the *MLA News*. This budget projects modest increases in program revenues and expenses, level dues revenues, and no major changes in membership services.

In looking ahead to the budgets for 1988 and beyond, it is clear that we face a difficult task in allocating our limited resources to the important membership services as well as to the many new strategic objectives that will be competing for funding.

As you have heard from the Board's strategic planning report, a major objective for the year ahead will be aggressive fund raising activities as well as the promotion of MLA's products and services. However, until new revenue sources can be tapped, we will face some hard choices. With this in mind, the Finance Committee presented to the Board the following motion which was

approved unanimously at its preconference meeting: Moved, that the Finance Committee consider the need for a dues increase in the context of strategic planning and present recommendations to the Board at its mid-winter 1987 meeting.

President Messerle next introduced Minnie Orfanos, who retired as MLA's trustee in January of 1987, to present her final report.

*Minnie Orfanos:* The MLA Trustee has served in this position since 1976, and this is the last report. The trustee was a member of the Finance Committee and sat on all MLA Board meetings as a nonvoting member until December 1986. The revised Bylaws voted in last year have changed the monitoring of the MLA funds and check-signing procedures. Responsibilities are now centered at Headquarters, and the Finance Committee chairman participates in the review of initial internal control.

I have viewed the new accounts payable system routines and find that the Association will manage well. The auditor's report for 1986 has been forwarded to me and I have examined it and am glad to report that the Association remains fiscally sound. This report is informational and requires no action by the Board.

President Messerle next called attention to the reports of the MLA appointed officials and association committees, which are printed in the *MLA Annual Report 1986/87*. She announced that these reports stand as written, with Board action taken on specific motions as noted below.

The Board approved the following motion from the IFLA representative: Moved, that the Board of Directors send a letter of congratulations and thanks to the retiring Secretary General of IFLA, Ms. Margreet Wijnstroom, commending her on her extraordinary service and leadership in the course of her term of office.

From the *Ad Hoc* Committee to Develop a Code of Ethics: Moved that the Board of Directors accept the draft of the code of ethics as submitted and that they disband the task force. That motion was approved, and the Board is looking at what further action should be taken.

From the Continuing Education Committee: Moved, that the Board of Directors endorse the Association's participation in the educational program of the Sixth International Congress on Medical Librarianship to be held in New Delhi, India, in 1990. The motion was approved.

From the Publishing and Information Industries Relations Committee: Moved, that the Board of Directors adopt and publicize the attached resolu-

tion relating to differential pricing policies for periodicals published by British publishers. The motion was defeated, and the committee was asked to bring back further documentation to the Board.

From the representative to the ALA Coalition of Organizations for the Public Good: Moved, that the Board of Directors approve publicizing ALA National Library Week Partners Program in each January issue of *MLA News*. The motion was approved.

President Messerle next called attention to the reports of the Elections Committee, the Chapter Council, and the Section Council, and indicated that these reports stand as written. She then called for questions or comments from the floor about the reports.

Alison Bunting, UCLA, asked for additional details about the planned use of a \$3,000 gift which was announced in the report of the Editor of the *Bulletin*.

*Raymond Palmer:* As you recall, we inaugurated a new format design for the *Bulletin*, each issue having a different cover. We have never had special budgeting to support that activity, so part of the money will be used to support cover design and commissioned art. Also, some of the responsibilities that have been handled by a freelance assistant hired by the *Bulletin* editor are being moved to headquarters. So some of the funds from that \$3,000 gift, which we anticipated to be a recurring annual gift from Dr. McGovern, will be used to support that position.

President Messerle announced the discussion of the bylaws changes approved by the board as the next item on the agenda. Parliamentarian Darel Robb was then introduced, and he described the procedures to be used for the discussion.

Lucretia McClure, chairman of the Bylaws Committee, assumed the chair for the discussion period. The first amendment, Article 1, Section 4, relates to adding a notice of a dues increase for the membership. Ms. McClure first read the present wording and then the proposed wording, which provides that notice of a proposed change in dues shall be sent to each voting member at least nine weeks before the date of the next annual meeting. The notice shall indicate the time and place of the next annual meeting where the proposed dues structures will be discussed.

Bonnie Mack, University of Wyoming, asked why a mail ballot for a dues increase cannot be used instead of a vote at the annual meeting. Ms. McClure responded that the organization voted last year to have the dues vote take place at the

annual meeting. Ms. Mack countered with a request for an absentee ballot. There being no further discussion, the question was called, and the motion passed.

The discussion next turned to three proposed amendments to Article VI, all of which are relevant to changing deadlines for nominations and elections from November to September.

Yvonne Wulff, University of Michigan, asked for an explanation of the rationale for changing the date for nomination by petition from November 25 to September 25. She pointed out that such activity frequently occurs at chapter meetings which are held in the fall, thus effectively eliminating petition activity. Ms. McClure responded that the earlier

date was selected so that the process of nominations and elections can be carried forth more rapidly. Judy Messerle added that by moving up the elections process, it is possible for newly elected officers to participate in the mid-winter meeting. Alison Bunting, UCLA, pointed out that for chapters holding winter meetings, the November 25 date is no more relevant than a September date. Since there was no further discussion, the question was called and the motion passed.

The final amendments relate to changes in the Section Council, as detailed in Article XII, Section 3. All three of those amendments were passed without discussion.

## PROPOSED BYLAWS AMENDMENTS

### Present Wording

#### ARTICLE I. Members

##### Section 4. Dues

The Board of Directors shall review the dues structure annually. Recommendations for change shall be based on guidelines of the Finance Committee and consideration of generally accepted formulae indicative of financial conditions affecting the Association. Dues shall be determined by majority vote at the Annual Meeting after discussion and amendment of any proposed change in the dues. Fellows and Honorary members shall be exempt from payment of dues, except as required by any other class of membership which they may elect to hold. Annual dues shall be payable on presentation of an invoice due on the anniversary of enrollment or at the beginning of each fiscal year.

#### Article VI. Nominations and Elections

##### Section 2. Candidates for Nominating Committee Membership

C. The Board of Directors shall present to the Nominating Committee Chairman no later than November 25 the names of six Regular Members or Fellows of the Association as its candidates and any additional names needed to achieve a minimum of nine candidates on the ballot, all with accompaniments stipulated in these Bylaws.

##### Section 4. Nomination by Petition.

Candidates for the Nominating Committee or any elective office may also be nominated by petitions signed by not fewer than one hundred fifty Regular Members or Fellows, and shall be included on the next ballot, provided the petitions are accompanied by the items required by these Bylaws, and are presented to the Chairman of the Nominating Committee no later than November 25.

##### Section 5. Report of the Nominating Committee

The Nominating Committee shall submit a copy of its report and a ballot which includes all the candidates and accompaniments required by these Bylaws to the Board of Directors no later than November 30.

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**Present Wording**

**ARTICLE XII. Chapter and Section Councils  
Section 3. The Section Council**

- A. The Section Council shall be composed of one representative from each Section who shall be a Regular Member or Fellow of the association, selected in accordance with the bylaws of that Section. Representatives to the Section Council shall be elected for a three-year term. Annual membership turnover in Section Councils shall not exceed one-third of total Section Council membership.
- B. An alternate Section Representative shall be selected in the same manner, at the same time, to replace the Section Representative should he or she be elected Section Council Chairman or become unable to complete the term of office.
- C. Members of the Section Council shall elect one member to serve as Section Council Chairman for a term of three years. The Section Council Chairman shall serve as an ex officio voting member of the Board of Directors. The Section Council shall elect a new Chairman upon his or her resignation or expiration of term.

**Proposed Wording**

**ARTICLE XII. Chapter and Section Councils  
Section 3. The Section Council**

- A. *The Section Council shall be composed of one Representative from each Section who shall be a Regular Member or Fellow of the Association, selected in accordance with the bylaws of that Section; these Representatives shall be the voting members of the Council. Representatives to the Section Council shall be elected for staggered terms of three years, except that election for a shorter term shall prevail when it is necessary to maintain a one-third annual rotation of Council membership.*
- B. *An alternate Section Representative (hereinafter "Alternate") shall be selected in the same manner, at the same time, and for the same term as the Representative. Alternates shall serve as non-voting members of the Council, except that when a Representative is not present at a Council meeting, the Alternate shall temporarily assume the office of Representative, including the right to vote. An Alternate shall replace a Representative should the latter become Section Council Chairman, resign, or otherwise become unable to serve, and shall serve the remaining term of that Representative; a new Alternate from the affected Section shall be selected by that Section when this occurs, and shall serve the remaining term of the Alternate who is being replaced.*
- C. *One year prior to the expiration of the term of the existing Chairman, the voting members of the Section Council shall, at the Annual Meeting, elect from among themselves (including the outgoing voting members but excluding the incoming voting members) a new Chairman of the Council. The person elected shall serve a one-year term as Chairman-Elect while remaining his or her section's representative (unless an outgoing member is elected) followed by a three-year term as Chairman. An outgoing member who is elected shall serve as an ex officio member without vote of the Section Council while Chairman-Elect. In the event of the Chairman's resignation, inability to serve, or removal from office, the Chairman-Elect, if any, shall serve until the close of the next Annual Meeting and for the ensuing three years. If there is no Chairman-Elect, the President of the association shall appoint from the Council's voting members a Temporary Chairman, who shall serve only until the next Annual Meeting, at which time, a new Chairman, qualified as above, shall be elected; the person elected shall immediately assume office and shall serve for three years, except that he or she shall serve for only two years if this is necessary to maintain staggered terms.*

**CONTRIBUTED PAPERS III:  
NATIONAL PROGRAM  
COMMITTEE-SPONSORED CONCURRENT  
SESSIONS**

SESSION I

Moderator: Phyllis S. Mirsky, Central University Library, University of California—San Diego, La Jolla, California.

*SilverPlatter Evaluation: A Controlled Study:* Phyllis Rasnick, Welch Medical Library, Johns Hopkins University, Baltimore, Maryland.

*North Carolina AHEC Serials Project: Using dBase to Create a Union List of Serials:* Jill Byerly, Northwest AHEC Library, Watauga County Hospital, Boone, North Carolina; Karen Grandage, Medical Library, Wake Medical Center, Raleigh, North Carolina; Sue Pulsipher, Library, Fayetteville AHEC, Fayetteville, North Carolina; Pat Thibodeau, Mountain Area Health Education Center, Asheville, North Carolina; Lynne K. Siemers, Health Sciences Library, University of North Carolina at Chapel Hill.

*Teaching Computer Literacy: Helping Patrons to Help Themselves:* Elizabeth Wood, Norris Medical Library, University of Southern California, Health Sciences Campus, Los Angeles.

*TAP-IN: A Management Service for End User Searching:* Linda J. VanHorn and Elizabeth K. Eaton, Health Sciences Library, Tufts University, Boston, Massachusetts.

*Public Access Searching of MEDLINE on Compact Disk: Impact on an Academic Medical Library:* Sandra K. Millard, Linda Kaczmarczyk, Barbara J. Frey, Megan Scott, Judith M. Wetmore, and Claire Yoshida, Stowe Library, University of Connecticut Health Center, Farmington.

SESSION II

Moderator: Phyllis C. Gillikin, Northwest AHEC Library, Catawba Memorial Hospital, Hickory, North Carolina.

*Expanding Possibilities; A Hospital Operated Physicians' Electronic Mail and Primary Reference System:* Deborah L. Graham, Sacred Heart General Hospital, Eugene, Oregon; and Ralph Christenson, Portland, Oregon.

*The Librarian as an Information Filter, Functioning to Reduce Corporate Liability:* Connee Chandler, Health, Safety and Environment Library, Manville Sales Corporation, Denver.

*The Medical Library's Role in Providing New Information Services:* Nancy K. Roderer and

Rachael K. Goldstein Anderson, Long Health Sciences Library, Columbia University, New York, New York.

*The Medical Documentation Service of the Library of the College of Physicians of Philadelphia: Confluence of a Non-Profit Institution with Industry:* June H. Fulton and Anthony R. Aguirre, Library, The College of Physicians of Philadelphia, Pennsylvania.

*Reference Activity and the External User: Confluence of Community Needs at a Medical School Branch Library:* Trudy K. Landwirth, Melanie L. Wilson, and Jo Dorsch, Library of the Health Sciences, University of Illinois at Chicago, College of Medicine at Peoria, Illinois.

SESSION III

Moderator: Nancy Hewison, Life Sciences Library, Purdue University, West Lafayette, Indiana.

*Confluence of Library Science and Medicine: A New Experimental Database:* Judith B. Wood, School of Library Science; Robert E. Wood, School of Medicine; and William M. Shaw, Jr., School of Library Science, University of North Carolina at Chapel Hill.

*Multisector Approach to the AIDS Information Crisis:* David S. Ginn, Louis Calder Memorial Library, University of Miami School of Medicine, Miami Beach, Florida.

*Support Staff Development in an IAIMS Environment:* Katherine Branch and Rebecca Satterthwaite, Welch Medical Library, Johns Hopkins University, Baltimore, Maryland.

*Implementing RECONSIDER, a Diagnostic Prompting Computer System, at the Georgetown University Medical Center:* Naomi C. Broering, Dahlgren Memorial Library; Milton Corn, School of Medicine; William R. Ayers, Undergraduate Medical Education; and Pauline Mistry, Medical Center Planning, Georgetown University Medical Center, Washington, D.C.

*Beyond the Integrated Library System: Evolution from Automation of Internal Operations to an Academic Information System:* Susan Y. Crawford, Barbara Halbrook, and Elizabeth Kelly, Washington University School of Medicine Library, St. Louis, Missouri.

SESSION IV

Moderator: Debbie Ketchell, Washington Health Information Network, University of Washington Health Sciences Library and Information Center, Seattle.

*Library and Department of Medicine Collaboration on a Critical Review Course for Third-Year Medical Students:* Melanie L. Wilson, Library of the Health Sciences, and Michael A. Frasca, Department of Medicine, University of Illinois College of Medicine at Peoria.

*Problem Based Learning: Confluence of Information Management and Education:* Elizabeth K. Eaton, Linda Van Horn, and Elizabeth J. Richardson, Health Sciences Library, Tufts University, Boston, Massachusetts.

*Northwestern University Medical Library Broker Service for End-Users:* Ramune Kubilius and James Shedlock, Northwestern University Medical Library, Chicago, Illinois.

*A User-Friendly Computer Program for Medical Students:* Virginia M. Crowe, Library Resource Services; Albert J. Wasserman, School of Medicine; and Melanie M. Hillner, Information Center, Virginia Commonwealth University, Richmond.

*Alliance in Medical Education: Librarians, Basic Scientists, Clinicians:* Marie A. Reidelbach, Joan Latta Konecky, Ruth J. Rasmussen, Joan Stark, and Dorothy B. Willis, McGoogan Library of Medicine, University of Nebraska Medical Center, Omaha.

#### SESSION V

*Moderator:* Suzanne Grefsheim, Southeastern Atlantic Regional Medical Library Services, Health Sciences Library, University of Maryland, Baltimore.

*Building a MiniMEDLINE Database: Which Journals to Choose?* Barbara Laynor, Nancy Calabretta, and Rosalinda Ross, Scott Memorial Library, Thomas Jefferson University, Philadelphia, Pennsylvania.

*The Library and the Department of Medical Informatics: Collaboration or Conflict?* Wayne J. Peay, Eccles Health Sciences Library; Homer R. Warner, Department of Medical Informatics, School of Medicine; and Nina E. Dougherty, Eccles Health Sciences Library, University of Utah, Salt Lake City.

*Current Interests and Concerns in the Popular Health Literature: Can You Believe What You Read?* Alan M. Rees, School of Information Science and Policy, State University of New York, Albany.

*Core Concept Database: A New Response to Professional Needs:* W. Jean Pugh, Psychiatry/Neurosciences Library, Johns Hopkins University, Baltimore, Maryland.

*Microcomputer Data Entry for a MARC-Based Integrated Library System:* Joseph G. Wible, Dick R. Miller, Randy E. Woelfel, and Linda S.L. Yau, Lane Medical Library, Stanford University Medical Center, Stanford, California.

The following exhibitors held briefings or demonstrations of their products following the contributed papers sessions: Faxon Company; Marcive, Inc.; OCLC, Inc.; PaperChase; PsycINFO (American Psychological Association); Read-More Publications, Inc.; and Research Information Systems, Inc.

#### EXPO '87: TECHNOLOGY IN HEALTH SCIENCES LIBRARIES

The following education exhibits with visuals and/or onsite demonstrations were presented Tuesday and repeated on Wednesday at noon:

*Using dBase to Create a Statewide Union List of Serials:* Susan Pulsipher, Jill Byerly, Karen Grandage, Pat Thibodeau, and Lynne Siemers, North Carolina Area Health Education Center Library/Information Services Network, Chapel Hill.

*HSL/MEDLINE, Meeting Information Needs at UMAB:* Frieda Weise, M.J. Tooley, and Cyril Feng, Health Sciences Library, University of Maryland at Baltimore.

*Windmills of the Mind: The Harnessing of Information Through the Use of Local Data Bases:* Sharon Hull and Mattie McHollin, Meharry Medical College Library, Nashville, Tennessee.

*Meeting End User Needs Through the Use of an Electronic Patient:* Lavonda Kay Broadnax and Julia Cobb Player, Health Sciences Library, Howard University, Washington, D.C.

*Computer-Assisted Instruction and Testing Materials for Microcomputers:* Marline Gerrity, T. Lee Willoughby, and Susan Durbian, School of Medicine, University of Missouri-Kansas City.

*Joint Development of an Alcohol Database:* Rebecca Satterthwaite and Katherine Branch, Welch Medical Library, Johns Hopkins University, Baltimore, Maryland.

*Educational Innovation Consultants: Converging Expertise:* Francesca Allegri and Nidia T. Scharlock, Health Sciences Library, University of North Carolina at Chapel Hill.

*The Electronic Connection: A Local Area Network:* Donna Johnson and Marianne Kelley, Abbott Northwestern Hospital, Minneapolis, Minnesota.

*ANSI Standard MUMPS—Microcomputer Programs for Accessing Reference Sources and Managing Personal Bibliographies:* Millard F. Johnson, Jr., Oregon Health Sciences University Library, Portland.

*Evolving Beyond the Reference Desk: A Comprehensive Information Access Program:* Joan E. Latta Konecky and Marie Reidelbach, McGooagan Library of Medicine, University of Nebraska Medical Center, Omaha.

*INFONET: Technology and the Oregon Health Information Network (OHIN):* Stephen J. Teich, Millard F. Johnson, Jr., and Catherine E. Rogers, Oregon Health Sciences University Library, Portland.

*"Quick Search"—An Inhouse Information System:* Linda Watson and Neil Rambo, Houston Academy of Medicine-Texas Medical Center Library, Houston.

*LIS/DIS: Using CD-ROM with LIS to Expand Library and Drug Information Services:* Nancy F. Bierschenk and Anne Comeaux, Briscoe Library, University of Texas Health Science Center, San Antonio.

*Converting Micro Potential Into Public and Technical Services Productivity:* Vivian Hay, Pat L. Walter, and Gail Yokote, Biomedical Library, Center for the Health Sciences, University of California, Los Angeles.

*GREMLIN BBS; FAX and the IBM PC:* Ruby S. May, Greater Midwest Regional Medical Library Network, University of Illinois at Chicago.

*Seattle Area Hospital Library Consortium: SAHLC in Action:* Mary Campbell, Health Information Network Services, Everett, Washington.

### CAREERS IN TRANSITION

Roundtable discussions focused on career tracks, putting participants in touch with key figures within MLA who have explored new areas for service or new organizational settings, as well as persons who throughout their careers have exemplified leadership and dedication to the Association's values. Discussion facilitators included: Rachael K. Goldstein Anderson, Health Science Library, Columbia University, New York, New York; Jacqueline D. Bastille, Treadwell Library, Massachusetts General Hospital, Boston; Betsy Beamish, Hospital Library Consulting, Pacific Palisades, California; Jana Bradley, West Library, Depauw University, Greencastle, Indiana; Alfred N. Brandon, Consultant, Daytona Beach, Florida;

Naomi C. Broering, Dahlgren Memorial Library, Georgetown University Medical Center, Washington, D.C.; Holly Shipp Buchanan, NKC Hospitals, Inc., Corporate Information Resources, Louisville, Kentucky; William A. Clintworth, Norris Medical Library, University of Southern California, Los Angeles; Lois Ann Colaanni, National Library of Medicine, Bethesda, Maryland; Mickey Cook, Medical Library, Washington Hospital Center, Washington, D.C.; Shirley Edsall, Medical Library, United Health Services/Wilson Hospital, Binghamton, New York; Nancy Fabrizio, State University of New York at Buffalo; Eileen Fitzsimons, Medical Library Association, Chicago, Illinois; Samuel Hitt, Chapel Hill, North Carolina; J. Michael Homan, Corporate Technical Library, Upjohn Company, Kalamazoo, Michigan; Donna P. Johnson, Abbott-Northwestern Hospital Library/Media Service, Minneapolis, Minnesota; Gertrude Lamb, Health Science Libraries, Hartford Hospital, Hartford, Connecticut; Jane A. Lambremont, VA Medical Center, Asheville, North Carolina; Lucretia McClure, Miner Library, University of Rochester School of Medicine and Dentistry, Rochester, New York; Jean K. Miller, University of Texas Health Science Center, Dallas; Phyllis S. Mirsky, Central University Library, University of California San Diego, La Jolla, California; Sherry Montgomery, Literature Resource Center, Merck Sharp & Dohme Research Laboratories, West Point, Pennsylvania; Ray Palmer, Medical Library Association, Chicago, Illinois; Wayne J. Peay, Eccles Health Sciences Library, University of Utah, Salt Lake City; Julie R. Quain, BRS-Colleague, New York, New York; Fred W. Roper, College of Library and Information Science, University of South Carolina, Columbia; John A. Timour, Scott Memorial Library, Thomas Jefferson University, Philadelphia, Pennsylvania; Cathryn E. White, Health Sciences Library, University of North Carolina at Chapel Hill; and Joan S. Zenan, Savitt Medical Library, University of Nevada, Reno.

The following informal meetings were held in the evening: Chiropractic Librarians; Circuit Librarians; End User Online Search Training Forum; Faxon reception; Greater Midwest Regional Medical Library Network; Hospital Library Section Automation Forum; Mounting Commercial Databases on Local Systems: the Agony and the Ecstasy; National Reference Center for Bioethics Literature BIOETHICSLINE demonstration; Nursing and Allied Health Resources Section dinner; PHILSOM Users; Public Services Section recep-

tion sponsored by BRS Information Technologies; South Central Regional Group; and VA Librarians.

### CONFERENCE, MAY 20

The following informal meetings were held on Wednesday: DOCLINE Users Group; Hospital Library Section Executive Committee; Hospital Library Section Statistics Task Force; Hospital Library Section Standards Task Forces; Institute for Scientific Information breakfast; LIS Update; MLA Continuing Education Committee and Chapter CE Representatives (joint meeting); PaperChase breakfast; and South Dakotans and South Dakota Lovers.

Two films were also shown on Wednesday: *Frontline—Better Off Dead?* and *Roger-9*.

### BUSINESS MEETING II

President Messerle opened the second business meeting by announcing the availability at the MLA booth of display copies of *Challenge to Action: Planning and Evaluation Guidelines for Academic Health Sciences Libraries*. The publication may be ordered from MLA Headquarters.

President Messerle then called on Dr. G.K. Jayaram to present a summation of the small group sessions on the MLA strategic plan. Dr. Jayaram began by describing the structure and content of the sessions. Meetings were held on Monday evening for two and one-half hours, and on Tuesday morning for an hour and a half. Approximately 100 people attended the evening session, with approximately 250 attending on Tuesday. Dr. Jayaram pointed out that many attended both sessions, so that the total participation was approximately 300 individuals. Each group was comprised of eight to ten participants.

Recorders were asked to describe in a stream of consciousness fashion everything which was discussed by the group. Individual reports ranged from four to twenty-eight pages in length, with the total number of handwritten pages approximating 300 pages. From this mass of material, Dr. Jayaram attempted to identify common themes and the common responses to those themes. He characterized the overall response as, "Yes, but. . ."

The mission statement was the first area for discussion. In general, the groups approved of the mission, with reservations. There was considerable disagreement with the phrase, "improve health." Alternative suggestions included, "promoting health and quality medical care"; "dedicated to health"; "affect health." Others preferred the term

"health care", although there were objections that such a term would exclude patient education. With the exception of the phrase, "to improve health", the mission appears to be acceptable.

Dr. Jayaram pointed out that both in the regional discussion groups throughout the previous year and in the small group sessions there was a divergence of opinion about MLA's mission. A small minority feels that the Association should follow an information specialist model, while the majority is comfortable with having some type of "umbilical cord" linking the Association to health; the disagreement is in the definition of that link.

With regard to goal I, a major point of discussion in certain groups was the definition of information systems. Many groups focused on the significance of incorporating other professions into MLA as an outcome of goal I. Because this goal addresses the design, development, and management of information systems, some groups saw it as an invitation to other professions. There were expressions of anxiety, fear, and rationalization about this possibility, along with the attitude that extending an invitation would not guarantee acceptance or provide incentives for other to join MLA.

With regard to goal II, there was discussion about the utility of credentialing, and the point was made repeatedly that the goal overlaps with other organizations. There was also concern about mechanisms for implementing goal II, with a focus on necessary interactions with other organizations.

There was almost unanimous support for goal III, with its focus on research. There was concern, however, about the role of hospital librarians with regard to research. Some questioned whether research as expressed in the goal referred to scholarly or practical research. There was also skepticism about the ability of librarians to conduct research, since most have not had training in research skills.

The only generic strategy which was discussed extensively was governance. There was a recognition that chapters and sections should be able to take on greater responsibility, but considerable doubt that they would have the resources to do so.

There was also a suspicion of possible conspiracies. Councils might create a bureaucracy which would drain power and energy away from the chapters and sections. Headquarters might "hog" power. One statement expressed the opinion that the plan would actually lead to a greater centralization of power, since the chapters and sections which were unable to carry out their responsibilities would turn to Headquarters for assistance.



There was also much discussion about accountability. The major concern was whether increased responsibility for sections and chapters under the plan would be accompanied by an increase in authority and resources. Dr. Jayaram asserted that accountability must be accompanied by appropriate resources and authority; without them, the plan is a sham and will not work.

One group presented the unique hypothesis that decentralization is a feminine concept, while centralization is male. If we decentralize in the manner proposed by the strategic plan, persons with computer orientation, who have a predominantly masculine orientation, will hesitate to join MLA, since it will have a feminine structure. Dr. Jayaram viewed this as a creative hypothesis that should be tested.

Almost half the time in small group sessions was spent discussing other issues in the document, although the Board had asked for comments only on the mission, goals, objectives, and generic strategies. Dr. Jayaram provided a summary of these "other" comments.

There was considerable discussion about consulting. Many people saw a potential conflict of interest between consultation and traditional library roles, and they had specific questions about the role of Headquarters with regard to consultation. Some viewed consultation as a money-making activity for Headquarters. The view with regard to consultation was that MLA in this context referred to Headquarters, rather than to the membership as a whole.

Another focus for comments was on the measurement indicators. People wanted to know the source of the indicators (research or estimates), and virtually everyone disagreed with one or more indicators. There was, however, a recognition that some type of measurement indicators are necessary in order to determine if goals have been met.

There was a great deal of discussion about language, semantics, and word usage, with many changes suggested.

There were also many comments about individual involvement in the plan and possible member apathy toward its implementation. Some called for more dialogue about it at the grass roots level, and others felt that it was being thrust down the throats of the membership. Some recognized that there had been opportunity for input in the past, but they still wanted more discussion.

Some distrust of Headquarters and the Board was expressed, along with misgivings about the capabilities of chapters and sections. There were

also feelings of insecurity, and the fear that it is idealistic to think that many people will participate in the plan.

Dr. Jayaram concluded with some general observations. Considerable intellectual and emotional energy was expended in defining the identity of the profession and the organization. Some were impatient for action, while others wanted more time for discussion. There was an attempt to reconcile apparently unrelated interests, in the recognition that the organization is a political coalition requiring political compromises.

There was also some anger, along with the opportunity to express that anger. Dr. Jayaram pointed out that anger can be either a crippling emotion or a sustaining emotion which makes people act. To the extent that the organization wants to use that energy, the expression of anger is important.

Dr. Jayaram said that true transformation within an organization or in society occurs when there is an optimal mixture of frustration and hope. He saw both factors in the discussions, indicating a positive atmosphere for transformation of the Association. He concluded by focusing on three specific questions.

*G.K. Jayaram:* First, are there significant threats and opportunities that the profession has to face? The answer was a resounding "yes".

Second, do you feel MLA is the right instrument to respond to and to lead and join with you in confronting those threats and opportunities? "Yes, but. . ."

Third, is this plan the right approach for MLA to take in order to lead you? "Yes, but. . ."

Finally, in terms of process, this was an experiment in organizational democracy. There are two prerequisites for democracy to work, whether at the national, social, or organizational level. One is the willingness of leadership to take the risk to let democracy in. Second, equally important, is the willingness of the citizenry to pick up the gauntlet and run with it. Both have risks involved, and I believe you demonstrated in the last two days in these groups both of those prerequisites. The leadership ought to be congratulated, and you are to be congratulated on that.

President Messerle expressed thanks to Dr. Jayaram and all others who have participated in the planning process. She then announced that she was bringing a motion to the membership requesting approval in principle of the mission, goals, objectives, and generic strategy statements.

*Judith Messerle:* Before I formally present the

motion, I have a number of things that I'd like to share with you on the Board's behalf.

First, about the decision to seek approval in principle: We feel very strongly that this is a document in progress, a snapshot of an ongoing plan that will change, based upon the input from the sessions at this meeting and other meetings to come, including the chapter meetings to be held in the coming year. It will change reflecting input from the Chapter Council, the Section Council, committees, the new joint task forces that we're appointing to look at relationships between groups and the committees themselves.

The second point: We must make some clarification on the issue of decentralization. First, to act on any governance issue requires a bylaws change and a vote of not only this assembly but of the entire membership. Any change in governance will not happen overnight. And we do anticipate a good deal of feedback on the governance question from the various groups that are looking at the implications of the strategic plan on their units.

We've asked sections, councils, committees, and chapters to think about what the plan means for them, and we need to hear from them, not only on content but on governance.

Third, on the issue of who we are: currently, anyone interested in medical librarianship can join this Association. We project that those who hold our values in common and those who support our mission will be the members of the future. These could include educators and systems analysts who are currently being recruited to our libraries, and the technicians that Erika Love mentioned in the Janet Doe Lecture, whom we can learn from and can learn from us about our place in society and our mission. About the mission statement:

We began with sixty-seven statements as candidates for the mission statement. One by one, these fell by the wayside when we considered MLA as all of us, members and units. We tried it with education, legislation, and communication being the principal components of the mission statement. It lacked the focus for thinking big: one thousand education programs held here and there; the question was, to what end?

We liked the looking outward, the focusing of energy, the empowering that such an outward, together approach created.

And so to the vision:

- All of us, the members, the Association, the profession working together to create our own tomorrow in the height of technological, sociological and economic change.

- Bonded by a set of values linked with health science information but not bounded by a single discipline.
- Energizing and focusing allied professions to work in collaboration and coalition toward a common goal.
- A pro-active organization with a strong legislative agenda driven by us, spelling out our needs for resources and policy for development of a sophisticated information infrastructure.
- A pro-active research agenda that highlights the "need to know issues" and encourages external funding to members for multiple courses; an agenda that reaches from basic to applied research answering nitty-gritty questions and on-the-job questions.
- New ways to learn and new ways to think; new sections in informatics sponsoring and designing education programs. Forums. Internships.
- A possible new profession (information science, for lack of a better phrase), combining the best of librarianship with the best of information management.
- Excitement about fiscal support from external sources.
- An empowered membership, with authority, responsibility and resources to act.

To paraphrase a favorite quote of mine: "Dream Big! Make no small plans, for such plans have little power to move men's minds and hearts. Dream Big! For these are the dreams that stir men to action."

The MLA strategic plan does think big; and it declares a belief in our future, in our organizational units, in our members, and in health science librarianship. It declares fully that we, the medical librarians who comprise MLA, and the Association which we empower, are claiming as our "turf" the spectrum of activities that address our values: from basic research, to applied research, to designing, developing, and managing information systems within our institutions; to traditional librarianship—selecting, acquiring, organizing, providing access, and preserving, as well as new roles of end-user training and information synthesis and evaluation.

We stake this claim because we believe that we must play an active role in all those areas that touch us significantly: knowing how information becomes knowledge; understanding what direct impact we have on patient care; constructing better tools for circulation, data gathering, and evaluation; using system design principles; developing improved manual circulation procedures. The list is long.

It is a powerful plan, opening doors to the outside world that have not been open to us before. To Congress, it states that we have a place in society—a significant place—and that we are the agents in charge of the destiny of health information. It states our vested interest in research, in systems approaches to information, and in the provision of information services.

To corporations it is a new approach, issue-driven and exciting. I was approached in February by one of our publishers who had seen a draft of the plan in the *News* and said that he felt that his corporation should and would provide funding for our research agenda. To my knowledge, that's a first.

To our institutions, it suggests a strong profession that is critical to the role of information access and storage. And there's a new appeal to those who have parallel interests or similar interests in building coalitions.

Above all, this plan includes an enormous belief in you. We believe that we must believe in ourselves, and I'm not sure that has always been our plan. We believe that an "empowered" membership concertedly working in the same direction, can drive a powerful agenda and can literally move mountains. We limit ourselves, but we should not because we are bright, intelligent, articulate, and dedicated individuals. The plan is a call to action. It is a call to think in new ways and to begin acting in new ways.

President Messerle called on Darel Robb, MLA's parliamentarian, to explain the rules of order for voting on the motion. He reiterated that the rules are found in the current edition of *Roberts Rules of Order, Newly Revised*, and in the MLA Bylaws. Voting is by paddle. No one is recognized to speak on the same issue for the second time until all those who wish to speak on the issue have spoken, and speakers are asked to alternate between pro and con viewpoints.

Ms. Messerle clarified the purpose of the vote by pointing out that approval in principle implies endorsement and allows the Board continued opportunity to conduct a detailed analysis and to integrate the feedback from this meeting into the ongoing plan. A "no" vote would indicate to the Board that the general direction of the plan is in error, and that the basic vision is not acceptable. She then read the motion: On behalf of the Medical Library Association Board of Directors, I move the approval in principle of the mission, goals, objectives, and generic strategies statements. As a Board

motion, it required no second. The floor was then opened for discussion.

Linda Holbrook asked if there was a connection between the plan and the Finance Committee's recommendation for a dues increase.

*Judith Messerle:* The discussion about a dues increase is not based upon the strategic plan. And as we pull together the documentation which we will be sharing with you at the next annual meeting, inflation is literally outstripping our current dues structure. It is not related to new programs and new projects.

Secondly, in regard to the plan, it is an extraordinarily expensive plan. If you will look at the strategies under finance there are a number of initiatives that we plan to take. At the postconference meeting we will be spending a day working out a strategy for formal fund raising outside the members of the Association.

We believe that we have a national agenda. We believe that there are organizations that will support us in our national agenda. This is not to be entirely a membership responsibility.

A few additional comments, both positive and negative, were made. Discussion was then terminated, the question was called, and the motion passed with only minor dissent.

As new business, the following resolution was introduced by Susan Hawk, National Library of Medicine:

*Whereas*, we are an organization committed to the improvement of health; and *whereas*, the AIDS epidemic threatens the lives of many citizens of our country; *therefore be it resolved* that the members of the Medical Library Association will identify and employ innovative strategies to disseminate information concerning AIDS to all members of the health care team, to patients, and to the public. The motion was seconded by Shirley Hesslein and passed by the attendees.

Mary Horres, University of California San Diego, introduced the following resolution:

*Whereas* Portland, the City of Roses, has provided a combination of natural and urban beauty to the 1987 annual meeting of the Medical Library Association; and *whereas* the confluence represented by the diversity and interaction has provided us with new energy personally and as an association; and *whereas* the strategic plan for the Association has provided a guide for shaping the future; and *whereas* Fred Friendly and other speakers have challenged us to consider how our values, vision, and leadership influence our responses to a changing environment; and *whereas* the sections, exhibitors, continuing education opportunities, and social events have added to

the richness and diversity of the program; *therefore, be it resolved* that the members of the Medical Library Association commend the 1987 National Program Committee: its chairman, Carol Jenkins; its associate chairman, Joan Zenan; chairman of the Local Assistance Committee, James Morgan; as well as Kent Mayfield and the Headquarters staff, for their unstinting efforts.

Mary Horres, as Chairman of the 1988 National Program Committee, then extended an invitation to the membership to attend the next annual meeting in New Orleans. She introduced Bill Postell and Judith Caruthers, co-chairs of the Local Assistance Committee, who provided a preview of the meeting, with the help of both Mardi Gras-attired colleagues and a film.

President Messerle extended thanks to retiring Board members Gary Byrd, June Fulton, Frances Groen, Jane Lambremont, and Jean Miller, and she welcomed incoming members Mickey Cook, Fred Roper, Audrey Powderly Newcomer, Gail Yokote, and Eloise Foster, president-elect.

Former MLA President Jean K. Miller, on behalf of the Board of Directors, lauded President Judith Messerle for her qualities of collaboration, farsightedness, and diplomacy which the Association has come to expect in its leaders, and presented her with a loving cup of appreciation and affection. President Messerle accepted it with thanks.

*Judith Messerle:* My year as president has been an unforgettable experience. Nevertheless, I am delighted to be able to relinquish this gavel to the capable hands of our next president. We know her as a forthright and future-oriented leader. She will be an able and effective president of the Medical Library Association—Holly Shipp Buchanan.

## INAUGURAL ADDRESS

### THE MAN WHO MISTOOK HIS WIFE FOR A HAT

By Holly Shipp Buchanan

Ten years ago the annual meeting of the Medical Library Association was also held in the Pacific Northwest, in Seattle. At that meeting the new organizational structure was initially approved. That meeting truly laid the foundation for the plan you discussed just a few minutes ago.

In the intervening years, the Medical Library Association has been led by futuristic leaders, Presidents Clausman, Love, Colaiani, Lamb, Sargent, Lorenzi, Matheson, Mirsky, Miller, and Messerle. Their inaugural addresses have focused on the changes and controversies that have sur-

rounded the Association over the years, and the coming of age of our profession and the Association. They reminded us that roses do come with a few thorns and that what's past is prologue. They emphasized that we must begin the future today, but that shared values and shared goals will determine in what manner we look "beyond the edge" and consider the risks and promises that await us.

Formalized planning, initially begun under Lorenzi, Sargent, and Lamb, used a target date of 1988. Planning is evolutionary and dynamic. We're now building on the 1988 target as we come to that edge and extend it out to 1992.

During 1986/87, a mission, values statement, goals, objectives, and generic strategies were developed as phase I of our planning process. The focus for the 1987/88 Association year will not move from strategic planning. Indeed, this inaugural address will indicate that planning will continue in MLA with phase II, a year of dialogue.

A commitment to planning has been instilled in the Association—a commitment to an on-going process rather than just a plan. In fact, I would like to think that planning has been institutionalized within MLA and that no committee, chapter, section, or council would begin work for any year without updating its plan, or take any action without assuring consistency with the overall Association plan.

All incoming presidents during the past ten years have talked about the future of the Association. Those in the next decade will continue the practice, for planning is the most important responsibility of your leadership. You as members must hold us accountable for it.

My address today will ask us to view planning through an entrepreneur's eyes. Entrepreneurship includes the concepts of vision, risk-taking, and ownership. Relating these to planning means: to focus on the total picture as we consider our goals and the strategies needed to get there, to be innovative and willing to take some risks, and to take personal ownership of the plan and the Association.

As a new parent, I'm gaining practice in storytelling, so I want to share several stories with you today that will emphasize vision, risk-taking, and ownership.

Oliver Sachs, a clinical neurologist, published a collection of case histories, one of which serves as the title of his monograph and this address [1]. "The Man Who Mistook His Wife For A Hat" tells the story of a musician who gradually became

unable to recognize the faces of his students, but upon hearing a student speak, he would immediately recognize the student's voice. Not only did the professor not recognize familiar faces, he sometimes saw faces when none existed. Parking meters and fire hydrants became heads of children which he would pat. At the end of one examination by the neurologist, the musician reached out his hand, took hold of his wife's head and tried to lift it off and place it on his head, believing it to be his hat.

The man was a brilliant musician, but on looking at any picture his eyes would pick out only tiny details, or specific hints of color, never absorbing or piecing together the scene as a whole. In some cases, even though he was unable to "see" or describe the real picture, he would describe images that did not exist at all. As part of the testing Dr. Sachs gave him an object and asked him to name it. Unable to do so, he described it as "about six inches in length, a convoluted red form with a linear green attachment." Only when Dr. Sachs asked him to smell it did the musician realize by the aroma that he held a rose. Handed an object made of cloth, he described it as a "continuous surface with five outpouchings." He speculated that it was a container for five different sizes of coins. The ability to recognize and name a glove had disappeared. Only when his auditory or olfactory senses could be used for identification was he able to compensate for the loss of his visual senses. The music professor was also a painter, and his canvases over the years had moved from realism to the less concrete and more abstract. His paintings became chaotic lines and paint blotches. His underlying pathology was exhibited in his artwork. His wife, however, believed that the changes seen in his paintings were artistic development that renounced realism and advanced to abstraction. The neurologist's diagnosis was visual agnosia, which occurs when all powers of representation and imagery and all sense of the concrete are destroyed by advancing pathology. As a result of this agnosia, the musician was unable to interpret or to effectively judge objects.

This story has two points. The first relates to strategic planning and how we approach a plan. Long-range or strategic planning is an integrated process, and a plan must be viewed in context. Looking at only some small part does not provide us the total picture, but only a flash of color or a small detail. When we step to the edge, sometimes the fear of the unknown causes our visual agnosia to kick in. We lose our ability to distinguish, recognize, or judge familiar objects by sight.

The second reveals issues about judgment. Judgment,

by its very nature, is intuitive, personal, and concrete. We see how things stand in relation to one another and oneself. It is the process of forming an opinion or evaluation by discerning and comparing. It is also defined as our capacity to arrive at a decision about the value of something.

In undertaking concentrated strategic planning, a tremendous amount of data have to be collected, synthesized, and analyzed. Simple human judgment comes into play. Judgments or best guesses have to be made. Your officers and Board members have realized this and tried to use the collective wisdom of MLA members. Approximately 200 MLA members are acknowledged at the end of the strategic plan. Committees, representatives, councils, and executive committee members of chapters and sections will participate in the next part of our planning during the summer. During the fall and spring, attendees at chapter meetings will also have an opportunity to participate. How great it would be if by next year's meeting in New Orleans, our participant list had 5,000 names on it.

Planning in isolation without member involvement increases the likelihood of individual agnosias taking hold. Involvement by many members will assure that someone recognizes familiar objects. The give and take through interactive dialogue is what leads to consensus building and sharing of a common vision. The bits and pieces of the picture come together and form a clear picture, a clear vision. Being able to visualize the whole picture and use judgment to evaluate it affects our ability to recognize the potential for innovation. Story number two illustrates this point.

In the early 1930's the IBM company, along with many others of the time, almost went out of business. Its first electro-mechanical bookkeeping machine (or adding machine) was designed for and marketed to banks. During the Depression banks had no money to spend on new equipment. However, IBM ignored this economic environment and continued to manufacture machines, sold very few, and then put them in warehouses. At a low point, Thomas Watson, Sr., IBM's founder, attended a dinner party and met a woman who, when introduced to him, asked why his sales manager refused to demonstrate the new IBM machine to her. Watson couldn't understand why a lady would want an accounting machine. Because he had never been in a public library, he still couldn't understand even after she explained that she was the director of the New York Public Library. You can believe, though, that as soon as the library opened the next morning, Watson was there giving the requested

demonstration of his machine. A short time later, so the story goes, he walked out with an order which covered the company's next payroll [2].

This story illustrates that in many instances librarians have been at the leading edge in the application or use of technology designed for other fields or uses. They've been innovators and have recognized the value of technology and its direct application to librarianship. The key is recognizing the opportunity for innovation and taking the risk to develop it.

David Halberstam's 1986 book, *The Reckoning*, reviews the history of the auto industry [3]. It describes the risk Henry Ford took when he built the Model T. He believed a car was needed for the common man, at a price that could be afforded. Later the Ford Motor Company failed to take risks and delayed in the implementation of hydraulic brakes, the six-cylinder engine, gadgets, and down-sized cars. We all know the consequences of these decisions.

Strategic planning is not comfortable. We're asked to go to the edge, peer beyond it, and dare to jump off, believing that the edge will move with us. We should remember, though, that the Chinese symbol for "change" is a combination of their symbols for "danger/risk" and "opportunity." Risk does not exist without an opportunity for success attached to it.

Ownership is the third aspect of entrepreneurship. Mooers' Law states, "An information retrieval system will tend not to be used whenever it is more painful and troublesome for a customer to have information than not to have it" [4].

The same is true for the Association and its programs. Members will rarely utilize or take advantage of available benefits if it is difficult to receive service or to talk to the person responsible for programming. Members will not think it is worth the time to work to improve MLA services if MLA is thought of as a faceless structure. A byproduct of the strategic plan as it has been discussed this past week should be to simplify the receiving of services by members. Decentralization brings the responsibility and accountability for programs to you. It truly makes you a stockholder in the company. Each of us owns one or two shares in MLA. There are no majority stockholders. As stockholders, you are asked to share the vision and the risk.

The General Electric plant in Louisville promotes a slogan, "GE is me." To implement the plan, as MLA members we'll need to get used to saying "MLA is me." Not a nameless, faceless

bureaucracy, but MLA is me. Not just the elected officers and Board members, but MLA is me.

#### REFERENCES

1. Sachs O. The man who mistook his wife for a hat. New York: Summit, 1985.
2. Drucker PF. Innovation and entrepreneurship; practice and principles. New York: Harper & Row, 1985.
3. Halberstam D. The reckoning. New York: William Morrow and Company, 1986.
4. Mooers CN. Mooers' law or why some retrieval systems are used and others are not. *Amer Documentation* 1960 July;11(3):204.

#### MLA/NLM LIAISON COMMITTEE

*NLM Long Range Plan: Confluence with MLA and Health Sciences Librarianship:* Gary D. Byrd, moderator, Health Sciences Library, University of North Carolina, Chapel Hill.

*Overview of NLM's Long Range Plan:* Susan Buyer Slater, National Library of Medicine, Bethesda, Maryland.

*Overview of the Planning Panels:* Alison Bunting, Center for the Health Sciences, University of California at Los Angeles.

*Implications for the Medical Library Association:* Judith Messerle, Medical Center Library, St. Louis University.

Exhibitor briefings and demonstrations were presented at noon by Cambridge Scientific Abstracts; Cardinal Health Systems, Inc.; *DIALOG* Information Services; General Meters Corporation; Institute for Scientific Information; Library Automation Products; Micromedex, Inc.; and UMI/University Microfilms International.

#### SECTION AND COMMITTEE PROGRAMS

Cancer Librarians. Program and business meeting.

*Cancer Libraries—Roundtable:* Phyllis Rasnick, moderator, Welch Medical Library, Johns Hopkins University Oncology Center, Baltimore, Maryland. Speakers: Sara Jean Jackson, Research Medical Library, M.D. Anderson Hospital, Houston, Texas; Alison Baker, Jackson Laboratory, Bar Harbor, Maine; Jeanne Becker, Medical Library, Nathan Cummings Center, Memorial Sloan-Kettering Cancer Center, New York, New York; Anne Fraser, Sacred Heart Hospital, Eugene, Oregon; Mary Edith Walker, Medical Library, St. Jude Children's Research Hospital, Memphis, Tennessee; and Janet Watson, Biomedical Library, University of California, Los Angeles.

Collection Development. Program and business meeting.

*Inflation and the Price of Journals: A Panel Discussion:* Daniel T. Richards, moderator, Long Health Sciences Library, Columbia University, New York, New York. Panelists: Claudia L. Brookes, Williams and Wilkins, Baltimore, Maryland; Edward M. Bolger, Raven Press, New York, New York; Eric A. Swanson, Alan R. Liss, Inc., New York, New York; Anne E. Leinbach, Institute for Scientific Information, Philadelphia, Pennsylvania; and Cheryl A. Smart, C.V. Mosby Co., St. Louis, Missouri.

Consumer and Patient Health Information and Public Health/Health Administration. Individual business meetings and joint program.

*New Waves in Health Care: Choices and Opportunities:* Kathleen A. Moeller, Overlook Hospital, Summit, New Jersey; and Michelle Volesko, Health Research and Educational Trust of New Jersey, Summit, moderators.

*Medical Megatrends:* Tom Ferguson, Editor, *Medical Self Care*, Austin, Texas. Session sponsored by Login Brothers Book Company.

Medical School Libraries and Medical Informatics Roundtable. Joint program.

*Medical Informatics: Confluence of Medical Research, Education, and Patient Care with Information Management:* Peter Stangl, moderator, Lane Medical Library, Stanford University, Stanford, California. Presenters: Jack D. Myers, University of Pittsburgh, Pennsylvania; Marsden S. Blois, School of Medicine, University of California, San Francisco; Robert A. Greenes, Harvard Medical School, Boston, Massachusetts; Anthony G. Gorry, Baylor College of Medicine, Houston, Texas. Session sponsored by: EBSCO Subscription Services; The Faxon Co.; Otto Harrassowitz Booksellers; Login Brothers Book Co.; Majors Scientific Books; Read-More Publications; and UTLAS International U.S., Inc.

Federal Medical Libraries. Program and business meeting.

*NLM: The RML Network and Federal Libraries:* V. Lynn Gera, moderator, Walter Reed Army Institute of Research, Washington, D.C. Presenter: Becky Lyon-Hartmann, National Library of Medicine, Bethesda, Maryland.

Public Services. Program and business meeting.

*Merging Libraries and Computer Centers: Conflict or Confluence in Public Services:* Frieda Weise, moderator, Health Sciences Library, University of Maryland, Baltimore. Presenters: C. Lee Jones, CBR Consulting Services, Buchanan Dam, Texas; and Thomas G. Basler, Medical College of Georgia, Augusta.

Governmental Relations Committee. Program.

*Forum: Public Policy and Political Action:* Frances Humphrey Howard, moderator, National Library of Medicine, Bethesda, Maryland.

*Legislative Action: An Organization Perspective:* Raymond A. Palmer, Medical Library Association, Chicago, Illinois.

*Government Affairs and Organizing to Influence Public Policy:* Bradie Metheny, Tricom, Inc., South Dartmouth, Massachusetts.

*Congressional Action: An Inside Perspective:* Ray Naff, Office of Senator Mark Hatfield, Portland, Oregon.

*A Working Librarian's View of Activism:* Priscilla Mayden, Eccles Health Sciences Library, University of Utah, Salt Lake City.

### PLENARY SESSION III:

JOSEPH LEITER NLM/MLA LECTURE

Moderator: Gail Yokote, Biomedical Library, University of California, Los Angeles.

*Confluence of Ideas: The Emergence of Interdisciplinary Fields—Tending the Borders of Biomedicine:* William F. Raub, National Institutes of Health, Bethesda, Maryland.

*Information Studies: The Information Professional and Professional Leadership:* Warren J. Haas, Council on Library Resources, Washington, D.C.

The day concluded with the meeting's major social event, a riverfront salmon bake, held at the Tom McCall Waterfront Park, which was enhanced by boat rides for all participants on the sternwheeler *Columbia Gorge*.

### CONFERENCE, MAY 21

Thursday was devoted exclusively to committee meetings and continuing education. The following committees and councils met for varying lengths of time: *Ad Hoc* Committee to Develop a Code of Ethics; Awards Committee; Awards Juries; *Bulletin* Consulting Editors Panel; Bylaws Committee;

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Chapter Council; Continuing Education Committee; Credentialing Committee; Editorial Committee for the *Bulletin*; Editorial Committee for the *MLA News*; Editorial Panel for Certification and Registration Examination; Exchange Committee; Governmental Relations Committee; Grants and Scholarships Committee; Grants and Scholarships Juries; Health Sciences Library Technicians Committee; International Cooperation Committee; Janet Doe Lectureship Jury; Joseph Leiter NLM/MLA Lectureship Committee; Membership Committee; MLA/NLM Liaison Committee; 1988 National Program Committee; 1989 National Pro-

gram Committee; Oral History Committee; Program and Convention Committee; Publication Panel; Publishing and Information Industries Relations Committee; Section Council; Status and Economic Interests of Health Sciences Library Personnel Committee. The Hospital Library Section Strategic Planning Committee also met on Thursday morning.

### POSTCONFERENCE ACTIVITIES

The Board of Directors held full day meetings on both May 22 and May 23.