

A PROGRAM-AT-A GLANCE

Friday, September 28

8:00am - 5:00pm

Executive Board Meeting

Broadway II:
Exec. Conf. Rm.

Registration Desk is outside Broadway III: B

Saturday, September 29

7:00 am - 8:00 am
8:30 am - 12:00 pm
12:00 pm - 1:00 pm
1:00 pm - 5:00 pm

Registration
Developing Online Tutorials
Registration
Health in the News

Broadway II: Met Net
Broadway III: B

Sunday, September 30

7:00 am - 8:00 am
8:00 am - 5:00 pm
Noon - 1:00 pm
1:00 pm - 4:30 pm
5:00 pm - 5:45 pm
6:00 pm - 9:00 pm

Registration
Knowledge Management
Registration
Effective Communication
Registration
Welcome Reception

Broadway II: Met Net
Broadway III: B
Broadway II: Fireside Rm

Monday, October 1

7:00 am - 8:30 am
7:00 am - 8:30 am
8:30 am - 9:00 am
9:00 am - 10:30 am
10:30 am - 11:00 am
11:00 am - 12:00 pm
12:00 pm - 1:30 pm
1:30 pm - 3:00 pm
3:00 pm - 3:30 pm
3:30 pm - 5:30 pm
6:30 pm - 10:00 pm

All sessions will be held in Broadway II; Seminar Room
Breaks will be held outside Broadway III; Seminar Room A
Registration Desk Open
Group Purchasing Discussion / Breakfast
Welcome - Heidi Sue Adams & Tori Koch
Keynote - Greg Notess
Exhibits Open / Break
Contributed Papers
Lunch with Exhibitors
Native American Medicine - Alma Snell
Break / Exhibitors - Drawing for Prizes
PNC Business Meeting
Banquet

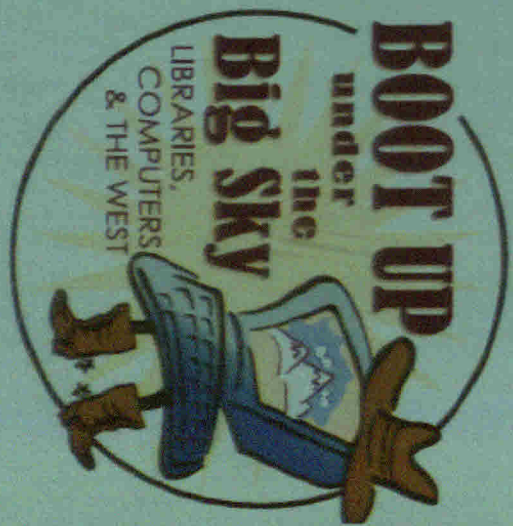
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Tuesday, October 2

8:00 am - 9:30 am
9:30 am - 9:45 am
9:45 am - 10:45 am
10:45 am - 11:00 am
11:00 am - 12:00 pm
12:00 pm - 1:30 pm
1:30 pm - 2:30 pm
2:30 pm - 3:00 pm
3:00 pm - 3:15 pm
3:15 pm - 4:15 pm
4:15 pm - 4:30 pm

RNML/MLA Breakfast - Mark Funk, MLA Pres.
Break
Infectious Diseases - Dr. Mark Spence
Break
Management Topic - Carlos Arce
Expert Searching - James Knight (Lunch provided) or
Lunch on your own
Contributed Papers
Poster Session
Break
Disaster Planning - Panel
Closing & Door Prizes

PNC/MLA Annual Meeting 2007



September 29 - October 2, 2007
Billings, MT



Welcome to Big Sky Country!

We are delighted to welcome you back to Montana and to the first PNC/MLA conference held in the Magic City. The state motto of Montana is "Oro y Plata" which means "Gold and Silver". We look forward to mining for and discovering many treasures we can share.

Please take advantage of our rich western history by taking a short trip to Pompey's Pillar National Monument where there is a beautiful new visitor center where you can still see Clark's signature in the sandstone. Also perfect for an afternoon trip is a drive to the Little Bighorn National Monument just south of Billings.

Tori Koch, Program Chair



PNC/MLA ANNUAL MEETING 2007 PROGRAM COMMITTEE

Tori Koch, Chair
Program, Hotel, Speakers
Program, Vendors
Kim Hart, Co-Chair
Program, Speaker Liaison
Laurel Egan
Program, Treasurer
Kathy Murray
Program, Meals
Alice O'Reilly
Program, Meals, Facility
TyRee Jenks
Program, Web Site, Signage
Bobbi Otte
Program, CE Liaison
Gail Wilkerson
Program, Registration
Anne Girling
Program, Posters, Entertainment
Bill Kehler
PNC Professional Development
Carolyn Adams
Chair
Heidi Sue Adams
PNC Board Liaison

REGISTRATION / HOSPITALITY DESK HOURS

Saturday, September 29th

7:00 am – 8:00 am
12:00 pm – 1:00 pm

Sunday, September 30th

7:00 am – 8:00 am
12:00 pm – 1:00 pm
5:00 pm – 5:45 pm

Monday, October 1st

7:00 am – 8:30 am



Thank you

SPONSORS

OVID Technologies - Break
Rittenhouse Book Distributors, Inc. - Break
New England Journal of Medicine - Welcome Reception
Billings Area Health Sciences Information Consortium (BAHSIC) – Banquet

EXHIBITORS

Basch Subscriptions, Inc & The Reference Shelf - <http://www.basch.com>
BCR – www.bcr.org
Doody Enterprises, Inc. – www.doodyenterprises.com
EBSCO Information Services - <http://www.ebsco.com>
Elsevier - <http://www.elsevier.com>
eMedicine – www.emedicine.com
MDConsult - <http://www.mdconsult.com>
Medical Library Association - <http://www.mlanet.org/>
Nature Publishing Group - www.npg.nature.com
OVID Technologies - <http://www.ovid.com>
ProQuest CSA - <http://proquest.com>
Serials Solutions – www.serials.solutions.com
StatRef/Teton Data Systems - <http://www.statref.com>
Swets - <http://www.swets.com>
Thieme – www.thieme.com
Thomson Healthcare (formerly Micromedex) - www.ThomsonHealthcare.com



Pacific Northwest Chapter of the Medical Library Association

MESSAGE FROM THE CHAIR

Welcome back to Big Sky Country, this time to Billings, Montana for the 47th annual meeting of the Pacific Northwest Chapter of the Medical Library Association! Many thanks to the members of the Conference Planning Committee consisting of the Billings Area Health Sciences Information Consortium (bahsic) librarians and the Alaska librarians for their hard work in planning a scintillating conference in this special location. This meeting marks the first time PNC has ventured to the eastern region of the Treasure State. Warm invitations are extended to all of you to "Boot up under the Big Sky!" and take advantage of learning about libraries, computers and the west.

I encourage you to embrace as much as you can out of this year's PNC conference. There will be plenty of opportunities within the excellent program, valuable continuing education courses, lively social events, and of course, networking with new and old friends. Kick up your heels! A fantastic conference awaits us!

Please give a special note of thanks to our 2007 Conference Planning Committee Members, Exhibitors, and Sponsors without whom this meeting would not have been possible.

Conference Bags:

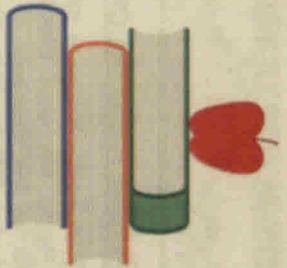
This year's conference bags were made by Kathy Murray, Anne Girling, Laurel Egan, Heidi Sue Adams, and Terry Ann Jankowski. Proceeds for these bags will be donated to Greg Mortensen, the author of Three Cups of Tea. He resides in Bozeman, Montana when he's not off creating new schools in faraway lands. Greg's enthusiasm for libraries coupled with his mission as described in the book "Three Cups of Tea" enables this to be a worthy cause.

<http://www.gregmortenson.com/> or
<http://www.threecupsoftea.com/AboutGreg.php>

Again, welcome to Montana! It is good to see you here!
Heidi Sue Adams, PNC Chair 2007

PNC EXECUTIVE BOARD

Chair	Heidi Sue Adams
Chair-Elect	Gail Kouame
Past Chair	Lea Starr
Recording Secretary	Lisa Rodgers
Treasurer	Nanette Walton
Membership Secretary	Susan J Barnes
Chapter Council Representative	Dolores Juddkins
Chapter Council Alternate	Kim Granath
Publications (ex officio)	Kathy Murray



Continuing Education

Saturday, September 29th

Creating Online Tutorials in 30 Minutes
8:30 am – 12:00 pm

Broadway II: Met Net

Instructor: Greg Notess, University of Montana

Online tutorials used to be extremely time-intensive to create. With the increase in reference and instruction to distant users in all types of libraries, and the need for just-in-time learning in many organizations, we need quicker ways to create tutorials and demonstrations to teach our online library resources. New tools make it quick and easy to create movies for online demonstrations and tutorials with a minimum of effort. Explore using software such as Camtasia, Captivate, Wink, and even PowerPoint to record screen actions and quickly create online tutorials. Learn a process for expediting the creation of these tutorials.

Health Issues In The Headlines: Learning To Read Between The Lines
1:00 pm – 5:00 pm
Broadway III: B

Instructor: Gail Kouame, NN/LM - Pacific Northwest Region

Dark chocolate, red wine, and stem cells - what do these have in common? All have been reported in the news as having health benefits. Often the first place your patrons will hear about health issues is in the media. This CE course will introduce participants to the environment of health reporting. Participants will also learn about how health is reported in the news as well as how to evaluate the accuracy and validity of science and health stories.

Sunday, September 30th

Knowledge Management – Future Works
8:00 am – 5:00 pm

Broadway II: Met Net

Instructor: Wilda B. Newman, Knowledge Resources Associates, LLC

This course explores Knowledge Management (KM) concepts that enable competitive advantage for all types of organizations and institutions in the 21st Century. Fundamental to these concepts is participation and collaboration in order to leverage the collective knowledge of the entire work force, whether local, national, or global, taking into account related environmental changes. Students will learn what KM is; Understand why KM is the required infrastructure for work environments; Identify how to begin KM practices; Discover tacit and explicit knowledge and its value as a competitive advantage. Topics include KM fundamentals, theory and concepts, cultural and organizational changes required, strategic issues, and knowledge coding. Through presentation of KM theory and relating theory to the attendees' own organizational context, the course will help them analyze alternative approaches and assess where and how to begin the KM implementation process. The intended audience includes librarians and information professionals who are interested in a knowledge management program and seek more formal training that will assist them toward their goal.

Effective Communication
1:00 pm – 4:30 pm

Broadway III: B

Instructor: Carlos Arce, Director, Leadership & Development – Billings Clinic

This workshop will provide three learning sessions aimed at improving the effectiveness of our communication and will demonstrate specific techniques and concepts and will provide participants the opportunity for application to their existing and future work needs.

Communication for Crucial Conversations examines the fundamental concepts and techniques that will improve the effectiveness of our conversations. The course will explore specific behaviors that contribute to and obstruct successful communication in challenging situations.

Words For Effective Leaders How do our words define the type of leader we are? What is our leadership "brand"? What would we like it to be? What specific communication techniques can we use to make us more effective leaders? This session will present a variety of verbal tools and concepts used by effective leaders. Participants will apply these concepts and techniques by drafting specific words to utilize in real life opportunities. Participants will share drafts and practice with others in the course.

Making Presentations Count Do your presentations help your effort or get in the way? Do your visual aides confuse or clarify? Are your presentations created for the audience or the presenter? This session will explore some of the common challenges and opportunities for making your presentations count.



PROGRAM

Sunday, September 30th

6:00 pm – 9:00 pm **WELCOME RECEPTION** Broadway II: Fireside Rm

Monday, October 1st

All sessions will be held in Broadway II: Seminar Room

7:00 am – 8:30 am **REGISTRATION** Outside Broadway III: A

7:00 am – 8:30 am **GROUP PURCHASING DISCUSSION / Breakfast**

8:30 am – 9:00 am

WELCOME

Heidi Sue Adams, PNC Chair
Tori Koch, Program Committee Chair

9:10 am – 10:30 am

KEYNOTE

Greg Notess, MSU

10:30 am - 11:00 am

BREAK

OPENING OF EXHIBITS

Outside Broadway III: A
Broadway III: A

11:00 am – 12:00 pm

CONTRIBUTED PAPERS

Librarians' Role in Patient Safety – Rose Campbell,
Portland VAMC
Expert Searchers Seminar – Dolores Juddins, OHSU
Logic Models for Program Planning – Susan Barnes,
NMLLM

12:30 pm – 1:30 pm

LUNCH WITH THE EXHIBITORS

Broadway III: A

1:30 – 3:00 pm

NATIVE HEALTHCARE

Alma Snell

3:00 pm – 3:30 pm

BREAK

EXHIBITORS PRIZE DRAWINGS

Outside Broadway III: A
Broadway III: A

3:30 pm – 5:00 pm

PNC BUSINESS MEETING

Heidi Sue Adams, PNC Chair

6:30 pm – 10:00 pm

BANQUET

Broadway III: A

Tuesday, September 19th

All sessions will be held in Broadway II: Seminar Room
Breaks will be held in Broadway II: Fireside Room

8:00am – 9:30 am

RML/MLA BREAKFAST
Mark Funk, MLA President

9:30 am – 9:45 am

BREAK

9:45 am – 10:45 am

INFECTIOUS DISEASES

Dr. Mark Spense

10:45 am – 11:00 am

BREAK

11:00 am – 12:00 pm

MANAGEMENT TOPIC

Carlos Arce

12:00 pm – 1:30 pm

EXPERT SEARCHING

Jarres Knight, OVID Technologies
(lunch provided by OVID) Broadway II: Seminar Rm
OR
LUNCH (on your own)

1:30 pm – 2:30 pm

CONTRIBUTED PAPERS

2-1-1/Global - Susie McIntyre, Great Falls Public
Library
Info Needs of Health Related Disciplines – Mary Ann
Hansen & Richard Wojtowicz, MSU-Bozeman
Keeping the Faith – Gail Kouame, NMLLM

2:30 pm – 3:00 pm

POSTERS

Audience Response Systems – Kim Granath, UM
Collaborating to Start an Online Research Nursing
Journal Club – Rose Campbell, Portland VAMC
Data Requests at a Public Health Department –
Ann Glasker, U. Washington
Compare Medline/Mesh across Different
Platforms – Jonathan Potter, Gonzaga U.
HSIS Tracks for 2006-7 – Kathy Murray & Sally
Bremner, UAA-HSIS

3:00 pm – 3:15 pm

BREAK

3:15 PM – 4:15 PM

DISASTER PLANNING

Panel: Joe Marcotte, John Puckett, Dr. Doug Moore,
Jim Kraft

4:15 pm – 4:30 pm

CLOSING & DOOR PRIZES

CE Instructors & Guest Speakers

Carlos Arce, Director of Leadership and Development at Billings, holds a Bachelor of Science Degree from Santa Clara University and a Masters in Education from the University of California, Los Angeles. He has facilitated both undergraduate and graduate courses in management, certificate programs in quality and team problem solving, and served as an Athletic Head Coach in the NCAA. Currently, he is the Director of Organizational and Leadership Development at Billings Clinic - a non-profit medical foundation based in Billings, Montana. In this role, he has contributed to the national recognition Billings Clinic has received in areas of service, leadership, and quality. He has served as a consultant and coach of organizational and leadership development. With a background in process improvement and education, Carlos has worked with organizations throughout North America. He is an experienced resource in successfully developing and implementing leadership and learning strategies aimed at improving organizational efficiency, and increasing customer and employee satisfaction.

Cathy Burroughs, Associate Director, National Network/Libraries of Medicine - Pacific Northwest Region (NNLM-PRN)

Mark Funk, President of the Medical Library Association

Gail Kouame, Consumer Health Coordinator - National Network/Libraries of Medicine - Pacific Northwest Region (NNLM-PRN)

Wilda Newman founded Knowledge Associates Resources, LLC, after retiring from the Johns Hopkins University, Applied Physics Laboratory (JHU/APL) in 2001. There she developed an interest in Knowledge Management (KM) and did a research fellowship in that field. She teaches graduate courses in KM for major universities, is a consultant in KM, and is active in local, national, and international professional associations. She has a BS in Business Management and Technology, University of Maryland, University College, and an MS in Library and Information Science, Catholic University. Wilda has written extensively, including a book, book chapters, and more than 40 articles. She has also conducted workshops, given seminars, and conference presentations, nationally and internationally, and reviews pre-publication books and articles.

Greg R. Notess, reference librarian and professor at Montana State University, is a writer, speaker, and consultant focusing on the Internet, online information resources, Web searching, and the search engine industry. He has been researching and covering Internet information resources since 1990. <http://htloss.com/about.shtml>

Alma Snell was born and raised on the Crow Reservation in Montana. Her experiences as an ethnobotanist started as a child, soon after her mother passed away. She was raised by her Grandmother, Pretty Shield. Together they spent their time roaming the surrounding foothills digging roots, picking plants and berries for food and medicine. Alma became a "Grandmother's Grandchild", being tutored early in the skills of survival, while other children were out playing games.

Speakers (cont.)

Dr. Michael Spence, former Chief Medical Officer and Director of the Public Health Laboratory for the Montana Department of Public Health and Human Services. He is Board Certified in Obstetrics & Gynecology, Public Health, and General Preventive Medicine. The majority of his professional career was spent in Academic Medicine at Johns Hopkins University School of Medicine and Hahnemann University/Medical College of Pennsylvania. Between 1997 and 2004, he served as Chief Medical Officer for the Montana Department of Public Health & Human Services until his retirement in 2004. He recently (2006) began volunteering at the Kalispell Regional Medical Center where he now holds a part-time position as Medical Liaison for the Division of Quality Management.

Disaster Planning Panel - local and State officials involved in disaster planning

- Joe Marcotte, Safety Administrator, Billings Clinic, Billings MT
- John Puckett, Billings MT
- Dr. Doug Moore, Billings MT
- Jim Kraft, Director, Emergency & General Services, Billings MT

CONTRIBUTED PAPERS

Rose Campbell, Portland VAMC - The Role of Librarians in Patient Safety
Patient safety is the fundamental building block on which excellent patient care rests. The skills that medical librarians have can be used to help enhance patient safety at any hospital, and being involved in Patient Safety initiatives can be a great way to market the library's services.

Dolores Judkine, OHSU - Expert Searchers Seminar
The planning and execution of a seminar covering the many different aspects of searching.

Susan Barnes, NNLM - Logic Models for Program Planning
An overview of how logic models can be used in planning almost anything, marketing and advocacy campaigns, new or revised library services, user assessments, training and outreach programs, and for communicating with your stakeholders.

Susie McIntyre, Great Falls Public Library - 2-1-1/GoLocal
Explore access to health information and services in Montana and demonstrate 2-1-1 and Go Local as tools for consumers to locate information on health and human services.

Mary Ann Hansen & Richard Wojtowicz, MSU-Bozeman - Info Needs of Health Related Disciplines
Meeting the Research and Information Needs of Students and Faculty in Health-Related Disciplines. Outreach and Liaison Roles of Academic Librarians at a Land Grant University

Gail Kouame, NNLM - Keeping the Faith
Discussion of how to facilitate the distribution of quality health information via "faith communities"

ATTENDEES

<u>Name</u>	<u>Location</u>	<u>PNC Member</u>	<u>1st Meeting</u>
Adams, Carolyn	Portland OR	Y	N
Adams, Heidi Sue	Kalispell MT	Y	N
Adams, Jennifer	Boise ID	Y	N
Barnes, Susan J.	Seattle WA	Y	N
Beals, Brynn	Tacoma WA	Y	N
Berlund, Edean	Tacoma WA	Y	N
Beyer, Cindy	Helena MT	N	Y
Blake, Maryanne	Seattle WA	Y	N
Bremner, Sally	Anchorage AK	Y	N
Burroughs, Catherine	Seattle WA	Y	N
Campbell, Rose	Portland OR	Y	N
Claybaugh, Amy	Boise ID	Y	N
Cummings, Natasha	Fl. Wainwright AK	N	Y
Deitner, Nikki	Seattle WA	Y	N
Devire, Patricia	Seattle WA	Y	N
Francis, Marcia	Pocatello ID	Y	N
Funk, Mark	MLA President	N	Y
Girling, Anne	Wasilla AK	N	Y
Glusker, Ann	Seattle WA	Y	N
Granath, Kim	Missoula MT	Y	N
Haff, Dana	Anchorage AK	Y	N
Hannon, Todd	Portland OR	Y	N
Hart, Kim	Billings MT	Y	N
Henderson, Nancy	Forest Grove OR	Y	N
Hornet, Marcia	Greenbank WA	Y	N
Huffman, Isaac	Olympia WA	Y	N
Judkins, Dolores Z.	Portland OR	Y	N
Kehler, Bill	Billings MT	Y	N
Koch, Victoria	Billings MT	Y	N
Kouame, Gail	Seattle WA	Y	N
Libertini, Arleen	Spokane WA	Y	N
McCroxy, Kathleen	Seattle WA	Y	N
Mueller, Pat J.	Great Falls MT	N	Y
Murdock, Teresa	Rexburg ID	Y	N
Murray, Kathy	Anchorage AK	Y	N
O'Donovan, Patrice	Portland OR	Y	N
O'Reilly, Alice	Billings MT	Y	N
Otte, Bobbi	Billings MT	N	Y
Parker, Julia	Renton WA	Y	N
Poelman, Kathryn	Fort Harrison MT	N	Y
Popescu, Bessha	Longview WA	Y	N
Potter, Jonathan	Spokane WA	Y	N
Reid, Carolyn Anne	New York NY	N	Y
Rogers, Lisa H.	Boise ID	Y	N
Rutherford, Ann	Miles City MT	Y	N
Sahall, Roy	Seattle WA	N	Y
Schnall, Janet G.	Seattle WA	Y	N
Smith, Doreen	Fairbanks AK	Y	N
Smith, William	Fairbanks AK	N	Y
St. Anna, Leilani	Seattle WA	Y	N
Van Der Voorn, Neal	Tacoma WA	Y	N
Von Segen, Ann	Portland, OR	Y	N
Wilkinson, Gail S.	Miles City MT	Y	N
Wilson, Joan	Couer d'Alene ID	Y	N

POSTERS

Audience Response Systems – Kim Granath, UM
Using clickers in the staff training environment, and incorporating audience response questions into professional presentations.

Collaborating to Start an Online Research Nursing Journal Club – Rose Campbell, Portland VAMC
The library worked in collaboration with the nursing research committee and the hospital's information technology staff to set up an online journal club.

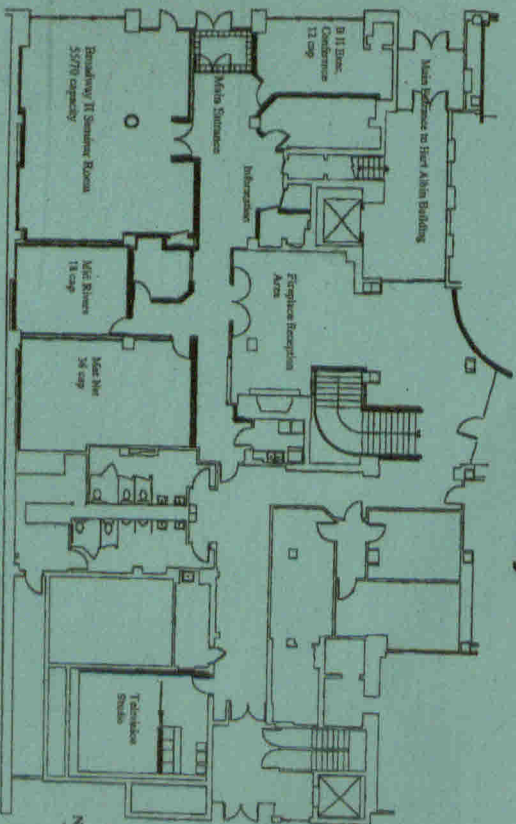
Data Requests at a Public Health Department – Ann Glusker, U. Washington
Will show the proportional make-up of types of requesters, topic areas, data sets and sources used, plus typical and not-so-typical questions asked including our responses.

Compare Medline/Mesh across Different Platforms – Jonathan Potter, Gonzaga U.
The different behaviors of Medline and Mesh when searching in PubMed, FirstSearch, Ovid, and Ebsco. Report of preliminary findings.

HSIS Tracks for 2006-2007 – Kathy Murray & Sally Bremner, UAA-HSIS
UAA-HSIS acts as both the hospital library for hospitals throughout Alaska and as an academic unit of the Consortium Library at UAA. Our poster will give talking points about the variety of activities we've been engaged in over the past year: grants, outreach, and training.

Montana State University - Billings
Downtown Conference Center

Broadway II
214 North Broadway



Broadway III
208 3rd Avenue North

