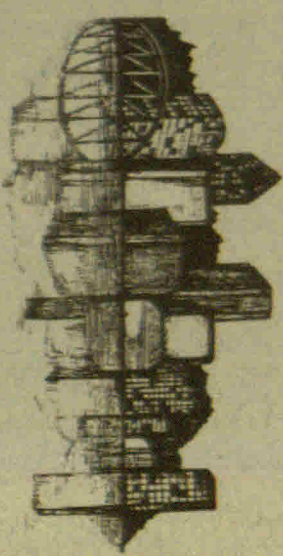


**Surviving & Thriving  
In the age of Technology**



**October 14 -17, 1997  
Benson Hotel/Portland, OR**

**Pacific Northwest Chapter  
Medical Library Association  
Annual Conference**

**PNC Board**

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Hotel	Kathy Martin Williamette Falls Hospital
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Reception & Cruise	Phyllis McCulloch Legacy Portland Hospitals
Publicity	Pam Bjork Western States Chiropractic College
Continuing Education	Carolyn Olson Legacy Portland Hospitals

Our exhibitors and sponsors make a special contribution to the  
our meeting. Our special gratitude goes to these organizations!

## **Exhibitors**

- WLN
- NN/LN
- Readmore, Inc.
- Faxon Company
- Ovid Technologies
- University Microfilms
- Majors Scientific Books
- Matthews Medical Books
- Medical Library Association
- EBSCO Information Services
- Rittenhouse Book Distributors
- Login Brothers Book Company

## **Sponsors**

- Readmore, Inc.
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- Blackwell North America
- Oregon Health Sciences Libraries Association

# Program of Events

## Tuesday (Oct. 14th, 1997)

8:00 am -5:00 pm  
Regency Room  
PNC Board Meeting

11:00 am -1:00 pm  
Mezzanine Level  
Registration Desk Open

1:00 pm - 5:00 pm  
Parliament Rooms  
Continuing Education  
*Power & Influence*  
Elizabeth Poage Baxter

5:00 pm - 8:00 pm  
Mezzanine Level  
Registration Desk Open

## Wednesday (Oct. 15th, 1997)

7:00 am - 7:30 pm  
Mezzanine Level  
Registration Desk Open

8:00 am - 5:00 pm  
Parliament Rooms  
Continuing Education  
*Teaching the Adult Learner in the  
Library Setting*, Nancy Ottman  
Press, NNLN

8:00 am -12:00 pm  
Oregon Hlth Sci Univ  
BICC  
*Effective Internet Searching*,  
Dolores Judkins, Patrice  
O'Donovan, Oregon Hlth Sci  
Univ.

1:00 pm - 5:00 pm  
Oregon Hlth Sci Univ  
*Netscape Plug-In Helpers*, Gary  
Sampson, Portland State Univ.

6:00 pm -7:30 pm  
Crystal Ballroom

Opening Reception  
*Sponsored in part by OHSLA*

## Thursday (Oct. 16, 1997)

7:00 am - 6:00 pm  
Mezzanine Level

Registration Desk Open

7:30 am - 8:45 am  
Brighton Room

Washington State Breakfast

7:30 am - 8:45am  
Windsor Room

Oregon State Breakfast

9:00 am -10:30 am  
Mayfair Room

Welcome  
Keynote: Michael Gorman, Dean  
of Library Services, Cal-State,  
Fresno

10:30 am  
Kent Room

Break; Exhibits Open  
*Break sponsored by Blackwell  
North America*

11:00 am - 12:30 pm  
Mayfair Room

Alternative Medicine Panel  
Ronald LeFebvre, M.A., D.C.,  
Director of Clinical Education,  
Western States Chiropractic  
College

Hong Jin, B.M. (P.R. China),  
L.Ac., Dean of Faculty, Oregon  
College of Oriental Medicine

Richard Barrett, N.D., National  
College of Naturopathic  
Medicine

Ellie Hrycekewicz, D.O.,  
Eastmoreland Hospital

12:30 pm - 2:00 pm  
Kent Room  
Lunch with exhibitors

2:00 pm - 3:30 pm  
Mayfair Room  
*The Economics of health care*  
Richard Zimmerman, M.D.  
Legacy Health Systems

3:30 pm - 4:00 pm  
Break  
Sponsored by Majors Medical  
Books, Inc.

4:00 pm  
Exhibits Close

4:00 pm - 5:30 pm  
TBA  
Committee meetings  
CE Committee

6:30 pm - 9:30 pm  
Portland Spirit  
Dinner Cruise  
(Bus will be at the front door of  
the Benson at 6:15pm)

*Bus Transportation to the Portland Spirit sponsored by  
Readmore, Inc.*

**Friday (October 17th, 1997)**

7:00 am - 8:00 am  
Mezzanine Level  
Registration Desk Open

8:00 am - 9:30 am  
Crystal Ballroom  
RML Update/MLA President  
Breakfast . Neil Rambo, NNLM;  
Rachel Anderson, President,  
Medical Library Association

9:30 am - 11:30 am  
Mayfair Room  
PNC Business Meeting

11:45 am - 1:00 pm  
Crystal Ballroom  
PNC/MLA Centennial Lunch

1:30 pm - 2:30 pm  
Mayfair Room  
Sonja Connor, Clinical  
Nutritionist, Oregon Health  
Sciences University

2:30 pm - 3:00 pm  
Break  
Sponsored by Ovid Technologies

3:00 pm - 4:15 pm  
Mayfair Room  
*Dealing with transitional change*  
Jann Mitchell, Oregonian  
Columnist & Author

4:15 pm  
Program Close, Prize Drawings

**Saturday (October 18th, 1997)**

8:00 - 5:00  
Oregon Hlth Sci Univ  
BICC  
RAC Meeting