# NORTHWEST NOTES

## Pacific Northwest Chapter of the Medical Library Association

JANUARY - MARCH 1996 VOLUME 17 NUMBER 1

#### Letter from the Chair

Leilani St. Anna Istanna@halcyon.com

Board members braved the winter of '96 to meet in Seattle on February 24. We spent a long, busy day setting goals and objectives and establishing an ambitious agenda for the coming year. Looking toward MLA's centennial year in 1998, Bonnie Chadbourne is heading a committee to do a chapter project to celebrate our history as an organization. PNC will be assessing its current status, and planning for the future. The board, the education committee, and the research committee will be working on long-range planning for education as well as looking at what PNC means to its members; what we do well and want to continue, and what we want to change. This compass project will serve as background for revision of the MAP in 1997.

A task force has been appointed to take a look at chapter publications and see what direction we should take to continue to produce high-quality publications in a cost-effective manner (...thanks to Northwest Notes editor, Mary Wood, for her continuing hard work). MLA has produced a set of model bylaws and this year the Bylaws committee will be working with the Board to look at all of our bylaws and make some needed revisions. PNC continues to offer scholarships for attending educational functions. PNC has incorporated and is now exploring gaining tax-exempt status. Building upon the solid base of funds that past boards have earmarked as reserves, this year's Board will continue to develop a plan to insure the Chapter's financial well-being. To help make the nitty-gritty running of the organization easier, the Board continues to work on notebooks to ease the work of chapter officers and committee members and to provide continuity for the changing members. This year a task force will be established to revise the conference planning manual and to develop additional tools to help the program committees do the work of putting on the meetings that are the highlight and cornerstone of our chapter year.

PNC always can use help. You have many opportunities to serve as a chapter officer, committee chair or as a member for one of PNC's committees.

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The Research and Governmental Relations Committees can use more members and this year will be Mary Wood's last as Newsletter Editor. PNC needs a strong, active membership to continue to progress as a chapter. To volunteer contact any member of the Board or committee chair.

It's not too early to make plans to attend the annual meeting. One of the joys of working in the Northwest is the variety of urban and resort settings we can visit at our annual meetings. After 1995's successful meeting in Bellevue I'm looking forward to meeting in Montana in the beautiful setting of Grouse Mountain Lodge. Leza Hamby, Susan Long, and their committee are hard at work putting together an exciting meeting.

I am impressed by the amount of work that has been done in the past to make PNC the vital organization it is today. I look forward to working with all of you in the coming year to help PNC have another great year!

#### PNC AHIP Members

Mea culpa! The following two very Distinguished Members were deleted from the AHIP listing in the last issue: Vicki Croft & Nancy Ottman Press.

The following have been newly recommended for Academy membership at the level indicated:

#### DISTINGUISHED

SENIOR

St. Anna, Leilanni van den Top, Jeraldine

Morton, Jacquelyn

Congratulations!

#### NEW PNC MEMBERS

Please welcome:

**Paulette Cote** Western Montana Clinic

Missoula, MT Melanie Birnbach Legacy (Portland) Portland, OR

Alice O'Reilly Billings Clinic Billings, MT Anita Cleary Yakima, WA

#### Things That You Do That You Didn't Know Were Research by Nancy Griffin grifnanc@isu.edu

According to one dictionary, research is "diligent and systematic inquiry or investigation into a subject in order to discover or revise facts, theories, applications, etc." The research policy statement of the Medical Library Association states

"Research relevant to health information covers a spectrum that includes development of clinical indicators; curriculum analysis; program evaluation; abstracting and indexing; information storage and retrieval; thesaurus construction;

technological innovation; assessment of information needs and information-seeking behavior; and the study of the use and impact of information on patients, caregivers, researchers, and students."

Jocelyn Rankin points out that this sort of activity is fundamental to librarianship, whether we realize it or not. Every time we assess needs and use them to formulate goals and objectives, go forth with these plans and then assess the outcomes, we are participating in "much of the research process." For example, those of us who provide library instruction regularly attempt to determine our clients' needs in a variety of different ways. Information thus gained is used as a basis for modifying our presentations. We may emphasize quality filtering, a subject previously not mentioned. We may add Internet modules. These modifications are then evaluated to determine their success or failure. The procedure is a sort of informal research. However, for research to be valid, it must be replicable. In order for it to be replicated, it must be made public. Rankin goes on to state that "What we are not necessarily doing is applying rigorous methodologies and sharing our

If we formalize such efforts we will add to the body of quantified evidence. If we share them, we will expose them to scrutiny by others. We will also increase the knowledge base of our profession and enable our colleagues to apply such knowledge. When we embrace research as the foundation of our information services we will base decisions about them on scientific data. The title of the above-mentioned research policy statement, *Using Scientific Evidence to Improve Information Practice*, (available from MLA) summarizes this position succinctly.

The purpose of the PNC/MLA Research Committee is "to foster and recognize research activities among health science librarians in the Pacific Northwest." One way we can do this is by reporting your research efforts in this newsletter and at the annual meeting. If you will pass along brief statements of work in progress, I will see that this happens. If you have ideas for projects which you consider valuable but cannot pursue, and are willing to share them, pass them along. We will compile a list of these ideas and make them available to interested parties.

If you need experienced advice, contact us for a list of mentors. The MLA Research Section already maintains a Mentoring service; you can use it by writing to: Gary Byrd, Ph.D., Director, Health Sciences Library, State University of New York at Buffalo, 3435 Main St., Buffalo, NY 14214. An e-mail contact is also available: mia\_mail@biblio.unm.edu. If you wish to serve as a mentor within our region, please send me your name, address, and brief statement of areas of research

If you wish to serve on this committee, we welcome you joyfully.

- 1. Stein, Jess. The Random House Dictionary of the English Language. New York, Random House, 1966.
- 2. Using Scientific Evidence to Improve Information Practice. Chicago, IL: MLA, [1995]
- 3. Rankin, Jocelyn. Library Research Section Chair's Message. Hypothesis: the Newsletter of the Library Research Section of MLA, 1995, Fall: 1-2.

#### TREASURER'S REPORT Submitted by Vicki Croft

#### PNC/MLA 1995 Summary Report 1/1/95 Through 12/31/95

BALANCE FORWARD	\$ 8,602.05
INCOME	
Dues	2,511.28
Checking Interest	130.23
Meeting Income '94 & '95	6,135.19
Advertising	25.00
TOTAL INCOME	\$ 8,801.70
EXPENSES	
Annual Meeting	1,000.00
Annual Meeting Forum**	1,300.00
Board meetings	1,873.26
Incorporation	150.00
Insurance	220.00
Newsletter	942.05
Postage	71.16
Printing/Copying	66.99
Scholarships	500.00
Supplies	24.15
Travel Expenses	821.84
TOTAL EXPENSES	\$ 6,969.45
Checking Balance as of 12/31/95	\$ 8,568.13*
CONTINGENCY FUND: 1/1/95	3,033.13
Investment Cashout	- 3,129.54
Reinvestment	+ 5,000.00
Accrued Interest	+ 179.95
BALANCE as of 12/31/95	\$ 5,082.54
TOTAL ASSETS:	\$ 13,650.67*

<sup>\*\*</sup> To be reimbursed by NN/LM PNR in 1996.

#### PNC/MLA Centennial Taskforce

by Bonnie Chadbourne chadbrn@wln.com

The MLA Centennial year is fast approaching. This year will be celebrated from the 1998 MLA annual meeting in Philadelphia, PA until the end of the 1999 meeting in Chicago. In conjunction with this, PNC/MLA will be planning a chapter celebration for the 1998 Chapter meeting which will be held inBanff, Alberta, Canada.

Leilani St. Anna, PNC/MLA Chair, appointed Bonnie Chadbourne, Chapter Council Alternate to chair the chapter task force that will plan the chapter celebration. Members of this volunteer task force are Dolores Judkins, Sarah Safranek, Kathy Murray, Jan Schueller, and Janet Schnall, PNC/MLA Archivist.

The task force is asking for your ideas in planning the chapter celebration. Please contact any of the members with your input. An update on the Centennial task force will be provided at the PNC/MLA Chapter annual meeting in October.

#### PNC/MLA 1996 Budget Proposal

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Pro	pripr	Revenue
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Dues Checking Account Interest Technology Forum Reimbursement 1996 Annual Meeting Income	2,500.00 100.00 1,300.00 1,000.00
Total Projected Income	\$ 4,900.00
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Projected Expenditures/Debits	
1996 Annual Meeting Seed Money	1,000.00
Board Meetings	1,800.00
Committee Luncheon	600.00
Ad Hoc Task Force on Conference Planning	800.00
MLA (Chapter Council)	1,000.00
Collaborative Consumer Health Forum	500.00
CE Committee Retreat	1,200.00
Scholarships	600.00
Postage	120.00
Newsletter Printing and Postage	1,400.00
Liability Insurance	250.00
PNC Lending Library 95-96	400.00
Stationery	125.00
Supplies	350.00
Tax-Exempt Status	700.00
Membership Software Update	75.00
PNC Compass Project	1,100.00
Collaborative Internet Access Grants	500.00
Scholarships for CE Development	500.00
and a state of the	300,00
Total Projected Expenditures	\$13,020.00

#### Projected Assets 12/31/96 \$ 7,455.67

Contingency Fund	(inc. \$400.00	
projected growth)		\$ 5,482.54
Checking Account	Balance	\$ 1,973.13

#### Current Checking Account Balance 2/22/96 \$10,152.32



# 1996 PNC/MLA CE Survey

240 PNC/MLA continuing education survey forms were sent out in January 1996 to the PNC/MLA mailing list; 143 completed forms were returned. Your Regional Medical Library has been mailing and tallying this survey for PNC/MLA since 1983.

- 1. Library related education
  - 110 MLS
  - 14 college courses
  - 21 trained on the job
- 2. Type of library
  - 32 academic health sciences library
  - 13 academic library
  - 42 large hospital (200+ beds) library
  - 27 medium hospital (75 to 199 beds) library
  - 7 small hospital (1 to 74 beds) library
  - 15 other
- 3. Course Topics. [Respondents were asked to put checks next to the five course topics they would find most useful.]
  - 70 Using the Web for reference services
  - 61 Health statistics (including health statistics on the Web)
  - 54 How to teach Internet classes
  - 51 Copyright issues in the age of technology
  - 48 How to set up a home page, including HTML and home page design
  - 40 Alternative medicine
  - 36 Searching for evidence-based medicine literature
  - 32 Advanced Web site management (perl and shell scripting, VRML, etc.)
  - 30 Technical issues involved in establishing an Internet node in your facility
  - 30 Consumer health
  - 29 Teaching and training skills
  - 28 Developing critical appraisal skills for reading the medical literature
  - 25 Embracing change and risk
  - 23 Basic epidemiology
  - 18 Changes in scholarly publishing
  - 18 QuickDOC
  - 17 Concepts and searching in medical genetics
  - 17 Medical ethics and ethics in medical librarianship
  - 13 Local area networking
  - 11 Issues in health care law
  - 5 Sports medicine

[Respondents were asked to suggest other topics. No topic was suggested more than once, though, of the 13 suggested topics, 8 had to do with Internet or computer programs.]

- 4. Course Format. [Respondents were asked which kind of presentation they find most instructive and useful]
  - 115 course with lecture/discussion/exercises
    - 6 small group sharing session
    - 4 independent study with videotape or software
    - 3 independent study with self-paced manual

#### PNC/MLA CE Survey Results, continued

- 5. Course Length. [Respondents were asked to check which of the following they prefer.]
  - 87 half day
  - 37 full day
- 6. Fees. [Respondents were asked the maximum fee they would pay for a course of high interest.]
  - 4 \$25
  - 43 \$50
  - 73 \$100
  - 10 \$200
- 7. Credit. [Respondents were asked if MLA credit for a CE course is an important factor.]

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8. [For the first time, respondents were asked:] What has been the single most valuable professional educational activity for you over the past three years?

- internet training (8 "Introducing Internet to Your Users" taught by RML, October, 1995; 3 "Health Resources on the Web," taught by RML, April 1995; 3 "Your Home Page in HTML," taught by RML, July 1995; no other specific class mentioned more than once)
- 6 PNC/MLA meetings
- 3 internet users group
- 2 preparing an MLA-CE course
- 2 drug information sources by Bonnie Snow
- 2 keeping informed of technological changes and effects on library
- 2 personal reading of professional literature
- 2 attending the MLA annual meeting and taking CE courses
- 2 Jackie Morton's evidence based medicine class
- 2 MEDLARS training
- 2 copyright class
- 2 networking with other librarians

workshop on change

NASIG conference and workshops on internet

course on searching techniques for performance activities

talking to colleagues & library users

Richard Doughtery visioning seminar

small class on malpractice and medical librarians

teaching others and developing classes on a variety of topics

able to attend online conference 3 years ago

marc record tagging workshop

"quality filtering of medical literature" course at 1994 MLA

CE on critical appraisal skills at MLA in D.C. 5/95

Connie Schardt's "preparation for complying with Joint Commission standards"

Medline update that was broadcast nation-wide

participating in the RML project [Pilot Connections Project]

course on critical paths

working on my PhD

computer classes at local college

MLA CE - writing for publication

computer programming classes

finding resources on the internet/other data sets, then teaching students a 3 day class offered by my hospital on facilitative leadership skills

one week federal "reinvention laboratory" course

CE courses

not sure I could identify just one

too early to answer

can't remember back three years

## Profile: OREGON COLLEGE OF ORIENTAL MEDICINE



The Oregon College of Oriental Medicine (OCOM) Library is a unique resource in the Pacific Northwest. The scope of the library is specific to Oriental Medicine, which includes acupuncture, Chinese herbology, the physical manipulations and exercise disciplines of TuiNa and Qigong, and Chinese philosophy.

The library serves a student body of 145, plus college alumni, faculty, and staff. The mission of the library is to serve the information needs of the students and faculty engaged in the study and teaching of Traditional Chinese Medicine at the Oregon College of Oriental Medicine. Area practitioners also have access and the public is welcome to use materials on-site.

To provide access to depth and variety in related subject areas, OCOM students have borrowing privileges at three other major health sciences libraries in Portland: The Oregon Health Sciences University, the National College of Naturopathic Medicine, and the Western States Chiropractic College.

The library collection includes 1,000 books, 340 video tapes, 100 audio tapes, and 43 magazine subscriptions. The library also houses back issues of valuable out-of-print journals in the field of Oriental Medicine. In 1995 circulation was 3,380, with traffic of 3,527. In the fall, the library moved into a space four times as large as its previous location, and the traffic has grown exponentially. The new space has areas for study and in-library video viewing.

Because the resources must be available to support the college, ILL is not available. The library does offer limited document delivery for a fee. The librarian is Marylou Belknap-Jones, M.L.S. She may be contacted at OCOM, 10525 SE Cherry Blossom Drive, Portland, OR 97216. Telephone: 503.253.3443. E-mail: belknapj@ohsu.edu.

#### The College

The Oregon College of Oriental Medicine (OCOM) is a nonprofit educational institution, founded in 1983 in response to the growing need for comprehensive professional training in Traditional Chinese Medicine. The mission of Oregon College of Oriental Medicine is to train professional acupuncture and Oriental medical practitioners, and to provide the highest caliber of educational and clinical experience in the field of acupuncture, Oriental medicine and related Western sciences.

OCOM confers the degree of Master's of Acupuncture and Oriental Medicine (M.Ac.O.M.). It is recognized by the Oregon Department of Education Office of Educational Policy and Planning. OCOM is accredited by the National Accreditation Commission of School and Colleges of Acupuncture and Oriental Medicine, which is itself recognized by the Council on Recognition for Postsecondary Accreditation (CORPA) and the U.S. Department of Education. Licensed acupuncturists in Oregon are under the jurisdiction of the Board of Medical Examiners.

The college has over 145 students, 31 full and part time faculty, 17 administrative staff, and a six-member Board of Trustees.



#### Oriental Medicine

At the heart of the college is the field of Traditional Chinese Medicine (TCM), a four thousand year old system of health and healing that now serves as the primary form of health care for nearly a quarter of the world's population. In recent years, this medical art and science has found a firm foothold in the health care system of our own country – approximately thirty states formally regulate the practice of some seven thousand Oriental medical providers nationwide.

Oriental medicine is practiced in private clinics in the treatment of a wide range of chronic and acute disorders, and, more and more, is available in public and community-health settings, where it has generated considerable interest for its successful use in the treatment of drug abuse and chemical dependency. The tens of thousands of patients who access acupuncture and Oriental medicine as a regular part of their health care and maintenance are now making their collective voice heard in health policy decisions at the highest levels of state and federal government.

The safety and efficacy of Oriental Medicine have been demonstrated through clinical use, rather than Westernstyle research. Over 200 conditions which respond to the use of acupuncture and Oriental medicine techniques have been identified by the World Health Organization as including: musculoskeletal pain and disorders, arthritis, neck and low back pain, allergies, headaches, insomnia, depression, low energy, stress, gastro-intestinal problems, respiratory problems such as asthma, gynecological problems, autoimmune disorders, and chemical dependency. Over 25% of the world's population has been treated with acupuncture and Oriental medicine; if it was not effective, it would have died out thousands of years ago.

TCM medical theory is totally different from Western medical theory. At the heart of TCM is the concept of Qi. "Qi can be thought of as 'basic life force,' energy, prana, breath or simply vital energy ... It is what animates us, what gives us life in the energetic sense." (1) Acupuncture and Oriental medicine work with Qi to bring it into balance and harmony.

#### Collaboration

An overall goal for the college is to begin working in collaboration with the Western medical community. Discussions are underway with a local university about possible collaborative activities. The college is also working to develop a research project with a local managed care organization.

Such collaborations are happening nationally in a variety of ways. The Bill Moyers television program "Healing and the Mind" sparked a high level of interest in alternative and complementary medicine. A 1993 article in the New England Journal of Medicine, authored by Dr. David Eisenberg, established that 34 percent of respondents to a random sample telephone survey had used at least one unconventional therapy in the past year. OCOM and the Foundation for Medical Excellence brought Dr. Eisenberg to Portland in May of 1995; he spoke to the medical community and at OCOM on the results of this study. Harvard University and Columbia University are

continued from page 6 developing research centers to investigate the effectiveness of alternative and complementary medicine.

Twenty-seven medical schools in the U.S. offer elective courses in alternative medicine. An Office of Alternative Medicine has been created within the National Institutes of Health; its primary responsibility is to provide technical assistance and funding for research on the effectiveness of alternative medicine.

An area of great interest nationally is the use of acupuncture and Oriental medicine in the treatment of HIV/AIDS and chemical dependency. Many communities have begun programs that include acupuncture and counseling as an alternative to jail; there is even a national organization of judges involved in these programs. Acupuncture treatment has been documented to have a higher success rate than programs using other modes for the treatment of chemical dependency.

This collaboration extends to the international community as well. OCOM is involved, through our President, in the NAFTA Acupuncture Commission. This commission includes acupuncturists and physician/acupuncturists from Mexico, United States and Canada. It is discussing the possibility of a trinational exam, trinational educational standards, a common ethical position and possible academic exchanges. Elizabeth A. Goldblatt, Ph.D., President of OCOM, chairs the NAFTA Acupuncture Commission's Education Committee.

1. The Way of Chinese Medicine, Solala Towler, 1990 by Quan Yin Enterprises, Inc., page 2.

Chinese calligraphy meaning "life energy"



#### CALL FOR PAPERS & POSTERS

The PNC/MLA Annual Meeting Program Committee is issuing a call for contributed papers and posters to be presented at the fall meeting, Grouse Mountain, MT. Contact Jackie Morton, ghc@u.washington.edu, 206.326.3393. Ideas should be submitted by May 1.

#### 1996 PNC Board & Committee Chairs

Chair Leilani St. Anna Istanna@halcyon.com

Chair-Elect Marcia Horner hornerm@comtch.iea.com

Recording Secretary Terry Wiggins wiggterr@isu.edu

Membership Secretary Natalie Norcross norcross@ohsu.edu

Treasurer Vicki Croft croft@wsu.edu

Past-Chair Suzy Holt sholt@wln.com

Chapter Council Representatives

Nancy Press pressno@u.washington.edu Bonnie Chadbourne (Alt.) chadbrn@wln.com

#### Committee Chairs

Archives Janet Schnall schnall@u.washington.edu

Automation & Technology Michael Hurley hurley@wsu.edu

Bylaws Jan Schueller schuelle@battelle.org

Education Carolyn Olson olsonc@ohsu.edu

Governmental Relations Kathy Martin martink@ohsu.edu

Nominating & Elections Suzy Holt sholt@wln.com

Leza Hamby lsh@rml.niaid.nih.gov Program Grouse Mtn.'96 Susan Long slong@wln.com

Barbara Crain bcrain@usa.net Registration Caroline Mann cmann@linfield.edu Portland '97

Publications & Newsletter Mary Wood marywood@wsu.edu

Research Nancy Griffin grifnanc@isu.edu

Liaison to MLA/AHIP Kim Granath kimb@selway.umt.edu

#### Around the Region

Congratulations to Peggy Baldwin, newly elected Secretary of the Hospital Libraries Section of MLA.

Washington Medical Librarians Association 1996 Annual Meeting is Friday, April 26, 1996 at the Woodmark Hotel, Kirkland. Continuing Education is Thursday, April 25, 1996 at the University of Washington. Program highlights include presentations on the topics of "What is Biotechnology?," "Choosing an Animal Model: the Perils and Pitfalls of Preclinical Research," and Breast Cancer Awareness from both the clinician and patient points of view. Continuing Education courses include "Partnering with Medical Information Systems" by Jane Kelly of Dialog Information Systems, Inc. (8:00 - 11:30 am) and "Finding and Creating on the Web" by Nancy Press and Michael Boer of the Pacific Northwest Region of the National Network of Libraries of Medicine (12:30 - 5:00 pm).

For complete meeting information, contact Lisa Oberg, WMLA Annual Meeting Chair: lisanne@u.washington.edu Questions about CE? Contact Sherry Dodson: sdodson@u.washington.edu.

IDAHO: The DeArmond Consumer Health Library at Kootenai Medical Center, Coeur d'Alene, will open to the public on March 23. Joan Hust will be returning from New York to fill the position of consumer health reference specialist. The Idaho Health Information Association is holding its spring meeting in Twin Falls on April 12. Rand Simmons has been reviewing the medical journals stored at the Idaho State Library. He has identified short runs to discard, and will be looking at longer runs and a collection development policy for storing medical journals at the state library. Terry Wiggins reports that a short-term contract has been signed with the Idaho Dept. of Health and Welfare for the Idaho Health Sciences Library to provide database searching to rural Idaho health care practitioners. Pam Spickelmier at St. Luke's Regional MC, Boise, is developing a consumer health library to open in April at the new St. Luke's Meridian Medical Center site. Besides print materials, InfoTrac's Health Reference Center is being purchased and will be networked to the main hospital library, and to the two Mountain States Tumor Institute sites.

Northwest Notes
Mary Wood, Editor
Intercollegiste Center for
Nursing Education
Betty M. Anderson Library
2917 W. Ft. Wright Drive
Spokane, WA 99204

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Mary Wood, Editor: Intercollegiate Center for Nursing Education, Anderson Library, 2917 W. Ft. Wright Drive, Spokane, WA 99204. 509.324.7346 Fax: 509.324.7349; Internet: marywood@wsu.edu

Statements and opinions expressed in the newsletter do not necessarily represent the official position of the Chapter or the Editor. News and articles are welcome! Please include your name, library, address, phone and fax number, and e-mail address (if available). The editor reserves the right to edit submissions as necessary.

Articles from *Northwest Notes* may be reprinted without permission; credit would be appreciated.

To join the Pacific Northwest Chapter, send dues to:

Vicki Croft PNC/MLA Treasurer NW 1840 Hall Dr. Pullman,WA 99163-3551 DUES: \$15.00 U.S. \$18.00 Canadian

#### MAKE CHECK PAYABLE TO: PNC/MLA

Are you a member of the Medical Library Association?

Membership type requested: Individual Institutional

Ves No

## PNC/MLA 1996 MEMBERSHIP DUES Due by January 1, 1996

Another chance .... Name Library Institution Address State/Province Zip Code Mailing Address (if different) Telephone Internet FAX# Other mail code I am a member of MLA \_\_\_\_yes I am joining PNC/MLA as a \_\_\_\_ new member \_\_\_\_ renewal Annual dues are: \$15.00 (US) or \$18.00 (Canadian) Dues cover one CALENDAR year Make check payable to: PNC/MLA Mail check with this form to: Vicki Croft PNC/MLA Treasurer NW 1840 Hall Drive Pullman, WA 99163-3551 PLEASE INDICATE IF YOU WOULD BE WILLING TO SERVE ON THE FOLLOWING COMMITTEES (note first and second choice) Continuing Education Research Bylaws Membership **Archives** Publications Governmental Relations Automation/Technology Are you interested in chairing a committee? Yes \_\_\_\_\_ No