

Letter from the Chair

Peggy Baldwin

This is an exciting time in PNC. 2003 is our 50th anniversary! Since we are not having our traditional Fall meeting, we will be celebrating this milestone at our Fall meeting in 2004. Stay tuned for more information about the planned festivities. I wonder what PNC was like, what issues libraries were dealing with, and who the members were in 1953?

I hope that most of you will take full advantage of all of the continuing education offerings presented to you by PNC this year. In just a month, we will be offering three very interesting classes, in lieu of our usual annual meeting. I hope to see many of you in Seattle for this event on October 17 and 18th. These classes were announced on HLIB. Look for more information in this issue of Northwest Notes.

In January, we will have a joint meeting with the Northern California/Nevada and Southern California/Arizona Chapters in Sacramento. This is a wonderful opportunity for cross-fertilization. It will be a much larger meeting than our usual PNC gatherings, so the offerings should be diverse. Besides, California in January will be a welcome change from our January Pacific Northwest weather. See further information about this meeting in this newsletter.

I hope to see you all at the coming year's activities!



PNC Fall CE Opportunities

On October 17th and 18th the Pacific Northwest Chapter of the Medical Library Association (PNC/MLA) will be sponsoring two days of continuing education. All three offerings are practical, how-to-do-it and get results classes. They will be held in Seattle on the University of Washington campus at the Health Sciences Library.

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Joint Meeting 2004 Update

The Joint Meeting 2004 Planning Committee and PSRML have been hard at work planning a great meeting!

The meeting is scheduled for January 28-31, 2004 at the 16-story Holiday Inn hotel in downtown Sacramento. Themed "2004 Gold Rush: The Information Frontier", this meeting will mark the first time that our colleagues from the Pacific Northwest Chapter will be joining us.

The meeting location will put you within walking distance of the historic Old Sacramento district, the Crocker Art Museum, Railroad Museum, Discovery Museum and the hustle and bustle of downtown

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Joint Meeting, continued from page 1

Sacramento. An outdoor shopping mall and a 6-screen movie theater are located right next door to the hotel.

One of the highlights of the meeting will be an exciting, day-long symposium on Wednesday, January 28 focusing on health information literacy. The symposium will be sponsored by PSRML and will provide an opportunity to listen to those working actively in this area; to view exhibits from producers of consumer targeted information; and to discuss related topics with colleagues. CE credit will be provided.

Plenary speakers will present on a variety of interesting topics, including outreach programs and resources, the Woods Hole informatics program, medical errors and the Public Library of Science. Contributed papers, posters and a roundtable luncheon will further enhance the offerings. The meeting will also feature a spectacular lineup of 6 CE classes, dealing with marketing, copyright, advanced Internet searching, web course design, web survey design, PDAs, and immunology. All CE classes will be held on Saturday, January 31.

Now for the fun part. We have planned a Welcome Reception for January 28 to give us all a chance to see old friends and to meet our PNC/MLA colleagues. The evening event on January 29 will feature dinner and a murder mystery play on board the Delta King, a stationary riverboat located with walking distance of the hotel. Dine arounds to the best local restaurants will also be offered each night.

Look for more details on the meeting web site in early October!



Future PNC/MLA Meetings

PNC Fall 2003 - CE only, October 17 & 18, 2003, Seattle, WA

PNC Joint Meeting, January 28-31, 2004, Sacramento, CA

PNC Oct 2-5, 2004: Seattle - Washington Athletic Club

PNC Sept/Oct 2005: Portland

Publication Statement

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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 email 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.

Class Descriptions:

BASICS OF ELECTRONIC DOCUMENT DELIVERY

Instructors: Susan Barnes

Friday, October 17, 2003 – 1:00 pm – 5:00 pm

\$15.00 for all participants

Use of electronic document delivery can bring a library savings in costs and time. In addition, more and more users prefer to view articles onscreen. This course will help health sciences library staff to make decisions regarding whether to provide electronic document delivery, and what software and equipment should be acquired. It will also provide information on how to work with different file types and how to determine whether a library's electronic publications can be used in electronic document delivery. Examples will be from the health sciences library field, but principles will apply to any kind of library.

USING CAMTASIA TO CREATE DIGITAL VIDEO DEMONSTRATIONS

Instructor: Harry Love

Saturday, October 18, 2003 – 8:00 am – noon

\$40.00 for PNC/MLA members

\$50.00 for all others

When it comes to demonstrating computer applications, a black and white handout and a screen-shot-filled web page may not always work. Sometimes, learners need to see and hear the associated actions. Camtasia Studio(TM) is a suite of full-motion screen video recording and producing tools that can be used to demonstrate screen-based computer applications. This hands-on class will provide an overview of Camtasia's features and participants will create demonstrations of two applications: a web browser and an office productivity application (e.g., Microsoft Word). The class will also discuss some of the issues associated with digital video, including accessibility and producing for the Web. Time permitting, there will be a Q&A session at the end. At the end of the class, participants will be able to:

- * record a video and save it to the desktop
- * play the recorded video in a media player like Windows Media Player
- * add effects (like annotations, images, watermarks, and callouts) to a video
- * add transitions to video clips
- * produce a video in multiple formats for delivery over the Web
- * create a link in a Web page to the final video (knowledge of HTML is helpful, but not required)

SURVEYS MADE EASY!

Instructors: Peggy Baldwin, Dolores Judkins, Patrice O'Donovan

Saturday, October 18, 2003 – 1:00 pm – 5:00 pm

\$40.00 for PNC/MLA members

Even Monkeys Know That Life Is Unfair

“They sulk when they get cucumbers while others get grapes”

Researchers at the Yerkes National Primate Research Center and the Living Links Center, both in Atlanta, set up a series of food-related exchanges with brown capuchin monkeys.

The monkeys refused rewards that had been acceptable (cucumbers) if they witnessed a companion receiving a more valued reward (grapes) for doing equal or less work. ‘We showed they compared their rewards with those of their partners, and refused to accept a lower-value reward, and the effect was only amplified when the partner didn't have to do anything for the grape,’ said researcher Sara Brosnan.

The response is similar to the response people display when they see others get a better deal. ‘People often forgo an available reward because it is not what they expect or think is fair,’ said Brosnan. Such irrational behavior has baffled scientists and economists, who traditionally have argued that all economic decisions are rational. Our findings indicate the emotional sense of fairness plays a key role in such decision-making.’ [An excerpt from the Seattle PI, 9/18/03]



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Spotlight On....

Janette
Schueller

1. What is your favorite word?

Sound: Lugubrious. (I'm generally not, but the sound of the word itself is delicious.)

Meaning: Chocolate

2. What is your least favorite word?

There are no bad words, just badly used words so I can have no least favorite..

3. What is different about working where you are now from previous jobs/places?

The number of organizations I belong to in order to meet our multidisciplinary needs: MLA, PNC/MLA, WMLA, SLA, SLA-Transportation Division, SLA-Management Division, APLIC (Association of Population Libraries and Information Centers), Engineering Librarians of Puget Sound. And I even go to LLOPS CE – Law Librarians of Puget Sound.

4. Is there anything surprising or unexpected about your job or work environment?

The presence of a ceramic green bell pepper on top of the coffee machine in the kitchen.

5. Do your outside interests help on the job?

Everything helps on this job.

6. What turns you on?

Golden Retriever puppies, babies, birdsong, chocolate – and all other manifestations of life.

7. What turns you off?

Bigotry, condescension, and willful stupidity.

8. Do you have family members and/or pets you'd like to tell us about?

Well, there's my first husband, who buys me chocolate, so after 36 years I haven't needed a second one, even if he does still introduce me as his first wife.

9. What are your most satisfying hobbies or leisure-time interests?

Reading, listening to music, walking, making bread, sleeping.

10. What sound do you love?

Birdsong at dawn.

11. What sound do you hate?

Emergency sirens - and that little chirp smoke detectors batteries make when they're about to die.

12. What profession other than librarianship would you like to attempt?


Private detective – the “sleuthing” is my favorite part of the job.

13. What profession would you not like to participate in?

Retail sales.

continued next page

Do you need to know how your library is used or what your users want from your library? Learn basic information about surveys, what kinds of questions to ask, and how to ask them. Then learn how to use SurveyMonkey, survey software that PNC is providing for PNC members. This class will help you design a survey, and use Survey Monkey to send it out and get results you can easily interpret. Dazzle your library users. Get the information you need to provide the services they want. 📌



Gandhi's famous list of "Seven Blunders Of The World That Lead To Violence":

Wealth without work
Science without humanity
Pleasure without conscience
Worship without sacrifice
Knowledge without character
Politics without principle
Commerce without morality

Mohandas Gandhi (1869-1948); He was called Mahatma, which means "great-souled."

14. Do you have any books, movies, recordings, etc. you would recommend? (variation - what book(s) are you reading right now? What is the last movie you saw?)

There is a wonderful book called Phases of Gravity by Dan Simmons, a writer best known for SciFi, thrillers, and horror stories. There is perhaps a bit of fantasy in this tale of a retired astronaut coming to terms with life, but it is haunting and beautiful and thought provoking. Recommended years ago by a clerk in the University Bookstore Medical Branch – so it must be relevant. Favorite recent movie: Finding Nemo. The ocean was so very big and so very blue.

15. If you were to come back as an animal, what would you choose and why?

My cat. I'd have staff to care for my home, provide for my meals and medical care, a waterbed to sleep on with or without one or both of my staff to keep me warmer, and my own personal Golden Retriever to keep my face clean.

16. If heaven exists, what would you like to hear God say when you arrive at the Pearly Gates?

Welcome. Have some chocolate. 📌

LIBRARY CREATES FORMAT STANDARDS

A new set of formatting standards, or Document Type Definitions (DTDs), from the National Library of Medicine should facilitate increased and simpler exchange of electronic journal articles among publishers, libraries, and archives. Jeff Beck of the National Library of Medicine said the standards are the first of their kind and that most publishers use formats developed in-house, which do not translate easily to other groups who might want the content. Use of the formats, which are available free from the library, is voluntary, but Dale P. Flecker of the Harvard University Library believes many organizations will choose to use them. "By having a common format for the transfer of e-journal article information," he said, "it is going to make it possible for many more relationships between archives and publishers." Chronicle of Higher Education, 12 June 2003

<http://chronicle.com/free/2003/06/2003061201t.htm> [EDUPAGE June 13, 2003]

Ladies and gentlemen of the class of '97:

Wear sunscreen. If I could offer you only one tip for the future, sunscreen would be it. The long-term benefits of sunscreen have been proved by scientists, whereas the rest of my advice has no basis more reliable than my own meandering experience. I will dispense this advice now.

Enjoy the power and beauty of your youth. Oh, never mind. You will not understand the power and beauty of your youth until they've faded. But trust me, in 20 years, you'll look back at photos of yourself and recall in a way you can't grasp now how much possibility lay before you and how fabulous you really looked.

You are not as fat as you imagine.

Don't worry about the future. Or worry, but know that worrying is as effective as trying to solve an algebra equation by chewing bubble gum. The real troubles in your life are apt to be things that never crossed your worried mind, the kind that blindside you at 4 pm on some idle Tuesday.

Do one thing every day that scares you.

Sing.

Don't be reckless with other people's hearts. Don't put up with people who are reckless with yours.

Floss..

Don't waste your time on jealousy.

Sometimes you're ahead, sometimes you're behind. The race is long and, in the end, it's only with yourself.

Remember compliments you receive. Forget the insults. If you succeed in doing this, tell me how.

Keep your old love letters. Throw away your old bank statements.

Stretch.

Don't feel guilty if you don't know what you want to do with your life. The most interesting people I know didn't know at 22 what they wanted to do with their lives. Some of the most interesting 40-year-olds I know still don't.

Get plenty of calcium. Be kind to your knees. You'll miss them when they're gone.

Maybe you'll marry, maybe you won't. Maybe you'll have children, maybe you won't. Maybe you'll divorce at 40, maybe you'll dance the funky chicken on your 75th wedding anniversary. Whatever you do, don't congratulate yourself too much, or berate yourself either. Your choices are half chance. So are everybody else's.

Enjoy your body. Use it every way you can. Don't be afraid of it or of what other people think of it. It's the greatest instrument you'll ever own.

Dance, even if you have nowhere to do it but your living room.

Read the directions, even if you don't follow them.


Do not read beauty magazines. They will only make you feel ugly.

Get to know your parents. You never know when they'll be gone for good.

TECH TIP

submitted by Kathy Murray

I just discovered a wonderful Excel tip. When spreadsheets are larger than one page, use the following to make your "header" rows automatically appear at the top of each page.

- ☛ First, open the file.
- ☛ Click File; Page Setup; Sheet
- ☛ Under the Print Titles section, choose "Rows to Repeat at Top"
- ☛ Click on icon to the right;
- ☛ Highlight Row (or multiple contiguous rows)
- ☛ Click on icon to the right again
- ☛ Click ok 



MLA's 2004 Rittenhouse Award Jury Seeks Powerful Unpublished Papers and Web-Based Projects

Calling on all students enrolled in ALA-accredited library and information science programs and trainees in health sciences librarianship internships or medical informatics to seize the creative power of your mighty pen, pencil and/or keyboard. Submit your unpublished bibliographical, issue/topic based, or research results paper or web-based project on health sciences librarianship or medical informatics for the 2004 Rittenhouse Award competition. Manuscript submission information and procedure links may be

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Be nice to your siblings. They're your best link to your past and the people most likely to stick with you in the future.

Understand that friends come and go, but with a precious few you should hold on. Work hard to bridge the gaps in geography and lifestyle, because the older you get, the more you need the people who knew you when you were young.

Live in New York City once, but leave before it makes you hard.

Live in Northern California once, but leave before it makes you soft.

Travel.

Accept certain inalienable truths: Prices will rise. Politicians will philander. You, too, will get old. And when you do, you'll fantasize that when you were young, prices were reasonable, politicians were noble, and children respected their elders.

Respect your elders.

Don't expect anyone else to support you. Maybe you have a trust fund. Maybe you'll have a wealthy spouse. But you never know when either one might run out.

Don't mess too much with your hair or by the time you're 40 it will look 85.

Be careful whose advice you buy, but be patient with those who supply it.

Advice is a form of nostalgia. Dispensing it is a way of fishing the past from the disposal, wiping it off, painting over the ugly parts and recycling it for more than it's worth.

But trust me on the sunscreen.

Peace,

Kurt Vonnegut

[Commencement address at MIT]

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found on MLANET at <http://www.mlanet.org/awards/honors/index.html> or you may phone Lisa C. Fried, MLA Headquarters, 312-419-9094 ext. 28 or email mlapd2@mlahq.org. To submit a paper contact: Professional Development Department, Medical Library Association, 65 E. Wacker Place, Suite 1900, Chicago, Illinois 60601-7298. **Submission deadline is November 1, 2003.**

The Rittenhouse Award, presented annually by the Medical Library Association, was established in 1967 and is sponsored by Rittenhouse Book Distributors, Inc., King of Prussia, PA. The cash award of \$500 and a certificate will be presented to the winner during the 2004 MLA Annual Conference to be held in Washington, DC. 🌲

MLA Continuing Education Grant

Each year the Medical library Association awards a grant to one or more of its members to provide them with the opportunity to increase their competence in the theoretical, administrative, or technical aspects of librarianship. This grant may be used to attend an MLA course or

others CE activity and may range from \$100 - \$500.

Candidates for the CE Grant must: (1) hold a graduate degree in Library Science; (2) be a practicing medical librarian with at least two years of professional experience; (3) be an individual member of MLA; and (4) be a US or Canadian citizen or permanent resident.

For more information about this grant and the application visit MLA's Website at: <http://www.mlanet.org/awards/grants/index.html>

Applications should be submitted to Lisa C. Fried at MLA Headquarters.

Deadline for application is December 1.

For additional information, contact: [Lisa C. Fried](#). 🌲

continued next column

EBM for Librarians: Appraising the Evidence for Validity

This two-day workshop presents an in-depth exploration of the third step of the EBM process, critically appraising the medical literature for validity. Intended for health sciences librarians who are already comfortable with the first two steps of EBM, formulating the clinical question and searching the literature, this workshop will focus on the epidemiological concepts fundamental to understanding the clinical literature. These will include such terms as number needed to treat, absolute risk reduction, likelihood ratio, confidence interval and intention to treat.

This class was developed in response to requests from librarians who have completed basic EBM courses and who now seek more in-depth understanding of the statistical concepts used in the medical literature. This will be done in the context of analyzing journal articles answering actual clinical questions with an emphasis on therapy and diagnosis.

DATES: November 13 and 14, 2003

LOCATION: Library of the Health Sciences (Room 303)

University of Illinois at Chicago, 1750 W. Polk (m/c 763), Chicago, IL 60612

COST: \$200 includes textbook and materials.

CE HOURS: This class has been approved for 14 MLA CE hours

FACULTY: Jordan Hupert, MD; Leo Niederman, MD; Alan Schwartz, Ph.D. and Sandra De Groote, MLIS; Martin Brennan, MLIS; Marceline Doranski, MLIS, RN (UIC library faculty). Doctors Hupert, Niederman and Schwartz are actively involved in UIC's EBM initiative and have worked closely with UIC librarians in strengthening librarians' EBM skills and in developing an evidence-based service in pediatrics.

More information may be found at <http://www.uic.edu/depts/lib/lhsc/temp/ebm/ebmclass.shtml>

REGISTRATION INFORMATION:

An online registration form is available at: <http://www.uic.edu/depts/lib/lhsc/temp/ebm/register.shtml>

OR

Please mail or fax the form below to:

Jackie Jakubiec

Library of the Health Sciences (m/c 763)

1750 W. Polk St., Chicago, IL 606712

FAX: 312 996 9584

MEMBERSHIP FORM

Please use the form found online at

<http://depts.washington.edu/pncmla/memberform.html>



Open Access to Scientific Research

August 7, 2003

A number of influential scientists have begun to argue that the cost of research publications has grown so large that it impedes the distribution of knowledge. Some subscriptions cost thousands of dollars per year, and those journals are usually available online only to subscribers. This looks less like dissemination than restriction, especially if it is measured against the potential access offered by the Internet. That is why a coalition led by Dr. Harold Varmus, the former director of the National Institutes of Health, is creating a new model, called the Public Library of Science.

Several years ago Dr. Varmus's group issued an open letter, signed by some 30,000 colleagues, calling on the publishers of scientific journals to make their archived research articles freely available online. Most journals declined, so they would not undercut the profitable business of selling expensive subscriptions to libraries. But there is a basic inequity when much of the research has been financed by public money.

The Public Library of Science plans to confront that inequity by establishing a new series of peer-reviewed journals that will be freely available on the Internet. The first ones, published this October, will be PLoS Biology and PLoS Medicine. The aim is to create a freer flow of data about research and results. The journals will pay for themselves by charging a small fee to the organizations and institutions that support the research.

Most of us, admittedly, will not have much use for free access to new discoveries in, say, particle physics. But it is a different matter when it comes to medical research. Popular nostrums abound on the Web, but it can be very hard, if not impossible, to find the results of properly vetted, taxpayer-financed science - and in some cases it can be hard for your doctor to find them, too. The Public Library of Science could help change all that, creating open access to research. The publishers of scientific journals are naturally skeptical, but the real test will come in the marketplace of ideas. What will matter this fall, when the new journals make their debut, is how many scientists choose to publish in them rather than in the journals traditionally deemed the most prestigious in their disciplines.

<http://www.nytimes.com/2003/08/07/opinion/07THU3.html?ex=1061268556&ei=1&en=39bd70b005a6260f>

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HOUSE BILL SUPPORTS RURAL TELEMEDICINE

An appropriations bill passed by the U.S. House of Representatives would allocate \$678 million to the Department of Agriculture to fund technologies that would benefit rural medical patients. Many residents of rural parts of the country use telemedicine to "meet" with doctors and specialists, and the money in the House bill would support broadband Internet connections at institutions that support this type of medical treatment, including many colleges and universities. The allocation would represent a significant increase over current and requested funding. The Department of Agriculture received \$436 million for the telemedicine program this year and requested \$413 million for next year. The House's appropriations bill must be reconciled with the Senate's, and the final will go to President Bush for his signature before any of the funds become available.

Chronicle of Higher Education, 16 July 2003 (sub. req'd)

<http://chronicle.com/daily/2003/07/2003071601t.htm>

[Edupage, July 16, 2003]