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Synapse Newsletter

Charles M. Baugh Biomedical Library

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10-16-1997

## **Synapse**

Alabama Health Libraries Association

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## PRESIDENT'S COLUMN

Brace yourselves - it's time for my "parting is such sweet sorrow" monologue! Yes, this is my farewell column as ALHeLA President, and, yes, it is with that old cliched mixture of relief and regret that I give up the reins to incoming President, Pat Higginbottom! This has been a very full year for all of us on the Executive Committee with lots of exciting and challenging projects on our ALHeLA plates. From Past President Tammy Lee's regional health science library exchange meeting scheduled for Southern Chapter this year, to Judy Burnham's efforts in obtaining national publication of the MASA workshop manual, to Judy's and Martha Verchot's Internet Training workshop for health professionals in Montgomery, to Lynn Fortney's Ad Hoc Committee on Recruitment and Training of Medical Librarians, a lot of effort has been expended this year in furthering the goals of ALHeLA. In addition, we awarded the first ALHeLA Library Student Award to University of Alabama School of Library and Information Studies student, Lee McCarley (see related article), and awarded Judy Burnham the ALHeLA Achievement Award (see related article). Last but certainly not least, Pat Higginbottom and CE Co-Chairs, Diane Whited and Tracy Powell put together a marvelous program for our annual meeting in Guntersville and even arranged for exceptional weather during our stay!

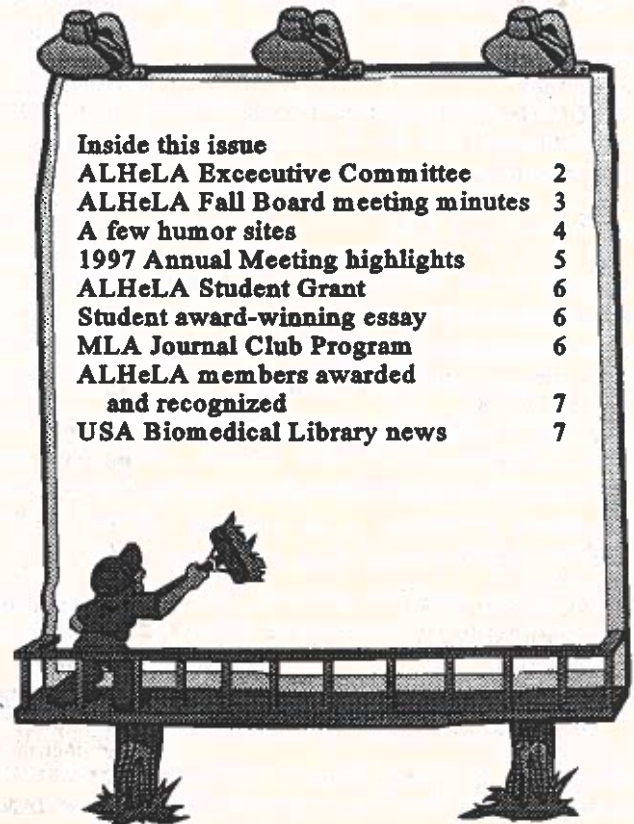
It has been truly rewarding to work with as fine officers and committee members as we had on the Executive Committee this year! Everyone was so enthusiastic and energetic, that new ideas just seemed to flourish in the atmosphere! In addition, it was a relief to me as President to know that I had so many dependable people I could count on to carry out those projects! I know that Pat is going to be an excellent President, and I know we all wish her well next year. As for me, I'm looking forward to the relative calm of being Past-President!

*Kay Hogan, President*

## ALHeLA Awarded NN/LM Internet Training Grant

ALHeLA has been awarded the \$2000 NN/LM Internet Training for Health Professionals Grant. This grant will be used to present Internet workshops geared toward health professionals around the state, beginning with a hands-on class in Montgomery on November 18th. Other classes are tentatively scheduled for Auburn, Tuscaloosa, Dothan and Huntsville. AMA level one CME credit is being sought for the workshops. Contact Kay Hogan at 205-934-2230 or [khogan@uab.edu](mailto:khogan@uab.edu) for more information.

*Submitted by Kay Hogan*



Alabama Health Libraries Association

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# ALABAMA HEALTH LIBRARIES ASSOCIATION EXECUTIVE COMMITTEE MEETING

September 5, 1997

Kay Hogan, President, called the annual business meeting to order at Lake Guntersville State Park Lodge, Guntersville, Alabama at 12:30 p.m.

## OLD BUSINESS

**Alabama Medicine / MASA Review** Judy Burnham reported that ALHeLA members had been submitting articles to Alabama Medicine. However, the format changed during the year, along with the title, and the journal, MASA Review now consists mainly of reprints. The new format was reviewed by the Executive Committee and it was decided that members would be encouraged to continue to submit articles as there are some original articles being published. ALHeLA members will submit articles directly to MASA Review. Tammy Lee had an article published in the Winter 1997 issue: "Weaving the Web: A Physician's First Spin" (p. 45- 49).

**MASA Manual Update** Following the annual meeting of the Alliance for Continuing Medical Education in January, the Executive Director, Bruce Bellande, called to say that they charged for the manual with ALHeLA receiving 15% royalty (\$3.75 each). The Alliance manual includes a preface that explains how the project began, and the relationship between the Alliance and ALHeLA. A poll of the ALHeLA Executive Committee was held via e-mail with agreement to go forward with this project. Conversation with Mr. Bellande included the possibility of ALHeLA conducting a symposium at the Alliance annual meeting January 28-31, 1998 in San Diego. This week Mr. Bellande reported that the initial printing (200 copies) is almost sold out and a new printing will begin soon. The royalty check will be sent to ALHeLA when the new printing is ordered.

Judy Burnham did a poster session at Southern Chapter/MLA and a revised poster at MLA on the development of this project along with the results of state and regional medical library organizations. Analysis of these data reveals that very few medical library organizations are involved in such projects with health care professionals.

Judy has been invited to speak on CME on the Internet at the Southeastern CME Symposium in New Orleans in

September. CME Directors from four states will be at the symposium.

**Internet Class for Montgomery Physicians** An Internet class, sponsored by ALHeLA was held at APLS in Montgomery on June 17 from 1-3 pm. Registration costs were \$10.00. Kay Hogan sent information to MASA and Montgomery Medical Society for publicity. Martha Verchot and Judy Burnham were the instructors. Robert Avant handled local arrangements, registration and refreshments. APLS provided equipment and a direct Internet connection. Disks with a bookmark file of major medical sites were distributed along with handouts. There were 12 participants. Kay Hogan has applied for a grant from SE/A NN/LM that will be used to hold Internet classes throughout the state (with the exception of southwest Alabama - USA has applied for a similar grant for this region). Funding is expected, but not final.

**Regional Health Sciences Library Association Exchange** Kay Hogan, reporting for Tammy Lee, said that she and Pat Higginbottom will serve as facilitators at the Leadership Development Roundtable Luncheon on Saturday, October 25 in Savannah, GA, where state association officers and others will meet to exchange ideas and network in an informal setting. An attractive flyer advertising the session was distributed to the group.

**Ad Hoc Committee on Recruitment and Training of Medical Librarians** Lynn Fortney discussed results of a survey conducted to determine why medical librarians chose their career. Many were influenced by other medical librarians; others were attracted by the type of work involved. Several ideas were suggested so that ALHeLA could have some influence on future medical librarians: (a) creation of a speaker's bureau, (b) establishment of liaison with library schools, and (c) continuation of the recently initiated student award program with possible enlargement of the program.

**ALHeLA Library Student Award** Kay Hogan introduced Lee R. McCarley, MLS Student from The University of Alabama, the first winner of the ALHeLA Student Award. His essay will be published in Synapse. Joy Harriman recommended that the Student Award be given annually as long as it can be afforded.

**NNLM/SEA Grant-Internet Training Class for Health Professionals** Kay Hogan reported that she had applied for grant funding on behalf of ALHeLA for the series of workshops from NN/LM and CME level one credit had been sought from AMA.

**SC/MLA - 2000** Kay has been contacted and has responded concerning the Mobile meeting which we have agreed to co-sponsor.

**ALHeLA Achievement Award** 1997 award was presented to Judy Burnham. She responded with thanks passed the award around for the members to see.

## NEW BUSINESS

**Nominating Committee** Robert Avant presented the 1997-98 slate of officers:

Pat Higginbottom, President  
Jie Li, Vice President/President Elect  
Inez C. Pinkard, Secretary  
C. J. Bryant, Member-at-large  
Lee Clemans-Taylor, Member-at-large  
Diane Whited, Member-at-large

The officers were unanimously elected.

Members of the Nominating Committee were:

Robert Avant  
Carolyn Holmes  
Tammy Lee  
Jie Li

**Treasurer's Report** Balance on hand: \$7712.97  
Martha Cook was given an award in absentia for her service as Treasurer.

## COMMITTEE REPORTS

**Membership** Marian Morris reported a total membership of 28 Institutions, 38 individuals, making a total membership of 66.

**Directory** Betty Wyman informed the group that any changes of directory information should be submitted to Jan Burns. A mail-out information will go out the first of the year. The committee is open to suggestions for changes. Betty and Jan will continue to serve.

**Synapse** The deadline for the next issue of Synapse is September 19th. Diane Williams will be editor next year.

**Liaison** Kay, reporting for Mary Fran Prottzman, said she suggested that next year the committee will work with other state groups.

**Bylaws/Handbook** Jack Smith reported that no changes were deemed necessary in the bylaws this year.

**Union List** Robert Avant announced a new contributor to the Union List -- Becky Purdom of Baptist Hospital.

**Continuing Education** Diane Whited and Tracy Powell reported that there were 17 attendees at yesterday's CE presentation by Mary Marshall.

**1997 Annual Meeting** Pat Higginbottom, President-Elect, presented Kay Hogan, outgoing President, a plaque for her service as president. There were 28 attendees at the meeting. Evaluation forms were given to the members to be returned today or by e-mail. Marketing tips which were suggested at the session will be sent to members.

The meeting adjourned at 12:55 p.m..

*Respectfully submitted, Inez C. Pinkard, Secretary*

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## Why not start the day with a grin?

World's Best Clean Humor  
<http://members.aol.com/psyclone/humor.htm>

Doctor Fun Archive  
<http://sunsite.unc.edu/Dave/archive.htm>

Laugh Links  
[http://www.funnytimes.com/laugh\\_links.html](http://www.funnytimes.com/laugh_links.html)

It's Garfield  
<http://www.garfield.com/>

Lipstick Librarian!  
<http://www.teleport.com/~petlin/liplib/>



## **"Make Your Library Shine" Highlights from the Annual Conference**

If you like beautiful weather and a rustic setting you would have loved the 1997 ALHeLA Annual Meeting. Beautiful Lake Guntersville State Park was the setting for our conference this year. Twenty-seven attendees came from around the state and beyond to attend this year's meeting, "In a Different Light, Making Your Library Shine"

We began this year on September 3rd with a nature walk on one of the park's many hiking trails. Deer were plentiful, even right up in front of the lodge.

On Thursday, Mary Marshall taught seventeen of us about "Healthy Marketing" of our libraries. Her presentation was wonderful and garnered some interesting discussion and suggestions. We also admired her flexibility, as she concluded our class out on the terrace in the sunshine.

I don't think our banquet could have gone wrong with the gorgeous sunset as our backdrop. We enjoyed a banquet buffet and the sounds of Foxy Fatts and Friends on the Aquatic Terrace. About 20 door prizes were awarded to members and friends alike. As a bonus at this year's meeting, we all had the privilege of meeting our first ALHeLA student grant winner, Lee McCarley. Wisely, our members voted to make the student award an annual event. The highlight of our banquet was the awarding of the ALHeLA Achievement award to Judy Burnham. Judy appeared surprised, but no one else was. Judy has been one of the most productive members of ALHeLA since I have been a member.

Friday began with a moving introduction of our keynote speaker by Marion Paris. Herbert S. White spoke to a mesmerized audience and encouraged us to value our work and find out what people need, not just what we can easily give them. Good discussion followed as members challenged, concurred and quizzed our speaker.

Our business meeting after lunch on Friday highlighted the ALHeLA activities for the year-and there were many. For details, see the minutes also in this issue.

Check the ALHeLA web page soon for photos from the meeting. I think all of us now see our libraries "In a Different Light!"

*Submitted by Patricia Higginbottom*

## **Thanks from the Program Chair**

ALHeLA Annual Meeting 1997 is now just a memory. Thanks are due to so many people for the planning and execution of our meeting. Tracy Powell and Diane Whited as Continuing Education Co-Chairs did an excellent job in planning the class for our conference. Both were as helpful and easy to work with as you could ever want. The previous President-Elect is an invaluable resource for the meeting planner. Thanks to Kay Hogan for listening and making suggestions. Also for helping lug heavy boxes around for three days! Also instrumental in putting together the conference were: Martha Cook and Lisa Russell for advising on money matters; Tim and Charlotte Brown for chauffeuring our keynote speaker; David Crutcher for his brilliant (and indispensable) proofreading; Marion Paris for her help in finding great speakers and her moving introduction of our keynote address; all the staff at Lister Hill Library, especially in the Information and Instructions Services, and the ALHeLA executive board for their patience and support. The conference would never have been successful without each and every one of you!

ALHeLA has been truly lucky in recruiting speakers who are willing to fly across the country to be with us. These individuals are committed to giving back to the profession and we are so appreciative to Mary Marshall and Herbert S. White. Both were stimulating and thought provoking, just what we wanted!

Without the vendors who contribute to our expenses, we would have a tough time making ends meet. Our fees for attendance would soar. Thanks to Majors, Readmore, EBSCO, Information Access Company, Tuscaloosa Library Bindery, Rittenhouse, Knight-Ridder, OVID, Matthews, and Lexis-Nexis for financial support of our meeting. Other vendors contributed by sending goodies to be given away as door prizes or with registration. Thanks also to Alfred Jaeger, Ameritech Library Services, MLA, Doody's review Service, the Kirklint Clinic, Eerdman's Publishing Company, UAB Blazer Bookstore, Merck, Blackwell, CINAHL, BIOSIS, Highsmith, The BookHouse, and W.B. Saunders. Please thank these vendors next time you speak with them. Make sure they know how important they are to ALHeLA and how much we appreciate their support.

Finally thanks to all of you who attended the conference. Without you, all of this would be for nothing.

*Submitted by Patricia Higginbottom*

## ALHeLA Library Student Grant Competition 1997

This year for the first time, ALHeLA presented the ALHeLA Library Student Grant to Lee McCarley, a University of Alabama School of Library and Information Studies student. The competition, modeled on the Baker & Taylor Grassroots Grant, called for entrants to submit a one-page essay detailing his or her interest in medical librarianship and attendance at the ALHeLA annual meeting. The prize awarded was free attendance at that meeting. We had three excellent candidates submit essays, but in the end we chose Lee's essay as reflecting those qualities we would most like to see in the next generation of medical librarians. Lee's essay is reprinted here with his permission.

*Submitted by Kay Hogan*

### ALHELA CONFERENCE CONTEST AWARD-WINNING ESSAY

#### Why Am I Attracted to Medical Librarianship as a Profession?

*Lee R. McCarley  
MLS Student, SLIS  
The University of Alabama*

Medical librarians - as are all librarians - are engaged in service to people. The needs of all library patrons are important; in the health care setting, however, there is an added challenge, a greater sense of urgency, because an individual's health and wellness may depend in part upon information provided by the medical library. Whether the library serves health care professionals, students in the medical professions, patients, or members of an increasingly health-conscious public, the medical librarian stands in a position to directly or indirectly affect the quality of life of many people. With the challenge of medical library work is a concurrent responsibility: to conduct library services always at the highest level of professionalism and skill possible. It is this challenge which attracts me to the profession of medical librarianship.

Because health care in the United States is currently undergoing a fundamental change, medical librarians are presented with a unique opportunity to redefine the profession. The emerging organizations paradigm of

managed care, in which fiscal efficiency is emphasized, challenges medical librarians to augment the traditional skills of librarianship with skills more often associated with business schools than MLS programs. If medical libraries are to be valuable rather than vulnerable in the budget-conscious atmosphere of managed care, medical librarians must add marketing to their repertoires. I'd like to attend the ALHeLA conference in September to learn ways to hone marketing skills and to explore the ways in which medical librarians can employ these skills. I am particularly interested in Mary Marshall's presentation, "Marketing for Health Librarians." I believe that by learning and employing marketing skills, through which the effectiveness and cost efficiency of medical libraries can be demonstrated to health care management, medical librarians can indeed "make their libraries shine."

### MLA Restructures CE Programs: Part II The Journal Club Program

In 1996, the Journal Club program instituted by MLA in 1991 was suspended, due largely in part to a lack of participation. A newly restructured and less formalized Journal Club was announced in 1997 to allow interested members to continue this cost-effective form of professional development.

The original journal club format required registration with MLA and payment of a fee, in exchange for approved MLA CE credit. Under the new program, journal clubs can be formed by any interested individual with a group of three to ten interested colleagues. The MLA publication "MLA Journal Club Guidelines" outlines the specifics on establishing a journal club and receiving Academy of Health Information Professionals credit for participation. An "Individual Participant Request for Approval" form should be included as a part of the participant's AHIP portfolio to document participation in a journal club and to request 7.5 points towards AHIP membership. Convenors of the journal club may request an additional 4.5 points. Points will be awarded based on documentation of the minimum level of participation as specified in the "MLA Journal Club Guidelines." For more information on participating in a journal club, contact Kathleen Gaydos, Continuing Education Coordinator, at MLA headquarters, (312)419-9094.

*Submitted by Tracy Powell*



## 1997 ALHeLA Achievement Award

The 1997 ALHeLA Achievement Award was given to Judy Burnham of the University of South Alabama Biomedical Library at the Annual Meeting in Guntersville. In announcing the award at the September 4th evening banquet, President Kay Hogan cited Judy's constant efforts on behalf of ALHeLA and medical libraries in the state as demonstrated by her work in organizing the information resources workshop with the Medical Association of the State of Alabama (MASA) and subsequent publication of the workshop manual with the Alliance for Continuing Medical Education. In addition, Judy has raised our visibility with the medical profession by contributing articles to the journal, Alabama Medicine, now MASA Review, and by helping to teach health professionals how to use the Internet in a series of workshops beginning with a demonstration class in Montgomery this summer and continuing through next year. She frequently publishes articles in the library professional journals and regularly appears on the schedules of presented papers and poster sessions at professional meetings. Most recently, in September, Judy spoke at the 13th Annual Southeast Regional CME Symposium in New Orleans, on "An Overview of Medical Informatics for CME" This group is composed of CME directors from Alabama, Mississippi, Louisiana and Arkansas. She was invited to speak by Dr. George Oetting, Director of Education for MASA, as an outgrowth of the CME workshop ALHeLA conducted for state CME directors last August. During her presentation, Judy was quick to point out what good resources medical librarians were for CME topics concerning medical information retrieval and management.

Other than Judy herself, no one was very surprised at the Announcement of her name as winner! Congratulations, Judy!

*Submitted by Kay Hogan*

## Treasurer Martha Cook Recognized

ALHeLA Treasurer Martha Cook (a.k.a. "Money Martha") was recognized at the Annual Meeting for her four years of service in that role. During the business meeting, President Kay Hogan presented Martha with a commemorative paperweight (in absentia, since Martha could not make it to the meeting), expressing the Association's gratitude to her. Martha will be handing over the books to Lisa Russell next year.

*Submitted by Kay Hogan*

## A Few Words from Judy Burnham

I would like to thank ALHeLA for the recognition given with the Achievement Award. It is very humbling to be recognized by one's peers, especially when the peers are a very active group like ALHeLA members. There are many more who have worked longer and harder in medical librarianship, and are much more deserving. God has blessed me with many opportunities in my career and for that I am thankful. He has also blessed with me with supportive staff, co-workers and family. Jie Li, Carol Wright, Linda Ramm and many more individuals at the USA Biomedical Library have picked up the slack when I was busy working on a project. Thanks, gang! Also, my family has encouraged me to seize every opportunity for growth that has come my way. Finally, I have received many blessings from the friendships made through ALHeLA activities. Again, thank you very much for the award. It holds a place of honor in my office and in my heart. One of my favorite quotations is by Charles Swindoll, "We are all faced with a series of great opportunities brilliantly disguised as impossible situations" and I am also reminded of Matthew 6:33.

## USA Biomedical Library News

The Biomedical Library has recently received two subcontracts from the Southeastern Atlantic Region of the National Libraries of Medicine. One subcontract (\$1000) supplied funding for Internet training classes for hospital librarians. Two series of classes were offered in August -- Overview and Advanced. A total of 23 people attended one or both classes. The second subcontract (\$3000) will supply funding for exhibiting at two state conventions -- the Alabama State Nurses Association in October 1997 and the Alabama Physical Therapy Association in May 1998. Judy Burnham is the principal investigator of both subcontracts.

*Submitted by Judy Burnham*

Diane Williams of University of South Alabama has graciously agreed to serve as Synapse's next editor. Please give Diane all your support as you gave to me. If you have any ideas, suggestions, or submission to the newsletter, please contact Diane Williams at [dnwillia@jaguar1.usouthal.edu](mailto:dnwillia@jaguar1.usouthal.edu).



**Synapse** (ISSN 0829-5283) is the official publication of the Alabama Health Libraries Association, Inc. (ALHeLA).  
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