UNYOC at TWENTY-FIVE
Building for the Nineties

The 25th Annual Conference of the Upstate New York and Ontario Chapter of the Medical Library Association

OCTOBER 4-6, 1989
Sheraton University Inn and Conference Center
Syracuse, New York
UNYOC 1989 will be held at the Sheraton University Inn and Conference Center in Syracuse, New York.

We hope your stay is most enjoyable as you visit the many places of scenic and cultural interest.

The Sheraton University Inn is eight blocks from the downtown shopping area, Civic Center (concerts, ballet, Famous Artists series, special events), the Onondaga County War Memorial (concerts and sports events), the Everson Art Museum, and two blocks from Syracuse University's Carrier Dome. Proximity to Syracuse University makes it especially opportune for visitors to participate in the intellectual, cultural, social, athletic and other aspects of life at a large university.

Enjoy the sights and sounds of Syracuse as you visit the Galleries, one of the city's newest shopping malls.
which houses the Onondaga County Public Library. Visit the Erie Canal Museum, a unique 1849 weighlock building, originally used to weigh canal boats. Explore the Discovery Center of Science and Technology. Public transportation, including the Salt City Trolley, is available for access to other shopping areas, theaters, restaurants or recreational areas.

Both the city and many area colleges and universities provide almost limitless cultural opportunities. Performances of the Syracuse Symphony Orchestra, Syracuse Stage, Syracuse Opera Company, Salt City Center for the Performing Arts and the Syracuse University Drama Department are supplemented by summer theaters and a continuing series of programs by nationally known artists. Site of the annual New York State Fair, the city has a full schedule of ice shows, hobby shows, and similar activities.

The Everson Museum of Art is the center for major exhibitions of painting, sculpture and graphics. Its activities include lectures, tours and a Spring and Fall film series.

The city houses five institutions of higher learning, including Syracuse University, SUNY Health Science Center, SUNY College of Environmental Science and Forestry, LeMoyne College and Onondaga Community College, which attract diverse programs of interest.

The Finger Lakes, Thousand Islands and Adirondack Mountain vacation areas are within an hour's drive of the city and offer unique swimming, boating, fishing and hunting opportunities. Lake Ontario is 45 minutes to the north. Many smaller lakes are within a few minutes of Syracuse. Numerous golf courses are located in the city and surrounding towns.

Central New York is a haven for enthusiasts of winter as well as summer sports. Ten ski areas are within easy driving distance. The major winter recreation areas of New York, Vermont and New Hampshire are only five hours away by car. Skating, tobogganing, dogsledding, snowmobiling, ice fishing, ice boating and other cold weather activities are also popular.

A major air, rail and bus terminal, the city is also the junction of the New York State Thruway and Interstate 81, which connects Pennsylvania and Canada. Boston, New York City and Atlantic Ocean resorts are only a few hours away.
Wednesday, October 4

8:00 am - 5:00 pm

Continuing Education Courses

Health Professionals and Information: Values, Variables, Variety
A new course which examines the information seeking behavior of health professionals and
the library's role in meeting their information needs. The course addresses not only the
factors which influence information-seeking behaviors and the value of information, but also
the development of strategies to implement proactive library programs. (MLA CE 680)
CHERYL HAMBURG
Room 204
Meharry Medical College

Generation of Instructional Materials: From Print to Hypermedia
A course which demonstrates how computers can be used to produce instructional
materials. This will include information on new programs, products and techniques in
desktop publishing, hypertext and graphic presentations. (6 contact hours)
DR. WINTHROP RICE
Room 205
SUNY, HSC at Syracuse

Registration
Welcome Reception
Registration desk - Upper lobby
Executive Suite 322
6:00 - 8:00 pm

Executive Board Meeting
Comstock Room - B

Thursday, October 5

7:30 - 9:30 am
Registration
Registration desk - Upper lobby
7:30 - 9:30 am
Executive Board Meeting
Comstock Room - B

9:30 - 9:45 am
Welcome
Amphitheater

JACKIE MARDIKIAN, SUNY, HSC at Syracuse, UNYOC Conference Chair
TOM FLEMMING, McMaster University, UNYOC Chair

9:45 - 10:45 am
Keynote Address
Amphitheater

History of BCN, UNYOC: Reflections on 25 Years of Medical Librarianship

The establishment of the BCN, the world's first online bibliographic retrieval system, was a
major event in the transformation of library activities and patterns of use. Its development
by Miriam Libbey, Helen Kovacs, and the author, is described and discussed. The founding
of the UNYOC provided an organization and a forum for medical librarians who were not able
to participate effectively in the New York chapter because of geographic location.
IRWIN H. PIZER, University of Illinois at Chicago
Intro. by Suzanne Murray, SUNY HSC at Syracuse
Thursday, October 5 (cont'd)

10:45 - 11:00 am  
Exhibits/Break  
Regency Room - A/B

10:45 am - 5:00, 6:00 - 7:00 pm  
Exhibits Open  
Regency Room - A/B

11:00 am - 12:00 noon  
Implications of Information Resources Management for Health Science Information Professionals  
Provides an overview of Information Resources Management (IRM); describes typical activities; discusses the importance of IRM as a management concept, and suggests possible applications of IRM for health science information professionals.  
CHARLES R. McCLURE, Syracuse University  
Intro. by Peter Uva, SUNY HSC at Syracuse

12:00 noon - 1:30 pm  
Lunch — on your own

1:00 - 5:00 pm  
BRS Regional Review  
Executive Suite 322

1:30 - 2:15 pm  
Health Sciences Library Education in Canada and the U.S.  
What is the current status of basic education for health sciences librarianship in North America? How are changes in the schools of library and information science affecting specialized areas such as the health sciences? What role can practicing health sciences librarians and professional organizations play in educating new graduates?  
JOANNE MARSHALL, University of Toronto  
Intro. by Diane Hawkins, SUNY HSC at Syracuse

2:15 - 3:00 pm  
Amphitheater

Translating Cost into Value: The Hows and Whys of Performing a Cost Study  
Two cost studies were performed in 1988 and 1989 on computer searching and interlibrary loan requests. During the initial cost study in 1988 the staff spent approximately 41 total man hours designing, implementing and analyzing the results of the cost study. Is this significant expenditure of time really worth it? The goals, method of execution, and ultimate value of the information are described along with a review of other variables of library studies, specifically value studies and productivity studies. UNYOC members will be challenged to consider implementing one type of study in their own institutions.  
BERNIE TODD SMITH, Rochester General Hospital  
Intro. by Daniel Kanaley, SUNY HSC at Syracuse

3:15 - 4:15 pm  
Exhibits/Showcase  
Posts will be on display  
Regency Room - A/B

3:45 - Focus group
Friday, October 6  (cont’d)

11:00 am - 5:00 pm
**Exhibits Open**
Regency Room - A/B

11:30 am - 12:00 noon
**Exhibits/Break**
Regency Room - A/B

12:00 noon - 1:30 pm
**Informal Luncheon**
Room 204

12:00 noon - 1:30 pm
**Microcomputer User’s Group (MUG) Lunch**
Regency Room - C

This LAN is Our LAN: Networking Macintosh and Library Administration using TOPS and Appleshare

*A comparison of TOPS network with Appleshare network along with a description of the LANS in the Liverpool Public Library including the electronic mail and file sharing features.*

JEAN POLLY, Liverpool Public Library
Intro. by Neville Prendergast, SUNY HSC at Buffalo

1:30 - 2:30 pm
Amphitheater
**Interactive Video and Other Technology-Based Systems in Health Professions Education: 1990’s and Beyond**

*The dramatic increase in the use of interactive video in health professions education is expected to continue into the 1990s. Both internal and external pressures for curricular change in the 1980s will also continue into the 1990s.*

JAMES WOODS, National Library of Medicine
Intro. by Christine Kucharski, SUNY HSC at Syracuse

2:30 - 2:45 pm
**Exhibits/Break**
Regency Room - A/B

2:45 - 3:45 pm
Amphitheater
**Panel on Telefacsimile**

*How do fax machines change the operation of health science libraries? A discussion from three perspectives.*

Panelists:

_DOROTHY DRALLE, Capital District Library Council_
_SALLY GERLING, Genesee Hospital_
_KATHY MILLER, Rochester Regional Library Council_

Moderator:

PATRICIA ONSI, SUNY HSC at Syracuse

3:45 - 4:00 pm
Regency Room - A/B
**Exhibits/Break**

4:00 - 6:00 pm
Comstock Room - B
**Executive Board Meeting**
EXHIBITORS & SPONSORS

ARIES SYSTEMS CORPORATION
One Dundee Park
Andover, MA 01810 (Exhibitor)

BALLEN BOOKSELLERS
125 Ricefield Lane
Hauppauge, NY 11788 (Exhibitor, Sponsor)

BRS INFORMATION TECHNOLOGIES
1200 Rt 7
Latham, NY 12110 (Exhibitor)

CAMBRIDGE SCIENTIFIC ABSTRACTS
7200 Wisconsin Ave.
Bethesda, Maryland 20814 (Exhibitor)

CENTRAL NEW YORK LIBRARY RESOURCES COUNCIL
763 Butternut Street
Syracuse, NY 13208 (Sponsor)

EBSCO SUBSCRIPTION SERVICES
17-19 Washington Avenue
Tenally, NJ 07670 (Exhibitor, Sponsor)

THE FAXON COMPANY
15 Southwest Park
Westwood, MA 02090 (Exhibitor, Sponsor)

GAYLORD BROTHERS
P.O. BOX 4901
Syracuse, NY 13221 (Exhibitor)

HIGHSMITH CO.
W5527 Highway 106
P.O. Box 800
Fort Atkinson, WI 53538 (Sponsor)

ISI
3501 Market Street
Philadelphia, PA 19104 (Exhibitor, Sponsor)

J.B. LIPPINCOTT COMPANY
East Washington Square
Philadelphia, PA 19105 (Exhibitor)

KERNAN LIBRARY OFFICE GROUP
P.O. Box 68
New Hartford, NY 13413 (Exhibitor)

LOGIN BROTHERS BOOK COMPANY
1450 West Randolph St.
Chicago, IL 60607 (Exhibitor, Sponsor)

MUTUAL LIBRARY BINDERY, INC.
1018 Cadillac Street
P.O. Box 6026
Syracuse, NY 13217 (Exhibitor)

OCLC LOCAL SYSTEMS
6565 Frantz Road
Dublin, OH 43017 (Exhibitor)

READMORE
22 Cortlandt Street
New York, NY 10010 (Exhibitor, Sponsor)

RITENHOUSE BOOK EXHIBITOR
211 Feheley Drive
King of Prussia, PA 19406 (Exhibitor, Sponsor)

RML
New York Academy of Medicine
2 East 103rd Street
New York, NY 10029 (Exhibitor)

SOUTHERN CENTRAL RESEARCH LIBRARY COUNCIL
Dewitt Building
215 N. Cayuga Street
Ithaca, NY 14850 (Sponsor)

SUNY HEALTH SCIENCE CENTER
766 Irving Avenue
Syracuse, NY 13210 (Sponsor)

SYRACUSE UNIVERSITY PRESS
1600 Jamesville Avenue
Syracuse, NY 13244-5160 (Sponsor)

VISUAL AID EQUIPMENT CORPORATION
1064 West Genesee Street
Syracuse, NY 13204 (Sponsor)

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