Determining your worth
Communicating your value

a joint conference of
Toronto and Upstate
New York Chapters
Special Libraries Association

Upstate New York
& Ontario Chapter
Medical Library Association

October 18-20, 2000

The Sheraton Hamilton Hotel
Hamilton, Ontario
Welcome

It is a great pleasure to welcome you to Hamilton for the joint chapter meeting of Upstate New York and Ontario Chapter of the Medical Library Association and the Toronto and Upstate New York Chapters of the Special Libraries Association. This year’s theme, Determining Your Worth/Communicating Your Value, is very relevant to all information professionals today. We have invited speakers who will stimulate your thinking, motivate you, and share new ideas that you will be able to use when you return home to your organization.

We hope you will enjoy the beautiful surroundings of Hamilton, Ontario while you visit! We have planned lively interactive sessions, lots of vendors for you to meet, and plenty of opportunities for networking with colleagues during this joint meeting.

The Chapter Presidents –
Susan, Heather, Lisa

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For it so falls out
That what we have we prize not to the worth
While we enjoy it, but being lack’d and lost,
Why, then we rack the value; then we find
The virtue that possession would not show us
While it was ours.

— William Shakespeare

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Meeting Planning Committee

Bethyn Boni
Exhibitors/Sponsors
Lisa Carbone
UNY SLA President
Anne Church
Local Arrangements
Tom Flemming
Local Arrangements
Susan Frey
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Tracey Palmer
Toronto SLA Program Chair
Karen Kreizman Reczek
UNYSLA Business Manager-Programs
Michele Shipley
UNYOC C.E. Chair
Heather Wilson
Toronto SLA President
Lois Wyndham
Local Arrangements
The Conference AT A GLANCE

Wednesday, October 18
9:00 - 4:00  South Ballroom
1:00 - 5:00  Beckett
4:00 - 6:00  McQuesten
7:00 - 9:00  Art Gallery of Hamilton

Continuing Education Classes:
- Power and Influence  - Elizabeth Baxter
- How to Do It Better  - Susan Murray
- UNY SLA Board Meeting
- WINE & CHEESE WELCOME RECEPTION

Thursday, October 19
7:30 - 9:00  South Ballroom
7:30 - 9:00  East Ballroom
9:00 - 9:15  Centre Ballroom
9:15 - 10:15 Centre Ballroom
10:15 - 10:45 East Ballroom
10:45 - 12:15 Centre Ballroom

12:15 - 1:45  South & West Ballrooms
1:45 - 2:45  Centre Ballroom

2:45 - 3:15  East Ballroom
3:15 - 4:15  Centre Ballroom
4:15 - 5:30  Beckett
6:00 - 7:00  Foyer
7:00  South & West Ballrooms

Welcome
- Determining Your Worth  - Joanne Marshall

Case Studies:  Diane Schwartz, Nancy Cunningham, Karen Kreizman Reczek

LUNCH
The Dollars & Sense of Communicating Your Value  
   Teri Goodall-Komar

EXHIBITS & BREAK (exhibits close at 4:00 p.m.)
Best Practices  
   Jennifer Bayne, Deborah Smith

UNYOC Executive Committee
COCKTAILS
BANQUET

Friday, October 20
8:00 - 9:15  Foyer
8:00 - 9:15  East Ballroom
9:15 - 10:45 East Ballroom
10:45 - 11:15 Foyer
11:15 - 12:15 East Ballroom

BREAKFAST
UNYOC Business Meeting
A Complementary Medicine Collaboration  
   O.J. Sahler, MD, Sandy Iverson

BREAK
CISTI, NN/LM, MLA Updates

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Wednesday, October 18

Continuing Education Courses

POWER AND INFLUENCE
Elizabeth Poage Baxter, Instructor  9:00 - 4:00  South Ballroom
Increase your understanding of power and influence and heighten your ability to obtain and use them with grace and success. Elizabeth Baxter, author of Building Power: The Art of Influence, is president of Baxter, Breckenridge and Warner, a consulting firm specializing in helping executives reach their full potential. She is also a practicing psychologist as well as an instructor and Ph.D. candidate in psychology at the University of Michigan.

HOW TO DO IT BETTER! Selecting/Evaluating Consumer Health Information Resources and Understanding the “Real” Reference Question.
Susan Murray, Instructor  1:00 - 5:00  Beckett Room
This workshop will assist health librarians in identifying and evaluating consumer health materials and in developing effective communications skills to provide health information to consumers. Susan Murray is the Manager of the Consumer Health Information Service at the Toronto Reference Library and has extensive experience presenting training workshops. Her publications include Developing a Consumer Health Information Service: A Practical Guide (1995).

WELCOME RECEPTION  7:00  Art Gallery of Hamilton
Join us for a relaxing evening of hors d'oeuvres and conversation. The Art Gallery will be open for you to wander through the collection. (The Gallery is located directly across the street from the Sheraton Hamilton)

Thursday, October 19

EXHIBITS OPEN/BREAKFAST  7:30  East Ballroom
WELCOME  9:00  Centre Ballroom
DETERMINING YOUR WORTH  9:15  Centre Ballroom
Joanne Gard Marshall, Ph.D.
In today’s results-oriented environment, it is essential that librarians evaluate the quality and outcome of the services that they provide to professional constituents and the public. Information is the driver of the 21st century economy, but, unlike more concrete physical assets, it is difficult to identify and measure the value of information and, in particular, the services provided by librarians. In this presentation, a variety of evaluation methods will be discussed, including new trends in accounting systems that attempt to measure information intangibles.

Dr. Marshall is Dean and Professor at the School of Information and Library Science at the University of North Carolina at Chapel Hill. She was formerly on the faculty at the University of Toronto and has 15 years of experience in various other academic and health science libraries. She has a Ph.D. in Community Health from the University of Toronto, a Master of Health Science from McMaster University and a Master of Library Science from McGill University. She has received numerous awards, including the MLA Eliot Prize, the CHLA Award of Outstanding Achievement, and the SLA John Cotton Dana Award.

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FOCUS ON SERVICE: Meeting the Information Needs of Roswell Park Cancer Institute in the 21st Century

Nancy A. Cunningham, Ph.D.

In 1999, Roswell Park Cancer Institute became a public benefit corporation under NY State’s Public Authorities Law. This new form of governance enabled the Institute to further define its future in four mission areas - cancer care, research, prevention and education. The Library Task Force report and recommendations serve as evaluation and benchmarking tools for the present and future.

Dr. Cunningham earned her doctoral degree in microbiology and immunology in 1980 and her Master of Library Science degree in 1997. She is currently Medical Library Administrator at the Dr. Edwin A. Mirand Library at the Roswell Park Cancer Institute and has also worked as a technical support trainer at the Library Consortium of Health Institutions of Buffalo and a research librarian at the Buffalo Museum of Science.

THE VALUE PROPOSITION

Karen Kreizman Reczek

Do you feel you have to constantly justify the library and its existence? How does a library prove its value to an organization? What methods - statistics, surveys, reports, metrics, benchmarking - should be used? The Information Resources Center (IRC) at ACTS Testing Labs, Inc. has used a combination of methods. This presentation will provide an overview of the methods used and how they have impacted how the IRC is viewed within the organization.

Karen Kreizman Reczek, Manager of the Information Resources Center at ACTS Testing Labs, Inc., is a graduate of Clarkson University and holds a Master of Library and Information Science degree from the University of Buffalo. She currently serves on a number of regional and national Special Libraries Association committees. Her book, Establishing an Information Center: A Practical Guide, was published in September 1999.

THE MLA BENCHMARKING PROJECT: A Landmark Undertaking for North American Hospital Libraries

Diane G. Schwartz

Two years ago, the Board of Directors of the Medical Library Association began in earnest to consider ways to assist libraries affiliated with hospitals to document their real value to the parent organizations in which they reside. The Benchmarking Project that resulted is a landmark undertaking, mirroring the annual collection of statistical data conducted by the Association of Academic Health Science Libraries and the Canadian Health Libraries Association.

Diane Schwartz is Director of Libraries at Kaleida Health System in Buffalo and is an Adjunct Lecturer at the School of Information and Library Studies at SUNY Buffalo. She received her Master of Library Science degree from Queens University of the City University of New York, and has published extensively in the library literature.

LUNCH

12:15 South & West Ballrooms

THE DOLLARS AND SENSE OF COMMUNICATING YOUR VALUE

Teri Goodall-Komar, Ph.D.

What are you worth? What do your customers want from you? A dollars and sense discussion about marketing yourself and your services. Practical tips and techniques for use with benchmarking and best practices.

Dr. Goodall-Komar is president of Teri Goodall-Dow and Associates, Binghamton, NY, an international consulting firm specializing in revitalizing stagnant organizations, solving problems of morale and trust, and improving relationships with clients, customers and co-workers.

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Trust Me, I’m a Librarian

Networking, negotiation and marketing skills in the implementation of corporate-wide initiatives will be discussed, using the University Health Networks Virtual Library as an example.

Jennifer Bayne is Director, Libraries and Information Services at University Health Network. She has a Master of Library Science and a Master of Business Administration from the University of Toronto. A former president of the Canadian Health Libraries Association, she is also an adjunct faculty member at the University of Toronto.

Developing the Case for New Information Services

This presentation will review the steps necessary to develop a business case to convince a company to initiate a centralized information service by establishing a new information resources group within an Information Technology Department.

Deborah Smith has worked in libraries and information centers for 25 years. Beginning in academic libraries, she formed her own information consulting business and has worked for Arthur Anderson and Co., Fison’s and Astra Pharmaceuticals. She is currently developing the Information Resources Group for Celltech Medeva Pharmaceuticals.

Cocktails  6:00  Ballroom Foyer
Banquet     7:00  South & West Ballrooms

Entertainment provided by the trio “Night Class,” performing light jazz and popular dinner music.

Friday, October 20

UNYOC Annual Meeting  8:00  East Ballroom

A Complementary Medicine Collaboration

The Conventional Medical Practitioner as Learner  O.J. Sahler, M.D.

The evidence-based medicine paradigm has many pitfalls when examining complementary medicine. Data that is not “scientific” (however defined) can still be referenced. Physicians are frequently required to make decisions supported by little evidence. Despite these problems, health consumers still need physicians to evaluate treatment results objectively.

Dr. Sahler is a Professor of Pediatrics, Psychiatry, Medical Humanities and Oncology at the University of Rochester School of Medicine and Dentistry, Director of Pediatric Psychosocial Oncology Services at Strong Healthcare, and Medical Director of the Integrated Complementary Medicine Program at Thompson Health in Canandaigua, New York.

The Librarian as Complementary Medicine Resource  Sandy Iverson

The librarian, as a resource person and educator, plays an essential role in providing information enabling the clinician to properly evaluate non-traditional therapies. Techniques and sources will be provided.

Sandy Iverson is the Director of the Learning Resources Centre of the Canadian College of Naturopathic Medicine in Toronto. She holds an M.L.I.S. from the University of British Columbia and a M. Ed. from the University of Toronto.

Updates  11:15  East Ballroom

CISTI - Bev Brown, Product Specialist; NN/LM - Mary Mylenki, Associate Director; National Network of Libraries of Medicine, Middle Atlantic Region; MLA - T.B.A.

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Planning Your Visit to the Hamilton-Wentworth Area

Hamilton-Wentworth (population of nearly 320,000 in the city, rising to about 450,000 in the region) is made up of six areas (Ancaster, Dundas, Flamborough, Glanbrook, Hamilton, Stoney Creek) which will be amalgamated into the new City of Hamilton on 1 January 2001. We are about an hour away from Toronto and the same distance from Buffalo, and have plenty to surprise the visitor who expects “Steeltown” to be nothing much more than the Donut Capital of Canada (at last count, there was one donut shop for every 5,721 people in the city). We are proud to acknowledge that the Tim Horton’s chain originated in Hamilton (http://www.hpl.hamilton.on.ca/Collections/landmark/timhorto.htm).

Our opening reception will be held in the Art Gallery of Hamilton (AGH) (http://www.artgalleryofhamilton.on.ca/), directly across the street from the conference hotel. The AGH is Ontario’s third largest public art gallery, and holds one of Canada’s finest collections of Canadian historical, modernist and contemporary art. If you are an aficionado, you may also want to visit the McMaster Museum of Art, adjacent to the Mills Memorial Library on the university campus (http://www.mcmaster.ca/welcome/findus.html), while you are in the city.

If you want to explore our history, take a look at a wonderful website created by the Hamilton Public Library called: The Heart of the City (http://www.hpl.hamilton.on.ca/Collections/downtown/index.html) which offers a virtual tour of the downtown core with views of some of our oldest buildings. Or, wait until you get here and visit Dundurn Castle (http://www.hpl.hamilton.on.ca/Collections/landmark/dundum.htm), the home of Sir Allan Napier MacNab (1798-1862), who was Premier of the United Canadas (1845-56). Dundurn Castle is a National Historic Site close to the downtown core. You can also visit Whitehern (http://www.hpl.hamilton.on.ca/Collections/landmark/whiteher.htm), another National Historic Site, which is within easy walking distance of the Sheraton Hotel; Whitehern was the home of the well-known McQuesten family of Hamilton from 1852-1968. The Hamilton suburb of Stoney Creek is the site of Battlefield Monument (http://www.hpl.hamilton.on.ca/Collections/landmark/battlemon.htm), a historic site from the War of 1812 between Canada and the United States, and the nearby Battlefield House Museum (http://alpha.binatech.on.ca/~bhmchin/) recreates the period of the fight for the Niagara Peninsula beautifully.

Although Theatre Aquarius (http://theatreaquarius.org/index.html) in Hamilton will be dark during the conference, and the Hamilton Philharmonic Orchestra has no performances scheduled for this time of the year, either, those who are looking for theatre and music will find it in abundance only a short distance away. The Shaw Festival (http://www.shawfest.com/), in Niagara-on-the-Lake, and the Stratford Festival (http://www.stratford-festival.on.ca/), in Stratford, are within easy driving distance of Hamilton, and the season at each festival continues into November. And there is always Toronto, with its nearby wealth of entertainment, for those who want more choices ...

Those who like to walk would be well-advised while in Hamilton to do it in the Royal Botanical Gardens (http://www.rbg.ca/) a living museum filled with nature’s treasures, including over 1,000 hectares (2,700 acres) of breathtaking gardens and spectacular nature sanctuaries. The gardens, with five separate areas (arboretum, Laking Garden, Rock Garden, Hendrie Park, RBG Centre) situated between the cities of Hamilton and Burlington on Cootes Paradise, are one of Ontario’s most popular tourist attractions. The city has many parks and other venues for walking; Hamilton is bisected by the Niagara escarpment and the Iroquoia section of the Bruce Trail (http://www.iroquoia.on.ca/) runs along the “mountain” through the city.

For more information on places to visit in Hamilton — the Football Hall of Fame, the Children’s Museum, the Museum of Steam and Technology — check the website of the Hamilton Public Library: http://www.hpl.hamilton.on.ca/Collections/landmark/alpha3.htm
Getting to Hamilton

— Driving:
From North: (From Toronto’s Pearson International Airport) Take Highway 401 West, to Highway 403 South, to the QE2 West. OR (from Toronto downtown) Take the QE2 to Highway 403 - Hamilton. Follow Highway 403 to either the York Boulevard exit or to the Main Street East exit.

From Niagara Falls/Buffalo: Take the QE2 west to Hamilton and cross the Skyway Bridge over Burlington Bay. Follow Highway 403 - Hamilton to either the York Boulevard exit or to the Main Street East exit.

From Queenston/Lewiston: Take Highway 405 to the QE2 and follow it west to Hamilton. Cross the Skyway Bridge over Burlington Bay and follow Highway 403 - Hamilton to either the York Boulevard exit or to the Main Street East exit.

From West: Take Highway 401 to Highway 403 - Hamilton and take the Main Street East exit.

If you take the York Boulevard exit from Highway 403, follow York Boulevard for 8 lights, passing Copps Coliseum, the Hamilton Public Library and the Farmers’ Market, to James Street. Turn right on James Street, go to King Street and turn right again. The hotel is about a block away on the right.

If you take the Main Street East exit, drive 8 lights on Main Street until MacNab Street; turn left. Go one block to King Street, and turn left. The hotel is half a block down the street on the right.

Streets in the downtown core are one-way. If you drive at the speed limit (50 kph), you will be able to take advantage of the synchronized lights and travel smoothly through traffic in Hamilton.

— By bus or train, from Toronto:
GO Transit offers bus and train service from downtown Toronto to downtown Hamilton on a regular daily schedule with buses departing both cities every 30 minutes (or more frequently) throughout the day. Call 416 869-3200 in Toronto (or 1 888 438-6646 elsewhere) for schedule information, or visit the GO Transit website at: http://www.gotransit.com/ for further information.

— By train from the U.S.:
AmTrak trains go through Hamilton on their way to Toronto every day, stopping at the VIA Rail/GO station in Aldershot. Cabs are available at the station to get you into Hamilton.

— By air:
Hamilton’s John C. Munro International Airport (YHM) (http://www.yhm.com/pasengr.htm) is currently served by two passenger airlines: U.S. Airways Express and WestJet.