



*April, 2004 ♦ Volume 27 Number 2*

**CCML ANNUAL MEETING: TUBERCULOSIS IN ART AND CULTURE**  
SUBMITTED BY LYNNE FOX

The Number One Killer of Women aged 15-44 – not breast cancer, not heart disease, not maternal hemorrhage, but, since the 1800's, tuberculosis – a curable infectious disease, and a shocking statistic. The cultural epidemiology of tuberculosis will be understood through paintings, literature, and opera, and correlated with our growing knowledge of the disease and its preferential morbidity in young women. Dr. James Todd of The Children's Hospital will enlighten and entertain members during the Annual Meeting of the Colorado Council of Medical Librarians with a multimedia presentation on "Tuberculosis in Art and Culture."

The meeting will begin at 8:30 a.m. with an educational presentation from Bonnie McCune from the Colorado State Library on "Colorado's @your library campaign: hard core marketing during soft money times." (See article on page 2 of this issue). Networking and refreshments commence at 9:30 a.m. At 9:50 a.m., Lynne Fox will thank our meeting sponsors and introduce our guest speaker. The annual business meeting will begin at 11:15 a.m. and will be followed by the annual luncheon. Please use the form enclosed in this mailing to RSVP to Lynne Fox. *cc*

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**THANK YOU TO OUR MEETING SPONSORS!**  
SUBMITTED BY LYNNE FOX

Our annual meeting and luncheon would not be such a special event without our sponsors! Many vendors contributed to the success of the meeting. Please thank the following representatives of our sponsors during the meeting and pick up their materials and information. 2004 sponsors are:

**Ovid, Inc. represented by Steve Bachtel (lunch and refreshments)**

**MDCConsult/Elsevier represented by Dan Burke (program)**

**Thomson Micromedex represented by Julie Sommer (general meeting)**

**EBSCO Information Services represented by Barbara Kawecky (general meeting)**

**The Children's Hospital represented by Gretchen Curtis (room & program setup/AV)**

**Majors Scientific Books represented by Julie Gaston and Dave Cohen (general meeting)**

**Matthews Medical Books represented by Mimi Suba (refreshments)**

## **COLORADO'S @YOUR LIBRARY CAMPAIGN** SUBMITTED BY STEPHANIE WELDON

Come early to the CCML Annual Meeting and find out about the "Colorado @your library" campaign. This is ALA's nationwide marketing and public relations campaign, tailored to Colorado's specific needs. The theme is "Hard core marketing during soft money times". Trainer Bonnie McCune of the Colorado State Library will present an overview of the campaign, including practical ideas and materials that you can use immediately. Every workshop participant will receive:

- A packet of information and tools from ALA
- A toolkit especially created for Colorado
- A free @your library pin
- A strategic marketing process that can be applied to any need.

A short video of campaign highlights brings the campaign to life. You'll get an update of Colorado's statewide effort over the past year, as well as plans for the upcoming time. Participants will work on ideas in small groups, customized to medical libraries. Get results by making plans for your next big PR push!

Bonnie McCune, Library Community Programs Consultant, Colorado State Library, has more than 25 years experience in public relations, marketing and advocacy. McCune serves as manager for Colorado's campaign, which is sponsored by the Colorado Association of Libraries. The campaign is supported by LSTA funds and is a collaboration with libraries of all types across the state. *cc*

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### **REPORT ON DIVERSITY AND ETHICS SYMPOSIUM** SUBMITTED BY KAREN WELLS

Exempla Healthcare sponsored an Ethics Symposium at the Arvada Center for the Performing Arts on February 10th. Approximately 200 attendees registered, from as varied places as the Native American Cancer Research Center, Boulder Community Hospital, Hospice of Metro Denver, Sterling Regional Medicine Center, Franklin Park Living Campus, Kaiser Permanente, Poudre Valley Hospital, the University of Colorado Health Sciences Center, independent law offices, and Exempla St. Joseph, Good Samaritan, and Lutheran Hospitals.

The topic was "Diversity: Can We Know Our

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Patients? Can We Afford Not To?" The topic served to clarify how healthcare personnel can attend to our own capacity to recognize and address human suffering (physical and spiritual) through the empathetic merits of compassion, kindness, consideration, and caring, and to extend these most equitably to all people.

In order to achieve true empathy, without bias, there must be recognition of the need to be conscious, understanding, sensitive, and knowledgeable about people who are different from us. Further, there must be an appreciation of the need to explore our own internalized set of beliefs, which might cause us to treat these people marginally, ignore them, disregard their opinions as viable, and perhaps even negate their value as worthy human beings.

The symposium highlighted several scenarios

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that illustrate differences between healthcare providers and patients to help minimize potentially harmful consequences arising from preconceived beliefs that may interfere with the ethical and equitable provision of healthcare. The topics included race, mental impairment, educational level, morals, economic status, political opinion, religion, age, culture, physical "attractiveness," and other learned behaviors. The symposium called upon healthcare personnel to further explore diversity so that understanding and growth can occur, and a higher level of healthcare provision can be accomplished. Due to the interest indicated by attendees, this may become an annual event for Exemplar. *cc*

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## MARTHA BURROUGHS – AN APPRECIATION

SUBMITTED BY SARA KATSH

Well, I don't know what we'll do without Martha on the medical library scene. She's always been our searching guru, for one thing. And we all still miss those Medline Updates of hers. What a skilled teacher she is. Just ask those doctors at her EBM classes!

We should have paid her for being our go-between with OVID. No one but Martha would have put up with our complicated requests. And never were the Expert Searches she created more aptly named.

I've known Martha since the late 1970s. In 1980, we bonded at the MCMLA meeting in St. Louis. That's so long ago it wasn't even called MCMLA. (Can you say MCRMLG?) Then we acted as co-treasurers of the 1981 Denver meeting. And with the proceeds, we absconded to...Oh, I guess I shouldn't tell that part. That was the year we shared the hotel with the Republican Women. People were taking bets on whether the person coming toward them was a medical librarian or a Republican Woman. It was depressingly difficult to tell the difference

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(although I think they dressed better). That was followed by many years of classes, CCML committees, and Regional Advisory Committee meetings.

Blessedly, I get to keep Martha in my life. We're neighbors (have been since 1981), so she can't escape--unless it's to one of her wonderful travel destinations. And I get to keep her as my guru, too--of history, of vocabulary, of spelling, of Scrabble, of Jeopardy answers (excuse me, Jeopardy \*questions\*)...I could go on.

I wish Martha a splendid and fulfilling retirement, full of sunshine and song. (She is a singer, among her other gifts.) In the words of The Other Bard (Bob Dylan, of course):

May your heart always be joyful,  
May your song always be sung,  
May you stay forever young. *cc*

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## GRANT WRITING FOR SUCCESS

SUBMITTED BY STEPHANIE WELDON

Learn how to write a fundable proposal through a grant writing workshop.

The National Library of Medicine (NLM) and the National Network of Libraries of Medicine (NN/LM) MidContinental Region (MCR) issue requests for proposals on a regular basis. Participating in the Grant Writing for \$UCCE\$\$ workshop ensures that you are ready to respond to a request for proposal that meets the needs of your institution.

The instructors, J. Randal Johnson, Ph.D., and Claire Hamasu, Regional Medical Library Associate Director, will take you through the process of growing your idea, budgeting, clearly describing your intent, and submitting the proposal. The full-day workshop will concentrate on funding available from the NLM and the NN/LM MCR.

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Mr. Johnson has had years of experience writing, reviewing, and teaching others how to write proposals. Ms. Hamasu has developed funding criteria, consulted with Network members applying for NLM and NN/LM funds and has managed the agreements for projects sponsored by NLM and NN/LM. The experience of the two instructors will enable them to answer questions from the proposal idea to the final report.

Please encourage the grant writers in your

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institutions to attend this workshop. The class is open to all who are interested in applying for NLM funding.

**When:** April 20<sup>th</sup>

**Where:** University of Colorado Health Sciences Center at 9<sup>th</sup> and Colorado, School of Nursing, Room 1952.

**Cost:** \$5.00

**MLA CE:** 6 hours

More details will follow in an email to the CCML listserv. *CC*

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## 2002-2003 CCML ANNUAL REPORTS

### SUBMITTED BY MARGARET BANDY

The 2003-2004 CCML year has been an eventful one. Thanks go to Lynne Fox for organizing wonderful programs for our membership meetings, and to all the officers, committee chairs, and appointed officers for their committed leadership.

When I accepted the presidency of CCML, my second after twenty years, I thought my tenure would be a sort of "keeping the lights on" period. I knew we would have great programs and education activities because of our outstanding leaders and members. My goal was to support these activities and help encourage a new generation of leaders for CCML. But, as John Lennon said, "Life is what happens to you while you are making other plans." Hospital libraries were being closed or downsized. In some cases where the library was kept open, professional librarians had their hours reduced. Some were being replaced by experienced techs or often by individuals with no library experience. New hospitals were opening with no plans for libraries or librarians. Hospital libraries were not the only organizations being threatened with closures and downsizings, and even UCHSC faced critical decisions in funding staff and resources.

Many factors went into this trend, which is also happening on the national scene. Here in Colorado, the CCML Executive Committee decided to be proactive in responding to these threats. The establishment of an advocacy task force under the leadership of Karen Wells has been one response. This team is exploring many avenues with the goal of improving the visibility and perceived value of health sciences librarians to their organizations. Members have also started to discuss the issue of reciprocal interlibrary loan practices, which can also be a tool to advocate for libraries.

None of these efforts will be successful overnight. The leaders and members of CCML will need to continue to focus on these efforts and combine them with the work of others in our region and nationally. It will need to be "the work" of our organization, not only through the advocacy task force but also in our education programs and cooperative activities. The upcoming CE class organized by Stephanie Weldon, "Measuring Your Impact: Using Evaluation to Demonstrate Value" is a great example of this focus. The ILL survey and MLA benchmarking activities coordinated by Roz Dudden are another.

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This year also saw the revival of a vibrant and enthusiastic Paralibrarians Special Interest Group. CCML needs these members to contribute their ideas and energy to the goals of health sciences libraries and CCML.

Finally, this past year also saw transitions for some of our outstanding members. They will be greatly missed for their personal and professional qualities. Past-president Glenn Pflum is leaving health sciences libraries for a new challenge. Dick Maxwell, who has kept us entertained for many years with "Musings from Maxwell," is the victim of downsizing. Several members have retired or will soon retire. Two of these retirees will receive our formal expression of gratitude at the annual meeting: Martha Burroughs and Sandi Parker will receive the Marla M. Graber Award for Excellence and Achievement in Health Sciences Librarianship.

Our new officers, President Lynne Fox, President-Elect Joyce Condon, Secretary Barbara Wagner, Treasurer B.J. Croall, and all the new or continuing committee chairs and appointed officers, will provide outstanding leadership and ideas in the coming year. As this year ends and another begins, I thank all of my colleagues for their encouragement of me and their support of CCML. The following reports highlight the work and accomplishments of the past year, and the number of members who volunteer their time for all of us.

### **President-Elect**

*Submitted by Lynne Fox*

The President-Elect scheduled four meetings in 2003-2004:

The September 26, 2003 meeting took place at the Legacy Center at Poudre Valley Hospital in Fort Collins. Jerry Carlson hosted the meeting. Mims B. Harris led a workshop on communicating across cultures in the 21st Century.

The November 19, 2003 meeting was held at PASCAL (the Preservation and Access Service Center for Colorado Academic Libraries) on the Fitzsimons Campus of the University of Colorado Health Sciences Center. The program featured Carole Hirschfield and Michael Kely leading tours of the facility, Pat Nelson discussing the funding, planning and building of the facility, and Rick Forsman presenting plans for the new UCHSC library at Fitzsimons. The program was preceded by an Education Committee review of the 2003 MCMLA meeting.

The February 18, 2004 meeting was held at Regis University. Jan Loechell arranged the meeting, and the topic was legislative and political affairs. Patti Bateman of the Auraria Library and Colorado Legislative Committee presented information on the current legislative session and how to affect the legislative process. Martin Garnar of Regis University spoke about the USA PATRIOT ACT and its impact on medical libraries and health institutions.

The April 21, 2004 meeting was held at The Children's Hospital in Denver. Amanda Enyeart and Debbie Weaver arranged the meeting. Dr. James Todd of The Children's Hospital presented a multimedia program on "Tuberculosis in Art and Culture." Sponsorships included \$820 from Ovid representative Steve Bachtel for lunch and refreshments; \$300 from MDConsult/Elsevier representative Dan Burke for program sponsorship; \$250 from Thomson Micromedex representative Julie Sommer for general meeting sponsorship; an in kind contribution equivalent to \$200 from The Children's Hospital representative Gretchen Curtis, MS, RN for room, program setup and AV; \$100 from Majors representatives Julie Gaston and Dave Cohen for general meeting sponsorship; and \$50 from Matthews representative Mimi Suba for refreshments. The

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program was preceded by an Education Committee presentation on Library Marketing presented by Bonnie McCune.

A Colorado Joint Membership Directory was published in late 2003. Thirty-five CCML members purchased the Directory at a cost of \$5.00 per copy. The directory included members from Colorado Alliance of Libraries, CCML, and Rocky Mountain Special Libraries Association. The CCML member information was supplied in October 2003. Copies of the directory are available by contacting [executivedirector@cal-webs.org](mailto:executivedirector@cal-webs.org) and identifying yourself as a CCML member.

A CCML Executive Committee luncheon and meeting was held at Indigo Restaurant on March 17, 2004. Seventeen outgoing and incoming members were present. Grace Ajawon, MLA Cunningham Fellow, attended as our guest.

## **Secretary**

*Submitted by Ellie Talmage*

During the 2003-2004 year, the Secretary attended all meetings including 5 Executive Meetings and 4 Membership Meetings. She recorded the minutes for each of these meetings. Either the Executive Committee or the Executive Committee and the Membership approved the minutes. Copies of the minutes were put in the Secretary's manual and Membership Meeting Minutes were also sent to Barb Griss and Bettye Snipe. Additionally, the Secretary weeded the Secretary's manual and gave Margaret Bandy minutes from previous years to be included in the archives held at Exempla Saint Joseph Hospital.

## **Education Committee**

*Submitted by Stephanie Weldon*

MEMBERS:

Stephanie Weldon, Chair; Margaret Kleszynski, Sandi Parker, Ellie Talmage, Glenn Pflum

The Committee communicated several times during the year via email.

**Isabelle T. Anderson Collection.** Sandi Parker added the following titles:

*Buying and contracting for resources and services: a how-to-do-it manual for librarians* / Rick Ande

*Introduction to reference work in the digital age* / Joseph Janes.

*The visible librarian: asserting your value with marketing and advocacy* / Judith A. Siess

*MARC21 for everyone: a practical guide* / Deborah A. Fritz, Richard J. Fritz. :

*The library's legal answer book* / Mary Minow, Tomas A. Lipinski.

### **CCML Meeting Education Events:**

November 19<sup>th</sup> 2003 – Jeff Kuntzman, Martha Burroughs, Lisa Traditi and Rosalind Dudden presented on the MCMLA Annual Conference, held in South Dakota.

February 18<sup>th</sup> 2004 – The speaker from the Rocky Mountain Center for Health Promotion was not able to present

April 21<sup>st</sup> 2004 – Bonnie McCune with the state library will present on “Marketing your Library”.

### **Continuing Education:**

September 10<sup>th</sup> 2003 – MLA Health Literacy downlink.

April 2<sup>nd</sup> 2004 – "Measuring Your Impact: Using Evaluation to Demonstrate Value" will be

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offered to CCML members. In lieu of the recent closure of medical libraries it is important for librarians to focus on demonstrating value to their institutions.  
April 20th 2004 – Grant Writing for \$UCCESS - this class focuses on writing grant applications for the National Library of Medicine.

Stephanie Weldon submitted articles to Council Quotes on upcoming educational events, Regional Medical Library Focus Groups and Midcontinental Region activities.

## **Internet Committee**

*Submitted by Deb Weaver*

MEMBERS:

Deb Weaver (Chair), Mary Walsh (List Owner), Barb Griss, Lilian Hoffecker, Jeff Kuntzman, Catherine Reiter. (And a special thanks to Lynne Fox for her continuing help and support.)

Internet Committee members changed or updated several pages this year:

- Council Quotes
- Librarian Survival Kit
- Annual Operating Plan
- Bylaws & Mission
- Annual Reports
- Calendar
- Committees
- Meeting Minutes
- Member Directory
- Member Email Directory
- Officers
- Continuing Education
- Treasurer's Report
- Presentations & Papers
- ILL Resources
- Journal Locator

Three new sections were added:

- CCML Archives
- Evidence-Based Health Care Special Interest Group
- Paralibrarian Special Interest Group

A library fax / courier list was created by the Membership Committee and a link was given out to CCML members.

As of February 25, 2004, there were 115 subscribers to the CCMLnet list.

## **Journal Locator Committee**

*Submitted by Gene Gardner*

Denison Library has been hosting the online Journal Locator for the past CCML fiscal year. The Locator site has received nearly 14,000 hits in that time with approximately 10,000 document views.

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A graphical display of the 2003/2004 statistics is available at:  
<http://jlocator.uchsc.edu/stats/03-04/index.html>

Libraries participating in the Locator are dependent upon each other for keeping their SERHOLD information up to date. The data is downloaded once a year after the first quarter to allow time to reflect changes in SERHOLD. The Locator continues to be a useful tool to the membership.

## **Membership Committee**

This year the membership committee focused on updating the CCML brochure. Current membership is 112. A full report will be posted to CCMLNET in April.

## **Advocacy Task Force**

*Submitted by Karen Wells*

### **MEMBERS:**

Margaret Bandy / Exempla Saint Joseph Hospital, Julie Gaston / Majors Scientific Books, Deb Weaver / The Children's Hospital, Jenny Garcia / University of Wyoming, Stephanie Weldon / University of Colorado Health Sciences Center, Karen Wells, Chair / Exempla Lutheran Medical Center

The Advocacy Task Force first met in September 2003. The committee discussed the goals of the group:

1. To advocate the monetary and educational benefits of medical libraries to the administrators and clientele served by the libraries
2. To ensure that minimal staffing, space, funding, research tools and resources are maintained within medical libraries
3. To investigate the inclusion of MLA Minimal Library Standards into the Colorado Medical Society's CME accreditation site survey process.
4. To explore other ways by which medical libraries can be marketed and merited in the hospital communities

The initial meeting discussed strategies for meeting goals outlined above. The Connecticut Medical Society's standards were also reviewed, which include the incorporation of MLA Minimal Library Standards into their site visitation processes.

In November, the committee met with Vicki Middleton, Colorado Medical Society Executive Board member, to ask several questions about appropriate ways to proceed. This preliminary meeting served to address such issues as mentoring organizations within CMS, present CMS accreditation standards and possible areas of inclusion for Library standards, rural or smaller hospitals and their roles in CMS/CME, the role of EBM resources in CME programs, and the protocol regarding development of state level requirements under National guidelines.

Selected members of the committee will be meeting with Anne Wilson, CMS Liaison and Executive Board member, and Vicki Middleton to pursue further discussion. That meeting is scheduled for March 2004.

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Deb Weaver and Amanda Enyeart submitted an article to the November 2003 Council Quotes about their activities to raise awareness of the Medical Library at The Children's Hospital. Stephanie Weldon developed a one-page summary of the Raising the Bar article for the committee to use in its advocacy efforts.

Stephanie Weldon drafted a letter to serve as a model for the NNLM to send to hospital administrators to point out the value of their libraries. Committee members added to the draft, and response from NNLM is pending.

The committee will also explore the possibility of developing an award for CCML to present to a hospital administrator who supports libraries.

### **CCML Nominating Committee**

*Submitted by Jerry Carlson*

Members of the CCML Nominating Committee for 2003-4 were Jerry Carlson, Chair; Robin Waters; Jenny Garcia; and Liz Alme. We nominated Joyce Condon as President-Elect and Barbara Wagner as Secretary. Both were elected at the November Membership Meeting.

### **Marla Graber Award Committee and Jury**

*Submitted by Rosalind Dudden*

Rosalind Dudden, Chair; Amanda Enyeart, Gene Gardner, members

The committee met two times in February. At the meeting and through e-mail, award criteria were developed. These criteria were circulated to the executive committee. Motions were made as to the criteria and the amount of the award and these were accepted via e-mail and confirmed at the Executive Committee luncheon meeting. The criteria and a nomination form will be posted on the web and circulated to seek nominees for the 2005 award. Two nominees for the 2004 award were presented to the executive committee at the March 17th meeting.

### **CCML Survey Committee**

*Submitted by Rosalind Dudden*

Rosalind Dudden, Chair; Margaret Bandy, Amanda Enyeart, Sara Katsh, Kate Elder, members

The Survey committee met in the summer and fall of 2003. A call was made for 2002 DOCLINE statistics to all active DOCLINE participants in Colorado and Wyoming. Between August and December, reports and memoranda of understanding were received from 53 libraries. 4 libraries were deemed active but did not use DOCLINE in 2002. The statistics have been merged at a cost to CCML for the editing and will be analyzed in the spring of 2004. The MLA Benchmarking Survey will begin in April of 2004.

### **Colorado Consumer Health Information Librarians (CCHILL)**

*Submitted by Stephanie Weldon*

The Colorado Council of Medical Librarians (CCHILL) met twice in the CCML 2003/2004 calendar year.

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The June 2, 2003 meeting was held at the Rocky Mountain Center for Health Promotion and Education ( <http://www.preventioncolorado.org/PIC.htm> ).

The second CCHILL meeting was held on March 22, 2004 at the Denver Medical Library's Family Medical Library at Presbyterian St. Luke's. This meeting was hosted by Nancy Peterson.

Please visit the CCHILL web site ( <http://nmlm.gov/mcr/states/mtgs.html> ) to read the minutes of these meetings and learn more about how you can participate in CCHILL.

Last year, CCHILL created a brochure which you can download and use in your library ( <http://nmlm.gov/mcr/states/brochure.pdf> ). This year the group will participate in CAL with a poster and possibly a round table. Look for upcoming emails about how your library can participate.

## **Evidence-Based Health Care Special Interest Group**

*Submitted by Joyce Condon*

During 2003 the CCML EBHC SIG completed its plans to develop an EBHC resource page on the CCML web site. Debbie Weaver did a splendid job designing these pages and continues to maintain this section. During the year SIG members evaluated quality filters and discussed several articles. Recommended filters, articles and tutorials are posted under the "EBHC Resources" section of the web pages.

Since the group often has difficulty scheduling meetings when all members can attend we experimented with using the 24/7 software to conduct a virtual meeting. Liz D'Antonio-Gan arranged all the wizardry to make this happen. Thanks to her excellent efforts all the technology worked perfectly. The discussion pertained to the Pilot PubMed Health Services Research (HSR) Filters Project ( <http://www.nlm.nih.gov/nichsr/hedges/search.html> ) and methods for searching for economic analyses. Members decided they prefer meeting in person when evaluating resources.

At the February 25th planning meeting for 2004 the group decided to experiment with a new leadership model for the SIG. Members will rotate coordinator responsibilities. Whoever volunteers to coordinate the next meeting will be responsible for planning the content and arranging for the meeting time and location. Generally the group convenes at a member's organization. Joyce Condon has completed a report on searching for systematic reviews. This will be posted to the EBHC SIG pages in the near future.

## **Paralibrarian SIG**

*Submitted by Lynda Redman*

The CCML Paralibrarian special interest group was approved on May 15, 2003. We are thrilled with this honor and are excited to see our group grow! We had four meetings in 2003, as described below.

Our inaugural meeting was held at The Children's Hospital, hosted by Lynda Redman, on January 22, 2003 as a networking meeting. Several area medical paralibrarians attended and at this time we decided to meet quarterly (January, April, July, and October). A different medical library will host the meeting each time. At our meetings, we communicate ideas and talk

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about issues of interest to the group. We also take a tour of the host library and browse through the host library's journal exchange to find that possible jewel needed for bindery!

Our second meeting was held at National Jewish Medical & Research Center, hosted by James Honour, on April 28th, 2003. At this meeting we discussed becoming a special interest group within CCML. It was approved and a proposal was written.

Our third meeting was held at Denison Memorial Library at the University of Colorado Health Sciences Center, hosted by several of the medical paralibrarians of Denison Memorial Library, on July 28, 2003. At this meeting, a proposal for our web page was accepted and it was decided that Lynda Redman would be the contact person for our group.

Our last meeting of the year was held at Exempla Saint Joseph Hospital, hosted by Marsha Reynolds, on October 21, 2003. Marsha shared a short talk and pictures of the history of the hospital.

We currently have seven CCML members who are members of the Paralibrarian SIG. Anyone is welcome to join our meetings. *cc*

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## **MULTIPLE RETIREMENTS AT DENISON MEMORIAL LIBRARY**

**CAROLE HIRSCHFIELD**  
SUBMITTED BY KRISTIN LOUDEN

Denison's Head of Circulation, Carole Hirschfield, is retiring at the end of March. She will be greatly missed by all the staff at the library, at PASCAL, and within the medical library community of Denver.

Carole started at Denison as the night supervisor in Circulation in February 1988. She and her husband Don and their children were living in Denver, but Carole was commuting to her job in the middle school library in Bailey, Colorado. Carole had resigned from the job in Bailey at the end of 1987 and shortly afterwards saw the job at Denison advertised. She applied and got the job and the rest, as they say, is history.

Carole worked nights until 1990 when she became department head. Her gift for getting along with people was appreciated by the then-current staff, and has continued to be a great asset in her job. She loves "being on stage all the time" and is energized by the challenges of being at a public desk. She was quick to say that what she would miss most about the job was the people. While there are many happy memories, she also remembers staff members who died during her tenure at Denison, most recently Michael Bennett who was one of the first people she hired.

When Carole started at Denison, the library was using CLSI as the main circulation/public software system. Carole helped implement the change to CARL, and then to the next system, Innovative Interfaces. She has trained not only her own staff, but the MedConnect libraries as well. Carole represented us all at conferences and behind the scenes, and she has taken on additional responsibilities with PASCAL. She has always worked with her staff doing the day-to-day work such as shifting and shelving, as well as being at the desk whenever needed. All of us will miss her great sense of humor, her amazing ability to detect who her secret Santa was (was she ever wrong?!), her crazy costumes and

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Dolly Parton imitation at staff parties, and her appreciation for others.

Carole and Don plan to enjoy the first weeks of her retirement with a trip to Hawaii. They expect to spend lots of great time with their 5 grandchildren, 2 girls and 3 boys, who range in age from 7 months to 13 years old.

We will miss Carole as a colleague and a friend, and wish her all the best. We want frequent reports on all the fun things you're doing!

## **SANDI PARKER RETIRES: PLANS LIFE OF GOLF AND DOG WALKING** SUBMITTED BY LISA TRADITI AND LILIAN HOFFECKER

Sandi Parker, Head of Reference Services at Denison Memorial Library, retired on March 18, 2004. Friends from UCHSC and CCML gathered on March 30th to honor Sandi, along with her newly retired colleagues, Carole Hirschfield and Martha Burroughs.

Born in Tulsa, Oklahoma, Sandi made her first appearance in Denver at age 9. Later she attended Colorado State University and majored in modern languages, studying Spanish and Italian. She minored in Eastern Philosophy, taught by a Hindu scholar.

Why did Sandi become a librarian? Shortly after graduating from college, Sandi worked for Mountain Bell Telephone Company as a service representative, in a very noisy environment. Looking for a profession that would be an escape from the clamor, Sandi decided to become a librarian. However, after she earned her Masters in Library and Information Science at UCLA, and got into library work, she discovered that that it was not very quiet after all. Nevertheless, she's never considered or longed for any other career. She's been a librarian for 31 years.

Sandi's search for a quiet library life started at Huntington Memorial Hospital in Pasadena, California. Sandi worked at the Brigham City, Utah, Public Library and the Louisiana State Library in Baton Rouge before heading back to Colorado and her first incarnation at Denison Library.

As a Reference Librarian at Denison, Sandi met her husband, David Asher, in the most romantic setting of all – the unbound journals room! She left Denison for an eight year interlude as Director of Library Services at Swedish, returning for her second incarnation at Denison as Head of Reference Services.

But BEFORE libraries, Sandi was an airline stewardess with TWA – a job choice that explains her excellent customer service skills. Or, at least, her fondness for coffee, tea, wine, and beer!

What will Sandi do AFTER libraries? She will continue to expand her horizons – in fact, Sandi attended a bird-watching class on her first day of retirement. She plans to spend more time on many of her favorite things -- reading, piano playing, yoga, time with David and their dog, Charlie, and she may take up hiking. Mostly, she said, she needs to find out what it's like to not have to work, a first for her.

Her friends and colleagues at Denison Library and in CCML will miss Sandi's patience and experience – even more, we'll miss her unflinching kindness, serenity, and sense of humor. In yoga, a practice Sandi has enjoyed for many years, the session ends with a blessing. The teacher initiates Namaste as a symbol of gratitude and respect toward her students and her own teachers and in return invites the class to connect in the same way. "Nama" means bow, "as" means I, and "te" means you. Therefore, Namaste literally means "I bow to you."

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To Sandi, as you begin the next phase of your life – a happy and fulfilling retirement, we wish you, “Namaste.”

**MARTHA BURROUGHS**  
SUBMITTED BY JENNY GARCIA

As Martha Burroughs’ last days as Electronic Services Coordinator at Denison Memorial Library come to a close, those of us who have worked with her for many years will miss her support, professionalism and camaraderie.

Martha received her Master’s Degree from Syracuse University in 1970. She was first attracted to medical librarianship when she needed a part time job and was hired by the SUNY Upstate Medical Center. A number of interesting people worked there and she had the opportunity to work with the gifted and futuristic-thinking people who were initially responsible for programming BRS.

Her first job out of library school was as Reference Librarian, at Dana Medical Library, University of Vermont near beautiful Lake Champlain in Burlington. Or at least it was beautiful then! A year later she moved to Denver where she worked as Assistant Librarian at the Bradford Memorial Library, Presbyterian Denver Hospital. In 1974 she started as Reference Services Manager at Denver Medical Library, where she remained until 1988. From there she moved on to Online Services Coordinator at Denison Memorial Library. Four years ago her job title and duties changed to Electronic Services Coordinator.

Service to professional organizations has been a part of Martha’s career for many years, as she has been active in CCML and MCMLA, serving in many capacities. The list of roles and accomplishments is too long to list here. In 2001 MCMLA recognized Martha’s contribution to her profession by awarding her the MCMLA Outstanding Achievement Award.

Martha has had many memorable moments in her role as a reference librarian, including a few she’d rather forget and at least one she preferred not to reveal. Her MOST memorable moments were flying in a 2-seater or 6-seater plane to provide MEDLINE demonstrations to the rural members of the Colorado Medical Society. She remembers the experience by saying, “What a way to experience Colorado’s summer afternoon rainstorms!” As an afterthought, she says that they really did ask the passengers’ weight!

Martha’s interests are varied and each one is enough to keep someone busy. She loves travel in general, but has a new fascination with Hot Springs, now that she’s through menopause. She loves the culture of Ireland, film festivals, singing, mystery conferences and regional theater. She has some special friends that keep her young and ready for new adventures. These are her buddies Joseph, age 13, whom she will be sponsoring for Confirmation in the fall, and his brother David, who is 11. Then there is Miss Daisy, whose age cannot be revealed, but who is eternally young at heart.

After her retirement, she is planning to go to Scotland, though may sneak in a side trip to Ireland while she is there. She will be attending another mystery conference in Canada this October, where she will have the exciting experience of crossing Lake Ontario in a high-speed ferry. She plans to spend more time relaxing at the monastery in Snowmass. If destiny can find a way, the one destination she would most like to visit is down under—Australia and New Zealand.

Her life will not be all traveling, however, as she plans to spend more time volunteering at Swallow Hill,  
*continued on next page*

and in the coupon program through her church.

There is still one part of librarianship that she will miss when she retires: the variety of challenges to her brain. She considers working in a library to be the best prevention for Alzheimer's. *CC*

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## MUSINGS FROM MAXWELL

### SUBMITTED BY DICK MAXWELL

Success! Your organization (Acme Gizmos, Ltd. or St. Heather's MegaHealthCorp), has just enjoyed its third successive profitable year, and your stock price, which is more important...let's face it...than whatever it is that goes on day to day, is at an all time high. You, the CEO, are feeling pretty good. You've been invited to speak at a couple of business conferences, along with Zig Zigler and some quarterback, about the secrets of your success, and a magazine actually mentioned you in a story about companies holding their own in a slow economy. You must be doing something right...you're not absolutely sure which of the things you tried might be that something, but it's in there somewhere.

So where do you go from here? More profits? More customers? Lower prices? (just kidding) Noble goals, certainly, but don't you feel that creeping sense of "is that all there is"? You have plenty of money and more to come in a sweet severance deal even if the company tanks, thanks to the rock-solid contract you signed. You, my friend, are ripe for the picking. Luckily, there are thousands of people out there looking for someone just like you. They are consultants who want to help you move to the next level of leadership...to make you a leader on a par with Ghandi, or Churchill, or Mel Gibson's Jesus, or even Vince Lombardi, and to pass it on to the less significant but still human people who look to you for guidance. The catch is that, even though most of them are doing it because their destiny, as revealed to them, is to make the world a better place, it would cheapen what they have to offer to just give it away. You can understand that, can't you? So get out that corporate checkbook and make sure your pen has enough ink for seven figures.

As a more effective alternative, however, you might want to glance at some of the suggestions below. The gurus now all offer roughly the same formulas and techniques, so why not ratchet things up a bit to set yourself apart, and do it (take a deep breath now) ON YOUR OWN!

First, you have to decide who gets this opportunity. Will it be only the upper echelons of management? Perhaps you would like to include the loyal but nervous middle managers, never really sure what they are supposed to be doing between annual evaluations. What about the simple folk, the people working, as we like to say, on the "front lines"? If it's only leadership training, then certainly you don't want them to be included. They might begin to question their superiors...something that, even though you want them to know that they are the most valuable asset the company has and that it is a grass roots, family-style organization, could cause them to get, for want of a better word, "uppity," possibly even thinking of organizing (!?!?!).

Obviously you've decided to go no lower than middle management. Good choice.

Where will you do the training? Most of the gurus want it to be in a beautiful, soul-enhancing setting, where Nature will give you a spiritual massage so complete that she has to charge you for it after making sure you're not an undercover vice cop. You need to go one better, so the suggestion here is an IMAX-

*continued on next page*

style theater with four surrounding screens, giving you Nature even larger and louder than the real thing, and allowing you to edit out the annoying smells and noises that natural Nature refuses to get rid of. Your group will stay in this setting for five to six weeks. Bathroom breaks twice a day whether your people need them or not.

Teamwork is an essential part of this kind of training. Everyone has had the experience of being in competing small groups which are given two popsicle sticks, a dead AAA battery, a slice of moldy bread, a Phillips head screwdriver, a nail, three feathers from the now-extinct Dodo, Josef Stalin's autograph, two ounces of Tang, and a fresh spleen, and told to build a working one-tenth scale Sikorsky helicopter. This teaches the value of working together. You will move away from this tired model. For your people, three times each day, just outside the Imax room, in a wild animal preserve you'll create, blindfolded teams will attempt to stalk, kill, and prepare their own meals. One wild game animal with a nasty attitude will be turned loose in the two-acre enclosure each time. The successful team eats...the rest watch.

Most of these training models also include sharing sessions. Attendees are expected to talk to the group about their feelings, moving from the simple annoyances of everyday life, to more personal and intimate details, ending—with any luck—in a cathartic flood of tears and incoherent sobbing. You, of course won't settle for something so mundane. You will bring in retired government experts skilled at coercing the truth from even the most reluctant individuals. Every participant, no matter how open he or she is to begin with, will be given intravenous doses of an unnamed chemical so potent that the near-catatonic recipient will quickly begin answering any question asked, and many which aren't asked, until no thought or feeling is left unspoken. Most will at that point begin regressing into past lives, letting their co-workers know the innermost thoughts of people like Queen Victoria and Buddy Holly, as well as circus animals and partially sentient plants from the Middle Ages. When each individual is finally emptied of all truth, the rest of the participants, or at least those who are not in a stupor themselves, sitting around him in a shape known as the Terrific Triangle, will say, in unison, "Thank you, Biff!" (if, in fact, his name is Biff), and give him a crushing hug.

There will also be group singing, chanting, and the playing of Far Eastern musical devices made from Yak parts. "Kumbaya" will be the anthem.

At the end of this overpowering experience, when you turn your people loose back in the organization, the culture will have been changed forever, and, like the Lone Ranger riding into the sunset after another successful day, you will move on before the bills come due and the drugs wear off. You have new worlds to conquer. Give yourself a big, crushing hug. ☺

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## MEASURING YOUR IMPACT!

If you're reading this before April 2, you can still attend "Measuring Your Impact: Using Evaluation to Demonstrate Value."

The session will be held from 8:30 am to 3:30 pm at Mullen Auditorium, Exempla St. Joseph Hospital, 1835 Franklin St., Denver. Cost is \$30.00. If interested, please contact Stephanie Weldon ASAP! Phone: 303-315-1712 or email: [stephanie.weldon@uchsc.edu](mailto:stephanie.weldon@uchsc.edu)

If you were not able to attend the class, you may want to request a free copy of "Measuring the Difference: Guide to Evaluating Health Information Outreach. Go to: <http://nmlm.gov/evaluation/> ☺



## CALENDAR

### 2004

- Apr. 21 CCML Annual Meeting:  
The Children's Hospital  
Dr. James Todd of The  
Children's Hospital will present a  
multimedia program on  
"Tuberculosis in Art and  
Culture"

## NATIONAL HEALTH OBSERVANCES

### APRIL

April 5-11  
National Public Health Week  
American Public Health Association  
800 I Street, N.W.  
Washington, D.C. 20001-3710  
(202) 777-APHA; (202) 770-2534  
<http://www.apha.org/>

April 20-26  
Nat'l Organ and Tissue Donor Awareness Week  
Sponsor: Coalition on Donation  
1100 Boulders Parkway, Suite 700  
Richmond, VA 23225-8770  
(804) 330-8620  
<http://www.shareyourlife.org/>

April 22  
Earth Day  
Earth Day Network  
1616 P Street NW, Suite 200  
Washington, D.C. 20036  
(202) 518-0044  
<http://www.earthday.net/>

## PUBLICATION STATEMENT

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"It is by logic that we prove but by intuition that we discover."

Henri Poincaré

## COLORADO COUNCIL OF MEDICAL LIBRARIANS OFFICERS AND COMMITTEE CHAIRS

2003 /2004

### *Elected Officers*

President	Margaret Bandy
President-Elect	Lynne Fox
Secretary	Eleanor (Ellie) Talmage
Treasurer	BJ Croall
Past-President	Jenny Garcia

### *Appointed Officers*

Newsletter Editor	Jeff Kuntzman
& Assoc. Editor	Martha Burroughs
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Membership Database Coordinator	Stephanie Weldon
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Discussion List Owner	Mary Walsh

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EBM.....	Joyce Condon
Paraprofessionals.....	Lynda Redman