BEYOND TECHNOLOGY

the human factor

ANNUAL MEETING
MIDCONTINENTAL CHAPTER OF THE MEDICAL LIBRARY ASSOCIATION
DENVER, COLORADO
SEPTEMBER 16-19, 1981
SOCIAL HIGHLIGHTS

CCML WELCOME RECEPTION  
WEDNESDAY, SEPTEMBER 16, 1981  
6:30 P.M. - 8:00 P.M.  
Vail Room, Denver Hilton  
Cash Bar - Hors d’oeuvres  
Start off the conference by meeting and greeting old friends and new acquaintances.

WINE AND CHEESE AND CINEMA  
THURSDAY, SEPTEMBER 17, 1981  
5:00 P.M. - 6:30 P.M.  
Wine and Cheese  
7:00 P.M. - 8:30 P.M.  
Film  
Denver Center for the Performing Arts Cinema  
14th and Curtis  
An evening set in Denver’s new architecturally splendid cultural center. Nibble cheese, imbibe wine and escape with Cary Grant and Eva Marie Saint in Hitchcock’s “North by Northwest”.

BUFFET BANQUET  
FRIDAY, SEPTEMBER 18, 1981  
6:30 P.M. - 9:30 P.M.  
Denver Petroleum Club, Anaconda Tower  
555 17th Street  
Satiate your senses dining and viewing Denver and the Rockies from the plush, exclusive olmen’s club on the 37th floor. Enjoy Robert Brown’s visual tour of Denver from gold town to energy town.

CONTINENTAL BREAKFAST  
SATURDAY, SEPTEMBER 19, 1981  
7:00 A.M. - 8:30 A.M.  
Empire Room, Denver Hilton  
Relax and enjoy a final opportunity for socializing with your fellow conference participants.

HOSPITALITY HOURS  
7:00 A.M. - 5:30 P.M.  
WEDNESDAY, SEPTEMBER 16  
7:00 A.M. - 5:30 P.M.  
THURSDAY, SEPTEMBER 17  
7:00 A.M. - 6:00 P.M.  
FRIDAY, SEPTEMBER 18  
8:00 A.M. - 1:00 P.M.  
SATURDAY, SEPTEMBER 19  
Acquaint yourself with the sights of Denver. Visit the Hospitality Booth located next to the Registration Desk.
## SCHEDULE

### WEDNESDAY, SEPTEMBER 16, 1981

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>7:00 A.M. - 7:00 P.M.</td>
<td>REGISTRATION, Empire Foyer</td>
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<tr>
<td>9:00 A.M. - 5:00 P.M.</td>
<td>WORKSHOPS, Terrace Level&lt;br&gt;ONLINE SEARCHING: Carolyn Anne Reid, Online Services Coordinator, MCRMLP.&lt;br&gt;CAREER PLANNING: Barbara Schindler Jones, PhD, Organizational Communication Consultants, Inc., and Joann Albright, Career Counselor, University of Denver.</td>
</tr>
<tr>
<td>1:00 P.M. - 5:00 P.M.</td>
<td>WORKSHOPS, Terrace Level&lt;br&gt;BOOKBINDING AND BOOK MENDING: Frank B. Rogers, MD, Librarian (Emeritus), UCHSC.&lt;br&gt;CAREER PLANNING: Barbara Schindler Jones, PhD, Organizational Communication Consultants, Inc., and Joann Albright, Career Counselor, University of Denver.</td>
</tr>
<tr>
<td>6:30 P.M. - 8:00 P.M.</td>
<td>COLORADO COUNCIL OF MEDICAL LIBRARIANS WELCOME RECEPTION&lt;br&gt;Vail Room</td>
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### THURSDAY, SEPTEMBER 17, 1981

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<tr>
<td>7:00 A.M. - 9:00 A.M.</td>
<td>REGISTRATION, Empire Foyer</td>
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<tr>
<td>11:00 A.M. - 2:00 P.M.</td>
<td>REGISTRATION, Empire Foyer</td>
</tr>
<tr>
<td>5:00 P.M. - 7:00 P.M.</td>
<td>REGISTRATION, Empire Foyer</td>
</tr>
<tr>
<td>9:00 A.M. - 5:00 P.M.</td>
<td>MLA CONTINUING EDUCATION COURSES, Terrace Level&lt;br&gt;CE 18 SYSTEMS ANALYSIS&lt;br&gt;Anne Corrner, Capital Systems Group, Inc.&lt;br&gt;CE 51 ONLINE SEARCH OPTIMIZATION&lt;br&gt;Tricia McKeown, University of Texas Health Sciences Center, Dallas&lt;br&gt;CE 53 WRITING FOR PUBLICATION&lt;br&gt;Gloria Weiner, UCLA Biomedical Library, Los Angeles&lt;br&gt;CE 54 NEOPLASIA&lt;br&gt;Patti Cortez, Ciocco Library, University of Pittsburgh&lt;br&gt;CE 62 SERIALS SELECTION AND MANAGEMENT&lt;br&gt;Cheryl Rueby, HSL, Wright State University, Dayton</td>
</tr>
<tr>
<td>9:00 A.M. - 5:00 P.M.</td>
<td>SATORI SEMINAR, Biltmore Room&lt;br&gt;Colin Mick, PhD, Director of Research, Decision Information Services, Ltd.</td>
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<tr>
<td>5:00 P.M. - 6:30 P.M.</td>
<td>WINE AND CHEESE RECEPTION, Denver Center for the Performing Arts Cinema</td>
</tr>
<tr>
<td>7:00 P.M. - 8:30 P.M.</td>
<td>FILM</td>
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All conference events will be held in the Denver Hilton Convention Center Complex.
SCHEDULE

FRIDAY, SEPTEMBER 18, 1981

7:00 A.M. - 9:00 A.M.  REGISTRATION, Empire Foyer
7:00 A.M. - 6:00 P.M.  EXHIBITS, Empire Lounge
8:30 A.M. - 9:00 A.M.  WELCOME, Empire Room
                      Charles W. Sargent, President, MLA
                      Patrick Brennen, President, MCMLA
                      Rosalind Dudden, CCML

9:00 A.M. - 10:00 A.M. KEYNOTE ADDRESS, Empire Room
                      "Shaping Your Own Future: The Librarian's Role"
                      Joel Barker, President, Infinity Limited, Inc.

10:00 A.M. - 10:30 A.M. BREAK

10:30 A.M. - 12:30 P.M. PANEL DISCUSSION, Empire Room
                      "Beyond Technology: The Human Factor"

Anne Mathews, PhD.
Associate Professor and Director
of Continuing Education,
Graduate School of Library and
Information Management,
University of Denver.

Tamas Doszkocs, PhD.
Chief, Biomedical Files
Implementation Branch,
National Library of Medicine.

Dick Pride, MLS.
Associate Director,
Midcontinental Regional
Medical Library Program.

Colin Mick, PhD.
Director of Research,
Decision Information Services, Ltd.

12:30 P.M. - 2:00 P.M.  LUNCH ON YOUR OWN
FRIDAY, SEPTEMBER 18, 1981

2:00 P.M. - 3:30 P.M.  FIRST WORKSHOP SESSION,  Room Assignment on Ticket
Implications Wheel ....................................................... Joel Barker
MEDLARS III ................................................................. Tamas Doszkocs
Managing Change ......................................................... Anne Mathews
Microcomputers ............................................................. Colin Mick
OCTANET ................................................................. Dick Pride

3:30 P.M. - 4:00 P.M.  BREAK

4:00 P.M. - 5:30 P.M.  SECOND WORKSHOP SESSION,  Room Assignment on Ticket
Strategy Matrix ............................................................ Joel Barker
MEDLARS III ................................................................. Tamas Doszkocs
Managing Change ......................................................... Anne Mathews
Microcomputers ............................................................. Colin Mick
OCTANET ................................................................. Dick Pride

6:30 P.M. - 9:30 P.M.  BUFFET BANQUET,  Denver Petroleum Club

SATURDAY, SEPTEMBER 19, 1981

7:00 A.M. - NOON  EXHIBITS,  Empire Lounge

7:00 A.M. - 8:30 A.M.  CONTINENTAL BREAKFAST,  Empire Room

8:30 A.M. - 10:00 A.M.  MCMLA PROGRAM,  Empire Room
Charles Sargent, President, Medical Library Association
Open Forum with the MCMLA:RML Liaison Committee
PANEL: Barbara McDowell, Chairperson
Robert Braude
Dick Dalton
Lois Inniskeep
Carol Malulka

10:00 A.M.  BREAK

10:30 A.M.  MCMLA BUSINESS MEETING,  Empire Room
Report from MLA Chapter Representative, Karen Butter
OTHER AGENDA ITEMS
EXHIBITORS

COLORADO COUNCIL OF MEDICAL LIBRARIANS
DENVER AREA HEALTH SCIENCES LIBRARIES CONSORTIUM
APPLETON-CENTURY-CROFTS -
HEALTH PROFESSIONS SALES GROUP .............. Louise M. Signorelli
292 Madison Avenue, New York, New York 10017
BIBLIOGRAPHICAL CENTER FOR RESEARCH .......... Jim Hensinger
245 Columbine Street, Suite 212, Denver, Colorado 80206
EBSCO SUBSCRIPTION SERVICES ................. Juanita O’Neill
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East Washington Square, Philadelphia, Pennsylvania 19105
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P.O. Box 12408, San Antonio, Texas 78212
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Mercy Medical Center
St. Anthony Hospital Systems Memorial Medical Library
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