MCMLA Annual Meeting
"The Librarian as Intrapreneur"
Wichita, Kansas
Sepi. 29-Oct. 3 1987

Official Program
REGISTRATION AND INFORMATION TABLE

Wednesday 7:30am-5:00pm
Thursday 7:30am-5:00pm
Friday 7:30am-9:00am

HOSPITALITY BOOTH
EXHIBIT AREA

Open at each exhibit break.
20TH ANNUAL MEETING

THE LIBRARIAN AS INTRAPRENEUR

HOLIDAY INN PLAZA
WICHITA, KANSAS
SEPTEMBER 30 - OCTOBER 3, 1987
OFFICERS 1986-1987
Mid-Continental Chapter/MLA

CHAIRMAN: Joan Stoddart
VICE-CHAIRMAN/CHAIR-ELECT: Margaret Bandy
RECORDING SECRETARY: Joan Konecky
EXECUTIVE SECRETARY: Claire Gadzikowski

COMMITTEE CHAIRMEN

GOVERNMENT RELATIONS: Audrey Powderly Newcomer
EDUCATION: Emma Jean McKinin
MEMBERSHIP: Georgene Fawcett
HONORS AND AWARDS: Barbara Halbrook
NOMINATING: Sara Katsh
BYLAWS: Bob Pisciotta
RML LIAISON: Eris Kirby

APPOINTED OFFICERS

ARCHIVIST: Guy Coffee
PARLIAMENTARIAN: Polly Cummings
EDITOR, MCMLA EXPRESS: Suzanne Kehm
1988 DENVER CONVENTION CHAIRMAN:
    Sandy Parker, Swedish Medical Center
    Mary DeMund, Denver Medical Library
The Planning of the 1987 MCMLA Convention was a group effort. We have all given of our time and resources—in many instances above and beyond. We also owe a great deal to our individual institutions for their contributions.

CHAIRMAN
Betty Wood

ASSISTANT CHAIRMAN
Jan Braden

Treasurer
Esther Stults

REGISTRATION
Leslie James, Chairman
Bea Edgington
Esther Stults
Terri Barnard

SPEAKERS
Candia Welch, Chairman
Christine Mitchell

CONTINUING EDUCATION
Carol Matulka, Chairman
David Bibb

SOCIAL ACTIVITIES
Jane Tanner, Chairman
Leslie James
Marilyn Landreth (Flowers)

HOTEL LIAISON
Janet Heidebrecht, Chairman

FOOD
Malcolm Germann, Chairman
Sara Hill

VENDORS
Rosemary Mattox, Chairman
Alice Schad

AUDIO-VISUALS
Donna Walker
Jane Griffiths

SENIOR CONSULTANT
Dorothy Binkley

The Garvey Center; Riverside Hospital; St. Francis Regional Medical Center; St. Joseph Medical Center; St. Mary's of the Plains College, Division of Nursing & Allied Health; University of Kansas School of Medicine - Wichita; VA Medical Center; Wesley Medical Center; Wichita Clinic; The Wichita State University.
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OF MEDICINE

The following companies and organizations have contributed toward the cost of the program, coffee breaks and social events. We appreciate their generosity.

EBSCO SUBSCRIPTION SERVICES
THE FAXON COMPANY
LOGIN BROTHERS BOOK COMPANY
MAJORS SCIENTIFIC BOOKS AND SUBSCRIPTIONS
PAPERCHASE
READMORE
WICHITA HEALTH SCIENCE LIBRARIES
SPEAKERS/PRESENTERS

RYA BEN-SHIR, Associate Director, Administrative Affairs Health Sciences Resource Center, MacNeal Hospital of Berwyn, Illinois.

ALICE SIZER WARNER, The Information Guild, Lexington, Massachusetts.

JUDITH MESSERLE, Library Director, Medical Center Library, St. Louis University, St. Louis, Missouri.

EMMA JEAN MCKININ, University of Missouri, Columbia, Missouri.

WILLIAM J. REALS, MD, Dean, University of Kansas School of Medicine - Wichita, Wichita, Kansas.

F. D. (Fran) Jabara, Distinguished Professor in Business, Founder and Director of the Center for Entrepreneurship, The Wichita State University, Wichita, Kansas.

DONNA WALKER, Manager, Independent Study Laboratory, College of Health Professions, The Wichita State University, Wichita, Kansas.

CHARLES R. BANDY, Director, Denison Memorial Library, Health Sciences Center, University of Colorado, Denver, Colorado.

SUZANNE KEHM, Head, Learning Resources Center, McGoogan Library, University of Nebraska Medical Center, Omaha, Nebraska.

AMARITA J. BURDICK, Assistant Chief Health Sciences Librarian, University of Missouri, Kansas City, Missouri.

MARTHA HALE, Dean, School of Library and Information Management, Emporia State University, Emporia, Kansas.

HERBERT ACHLEITNER, Assistant Professor, School of Library and Information Management, Emporia State University, Emporia, Kansas.

DARREL W. RAY, Managers Consulting Services, Leavenworth, Kansas.


PENNIE MYERS, Marriage and Family Services Director, Wichita State University Counseling Center, The Wichita State University, Wichita, Kansas.

DOROTHY EARLY, Online Services Instructor, Mid-Continental Regional Medical Library Program, Omaha, Nebraska.
THE LIBRARIAN AS INTRAPRENEUR
MCMLA 1987 PROGRAM
SEPTEMBER 30 - OCTOBER 3, 1987

WEDNESDAY, SEPTEMBER 30, 1987

8:00-5:00 OFFICERS STRATEGIC PLANNING AND MEETING
Terrace Room (25th floor)

8:00-5:00 CONTINUING EDUCATION COURSES
"Marketing and Intrapreneurship,"
Gold Room-South (Kiva level)
"Making Money: Fees for Information Service,"
Palm Room (25th floor)

1:00-5:00 CONTINUING EDUCATION COURSES
"Introduction to Strategic Planning,"
Gold Room-North (Kiva level)
"Item Writing Workshop,"
Riviera Room (Kiva level)

5:30-7:00 WELCOME PARTY
Wichita-Sedgwick County Historical Museum. Meet at the Kiva level exit. A hostess will be there to guide you to the Museum. It is about two blocks from the hotel.

THURSDAY, OCTOBER 1, 1987

9:00-10:30 OPENING SESSION
Riviera Room (Kiva level)

Greeting, Betty Wood, Chairman,
Wichita Area Health Science Libraries

Welcome, William J. Reals, MD, Dean,
University of Kansas School of Medicine-Wichita

Keynote Address, Fran Jabara,
Distinguished Professor in Business, Founder and Director, The Center for Entrepreneurship at The Wichita State University will speak on "Entrepreneurship/Intrapreneurship"
10:30-11:00

EXHIBITS OPEN
Kiva Room (Kiva level) Be sure to register for the free prize!

11:00-12:00

SESSION I
These will be half-hour breakout sessions which you will be free to move back and forth between. Each will be repeated.

"Microcomputers, An Introduction" by Donna Walker
Gold Room-North (Kiva level)

"Art of Critical Questioning" by Amarita Burdick
Gallery Room (Lobby level)

"Employment Search Strategies for Information Professionals" by Suzanne Kehm
Palm Room (25th floor)

"IAIMS Roundtable" by Charles Bandy
Gold Room-South (Kiva level)

12:00-1:30

LUNCH
A restaurant guide is in your registration packet.

1:30-3:00

SESSION II
Concurrent - each will be presented twice. Check your registration packet for your assigned time.

"Stake Holders in a Library" by Martha Hale and Herbert Achleitner
Gallery Room (Lobby level)

"Intrapreneurship" by Keith Cottam
Gold Room-North (Kiva level)

"How to Generate and Nurture Ideas in Your Organization" by Darrel Ray
Gold Room-South (Kiva level)

"Women's Issues in the Workplace" by Pennie Myers
Palm Room (25th floor)
3:00-3:30  EXHIBIT BREAK  
Kiva Room (Kiva level)

3:30-5:00  SESSION III  
Concurrent. This is a repeat of Session II. Please check your registration packet for assignment.

5:30  TRANSPORTATION TO THE BANQUET

6:15  SECOND BUS LEAVES FOR BANQUET  
Go out Kiva level exit. Go up the steps to the right and you will see the buses on the street at the top of the stairs.

6:00-10:00  BANQUET  
At the Wichita Art Association Gallery

FRIDAY, OCTOBER 2, 1987

8:00-8:30  GREETINGS  
From MLA by Judith Messerle, Past President of the Medical Library Association  
Riviera Room (Kiva level)

8:30-10:00  ANNUAL BUSINESS MEETING  
Riviera Room (Kiva level)

10:00-10:30  EXHIBIT BREAK  
Kiva Room (Kiva level)

10:30-12:00  SESSION IV  
Special Interest Groups:

"Decline"  
Gallery Room (Lobby level)

"End-User Search"  
Palm Room (25th floor)

"Any Special Interest Group"  
Terrace Room (25th floor)

MLA FORUM, conducted by Judith Messerle  
Riviera Room (Kiva level)
12:00 noon  EXHIBITS CLOSE
   The drawing for the History of Medicine book will be held.

12:00-2:00  LUNCHEON
   With William Least Heat-Moon
   Gold Room-South (Kiva level)

2:00-3:00  SESSION V
   A wrap up of the convention with
   Keith Cottam
   Riviera Room (Kiva level)

3:00-3:30  BREAK
   Walk to Farewell Party at Bank IV.
   Go out the Kiva level exit and guides will be there to direct you. It is about three blocks.

3:30-4:30  GOODBYE WICHITA! HELLO DENVER!
   Bank IV auditorium

SATURDAY, OCTOBER 3, 1987

7:30-12:00  PROBLEMS IN ONLINE SEARCHING
   Riviera Room (Kiva level)
   A continental breakfast will be served.
THE INTRAPRENEUR'S TEN COMMANDMENTS

1. Come to work each day willing to be fired.

2. Circumvent any orders aimed at stopping your dream.

3. Do any job needed to make your project work, regardless of your job description.

4. Find people to help you.

5. Follow your intuition about the people you choose, and work only with the best.

6. Work underground as long as you can - publicity triggers the corporate immune mechanism.

7. Never bet on a race unless you are running in it.

8. Remember it is easier to ask for forgiveness than for permission.

9. Be true to your goals, but be realistic about the ways to achieve them.

10. Honor your sponsors.
Quick-soft

R-

hears into
Word-perfect
THE INTRAPRENEUR’S TEN COMMANDMENTS

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III. Do any job needed to make your project work, regardless of your job description.

IV. Find people to help you.

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VI. Work underground as long as you can -- publicity triggers the corporate immune mechanism.

VII. Never bet on a race unless you are running in it.

VIII. Remember it is easier to ask for forgiveness than for permission.

IX. Be true to your goals, but be realistic about the ways to achieve them.

X. Honor your sponsors.
THE CONVENTION AT A GLANCE!

THE LIBRARIAN AS INTRAPRENEUR

Tuesday, September 29, 1987
Arrival time

Wednesday, September 30, 1987
8:00-5:00 Continuing Education Courses
    "Marketing and Intrapreneurship"
    "Making Money"
Officers Meeting and Strategic Planning
1:00-5:00 Continuing Education Courses
    "Strategic Planning"
    "Question Writing"
5:30-7:00 Welcome Party

Thursday, October 1, 1987
9:00-10:30 Opening Session
10:30-11:00 Exhibits Open
11:00-12:00 Session I (Breakout)
12:00-1:30 Lunch
1:30-3:00 Session II (Concurrent)
3:00-3:30 Exhibits Break
3:30-5:00 Session III (Concurrent Repeat)
5:30-6:00 Transportation to Banquet
6:00-10:00 Banquet

Friday, October 2, 1987
8:00-10:00 Business Meeting
10:00-10:30 Exhibits Break
10:30-12:00 Session IV
12:00 noon Exhibits Close
12:00-2:00 Luncheon With Speaker
2:00-3:00 Wrap Up Session
3:00-3:30 Stretch Break
3:30-4:30 Hello! Good-bye!

Saturday, October 3, 1987
8:00-12:00 Problem Searching

END OF CONVENTION !!
The Holiday Inn Plaza hotel is located in the heart of downtown Wichita (the same hotel where we met in 1979). They have a shuttle bus which will pick you up at the airport. Taxi service is also available. If you care to drive into Wichita, it is easily reached from all directions by major highways.

We are showing our intrapreneurial skills by doing something new with the registration this year. An all inclusive price is being offered for the meeting. You will receive tickets for the banquet and luncheon as part of your registration fee. There is no refund or reduced cost if you elect not to attend these affairs. We feel the overall cost is low and this helps us to plan for the meal functions. We will be interested in your comments after the convention is over!

Tuesday, September 29, 1987
Arrival day for those attending all day sessions on Wednesday.

Wednesday, September 30, 1987

Continuing Education Courses (see registration packet for more information).
8:00-5:00 "Marketing and Intrapreneurship"
12:00-5:00 "Making Money: Fees For Information Service"
12:00-5:00 "Strategic Planning"
12:00-5:00 "Question Writing"

Officers Meeting and Strategic Planning 8:00-5:00

Welcome Party at the Old City Building, now the Wichita-Sedgwick County Historical Museum. 5:30-7:00
This will be a fun time for all. Hosted by Majors and just a short walk, about two blocks, from the hotel. A good way to stretch your legs and work up an appetite for the goodies.

After the welcome party Wichita hosts and hostesses will be available to escort groups to selected restaurants or help you pick a place to go by yourself, if you prefer!

Thursday, October 1, 1987

Opening Session 9:00-10:30
Dean Reals, Dean, University of Kansas School of Medicine - Wichita will welcome you all to Wonderful Wichita!
Our keynote speaker is Fran Jabara of the Department of Entrepreneurship at Wichita State University, one of the oldest such departments in the country. His topic is "Entrepreneurship/Intrapreneurship".

Exhibits Open 10:30-11:00
Be sure and join us for this important event! Coffee, tea and rolls will be available - compliments of Faxon. Be sure and get all the exhibitors to sign your sheet and have a chance to win a copy of Lyons: Illustrated History of Medicine!

Session I (Breakout) 11:00-12:00
These will be half hour breakout sessions which you will be free to move back and forth between. Each will be repeated.

1. Introduction to Micro's (Donna Walker)
2. IAMS Experience (Wayne Peay)
3. Employment Search Strategies (Suzanne Kehm)
4. Art of Critical Questioning (Amrita Burdick)

Lunch on your own 12:00-1:30
A restaurant guide will be provided in your registration packet.

Session II (Concurrent) 1:30-3:00
You will have your choice of two of the following presentations. Each will be presented twice.

1. "Stake Holders in a Library" presented by Martha Hale, Dean, and Herbert Achleitner, Assistant Professor, School of Library and Information Management, Emporia State University will present this session which deals with how to identify people who have a vested interest in your library and how to encourage participation of those people in your new ideas and projects.

2. "How to Generate and Nurture Ideas in Your Organization" by Darrel Ray. Dr. Ray has trained managers and supervisors for the last ten years. He has a Doctorate in Psychology from George Peabody College of Vanderbilt University, holds certification in Neurolinguistics and has published extensively.

3. "Growth Strategies for Librarians: Behavior, Practice and Institutional Support" by Keith Cottam, Director of the University of Wyoming Library, who has been writing on the librarian as intrapreneur.
4. "Roles of Working Women" by Penny Meyers, Marriage and Family Services Director, Wichita State University Counseling Center, has been active in counseling for over fifteen years. She has also written a number of publications including The Upset Book: A Guide for Dealing With Upset People.

Exhibit Break 3:00-3:30
Cold drinks will be provided by the Wichita Area Health Science Librarians.

Session III (Concurrent) 3:30-5:00
See Session II for presenters. This is a repeat of that session. Please be sure and mark your registration form with your choices.

Transportation to Banquet 5:30-6:00
Buses will be provided for this exciting trip!

Banquet 6:00-10:00
Dinner will be catered by "The Olive Tree", one of Wichita's finest restaurants. A wine and punch table will welcome you to the Wichita Art Association Gallery where you may browse among the exhibits until dinner is served. A chamber ensemble will entertain you until time for the historical presentation of early Wichita women. The wine is provided compliments of Ebsco. Plan to spend an evening with friends in a delightful setting!

Friday, October 2, 1987

MCMLA Annual Business Meeting 8:00-10:00
This meeting includes a welcome from MLA by Judy Messerle, past president of the MLA.

Exhibit Break 10:00-10:30
Coffee, Tea and nut breads, compliments of Paperchase

Session IV 10:30-12:00
1. Decline Session
2. End User Search Session
3. Special Interest Groups (if you plan to have one please let us know so we can schedule a room for you!)
4. MLA Forum by Judy Messerle

Exhibits Close 12:00 noon

Luncheon 12:00-2:00
We hope you will join us for this exciting event. William Least Heat Moon will be with us to present
"In Conversation With" where he will talk a bit about his book Blue Highways, his roots, being a writer and his feeling for the prairies and the midwest. His book will be on sale in both paper and hardback and he will be available to autograph these if you wish.

Wrap Up Session 2:00-3:00
Keith Cottam will try and tie up the lose ends of "The Librarian as Intrapreneur". Please plan to attend and ask any questions you may have.

Stretch Break and Walk to the Farewell Party 3:00-3:30
Bank IV, where the farewell party will be held, is about four blocks from the hotel. A good way to stretch those tired from setting muscles.

Good-bye! Hello! 3:30-4:30
"Good-bye Wichita! Hello Denver!" A joint venture of two great groups of librarians. Come taste the foods of many countries! Take part in our "Librarian Challenge" game and take home a prize! See what treats are waiting for you in Denver next year and what wonderful sights you have missed in Wichita this year—(Because you were so busy conventioning of course!).

Dinner on your own or sign up for dinner with a group. Wichita librarians will again act as hosts and hostesses.

Saturday, October 3, 1987

Problems in Online Searching 7:30-12:00
This is a special workshop which will be presented by Dorothy Early of the Regional Medical Library in Omaha. A continental breakfast will be included in the registration fee.

END OF CONVENTION!!
CE OFFERINGS
Wednesday, September 30, 1987

MARKETING and INTRAPRENEURSHIP
Rya Ben-Shir (8:30-5:00 - 9.6 contact hours)
The goal of the class is practical applicability of the concepts of intrapreneurship and marketing techniques in health science libraries. It is strategically important that you see the library as a business and consider what the competition is doing. Ms. Ben-Shir draws on her marketing background coupled with her career in the health sciences. Each time the course is presented it is updated so the information you glean is always fresh and in tune with today's environment.

ITEM WRITING WORKSHOP
Emma Jean McKinin (1:00-5:00 - 4 contact hours)
Using the manual developed by MLA, participants will review requirements for item (questions) included in the MLA certification examination. Students will compose questions of their own for class review and possibly for submission to the Editorial Panel for the Certification/Registration Examination. Ms. McKinin has worked in many capacities in her library career. Currently she is a professor of library science at University of Missouri, Columbia, Missouri.

INTRODUCTION TO STRATEGIC PLANNING
Judith Messerle (1:00-5:00 - 3.5 contact hours)
This class presents a practical approach to strategic planning for those not familiar to this planning process. It includes an overview of the strategic planning process, comparing it to long range and short range planning. The workshop will address assessing the environment (current and future), identifying strengths and weaknesses, opportunities and threats; defining the business of individual libraries; identifying the strategic action necessary to move the library forward. Ms. Messerle has been working with the MLA strategic planning since 1981. She has also incorporated many of these techniques in her library career.

MAKING MONEY: FEES FOR INFORMATION SERVICES
Alice Sizer Warner (8:30-5:00 - 6 contact hours)
This is a pragmatic "how-to" course designed for those concerned with fee-for-information service operations, as well as the professional considering personal entrepreneurship or consulting. This course will teach you how to define and examine the elements of planning and managing a fee-based information enterprise, as either part of an existing institution or an entrepreneurial business. Money related topics such as capital, pricing, selling, billing/collection and taxes, will be presented. Pertinent managerial subjects such as record-keeping, planning, organizational politics and obtaining assistance will also be discussed. Ms. Warner teaches widely on financial management, entrepreneurship and fee-based information services. She also serves as a consultant to universities and information related businesses and is author of the new book, Nobody's Business But Your Own: A How-To Handbook For The Information Entrepreneur.