



NORTHERN • CALIFORNIA & • NEVADA • MEDICAL • LIBRARY • GROUP

A CHAPTER OF THE MEDICAL LIBRARY ASSOCIATION

NCNMLG Newsletter

President's Message from Keir Reavie

Someone once said to me “you know the world is changing when Ozzy Osborne gets an invitation to the White House,” which he did a few years back. Or was it “you know the world is coming to an end...?” Anyway, during the hockey playoffs that will continue for at least another month, I personally feel change because the last three Stanley Cup Champions were Anaheim, Tampa Bay and Carolina. It just doesn't seem right—hockey in the south. We even have hockey here in California. Attending a game in shorts not only doesn't feel right, it's wrong for us purists. My prediction is a more traditional northern team like Detroit or Pittsburgh will win this year. It is easy to see change when a Stanley Cup can go to Tampa Bay. The former Governor General of Canada, Lord Stanley would be amazed to see where his cup, donated in 1890, has gone. We'll never get back to the bitter feuding days of Toronto verses Montreal, depicted succinctly in the short story *The Hockey Sweater*, by Roche Carrier (Carrier, 1979), especially since Ottawa got a team and mucked up all the rivalries. Realistically, these particular events, though worthy of discussion, do not illustrate the real change we see in the world—drastic changes in economies and other global influences that will affect the way libraries do business over the next several years.

Several weeks ago I attended an agricultural librarian/information services meeting in Wooster, Ohio. (For those of you asking “Why Wooster, Ohio?” Ohio State has agricultural research facilities there). Actually it was two meetings: the US Agricultural Information Network (USAIN, 2008); and the Agricultural Network Information Center (AgNIC, 2008). Both are closely linked with the National Agricultural Library, the poor sibling of NLM, receiving about 7 to 8% the funding of NLM. They were small meetings, but to my astonishment, I

encountered many people I have known from MLA. There were a number of veterinary librarians, but other reformed medical librarians as well, now working with agricultural information. Medical librarians are everywhere. We are definitely in high demand because we're innovative and respond well to the changing demands of the information hungry world. And as I'm learning, there's a close link between medical and agricultural information, which draws even closer as we start to face similar issues.

Inside This Issue

President's Message	1-2
NCNMLG Election Results	2
NCNMLG & NN/LM Sponsor Marketing Workshop June 13	2
Powerpoints from Joint Meeting in Las Vegas Are Available	3
LITE Is Finally On!	3
Read MLA President Mark Funk's Blog Entry on Joint Meeting	3
MLA Membership Winner is Cynthia Porter	3
ILL Coupon Countdown Continues	4-5
DOCLINE Without Coupons Web Conference June 12	5
PSR Announces Cooperative E-Licensing Pilot Project	5-6
NCNMLG Has Highest % Participation in MLA Survey	6
iGoogle/Google Gadget Class Recording Available on Web	6
NLM Presentations from MLA Meeting Available on Web	6-7
New ATM & Citation Sensor Introduced to PubMed Searching	7
“In-Depth Look at MedlinePlus” Archived Webinar Available	8
MedlinePlus Debuts Multilingual Feature	8
Joint Commission Releases Diversity Research Report	8-9
NN/LM Funding Opportunities	9
Member News	9
Retirements: Jo Anne Boorkman and Carolyn Kopper	10

At USAIN we were treated to presentations on the good, bad and ugly of biofuels. We may already be seeing the ugly side with the impact biofuel production is having on food supply. The second day of USAIN featured a panel with an anthropologist and agronomist that have studied Amish farming in Ohio, and an Amish farmer that provided an interesting

perspective of traditional farming life. It seemed evident that traditional farming techniques will become increasingly important in maintaining food supplies, particularly on the local level, as research shows them to be more efficient, productive and practical for sustaining agricultural diversity. All of this has implications for our health, and will effect how medical and other librarians support people's information needs in a world increasingly concerned with the effects of agricultural techniques and food supply on public health.

In other news closer to home, I would like to thank everyone involved in the chapter elections for their hard work in getting the slate together and conducting the vote, especially the nominating committee: Barbara Ryken (Chair), Kim Schwartz and Michelle Henley. See results of the vote in this issue of the newsletter.

Also, NCNMLG is co-sponsoring one final continuing education event this year on June 13, at UCSF: "Marketing As If Your Library Depended On It!" with Pat Wagner. I've heard a lot of good things about Pat and her workshops. This should be a valuable CE for everyone involved in selling the value of libraries and services. Thanks to Min-Lin Fang at UCSF for coordinating this event.

Finally, I hope everyone is preparing for some summer vacation, after the hockey playoffs, of course.

References

- AgNIC Partners. (2008). Agricultural Network Information Center. Retrieved May 10, 2008, from <http://www.agnic.org/>
- Carrier, R. (1979). *The Hockey Sweater and other Stories* (S. Fischman, Trans.). Toronto: House of Anasi Press Limited.
- USAIN. (2008). *Tradition in Transition: Information Fueling the Future of Agbiosciences*. The USAIN 11th Biennial Conference, Wooster, OH. Available at <http://www.oardc.ohio-state.edu/usain/>

NCNMLG ELECTION RESULTS

Submitted by Keir Reavie

Here are the NCNMLG election results:

President Elect: Marcus Banks
 Secretary: Eve Melton
 Treasurer: Bruce Abbot
 NCNMLG Nominating Committee: Ysabel Bertolucci, Marilyn Tinsley
 Nominee to the MLA Nominating Committee: Joy Graham

MLA Chapter Council Representative/Alternate:
 Rep: Michelle Henley
 Alt: Terry Henner

Thank you to everyone that worked hard to create the slate and run the election.

NCNMLG & NN/LM PSR SPONSOR LIBRARY MARKETING WORKSHOP JUNE 13

The workshop "Marketing As If Your Library Depended On It," sponsored by NCNMLG and NN/LM PSR and to be held at the UCSF Library on

June 13th is full. The workshop will feature Pat Wagner, a trainer and consultant and frequent presenter at California library meetings.

POWERPOINTS FROM THE JOINT CONFERENCE IN LAS VEGAS AVAILABLE

Submitted by Terry Henner

For those who are interested, we've placed powerpoint presentations from the contributed papers sessions and plenaries on the meeting website at:

<http://www.med.unr.edu/ncnmlg/program.htm>

LITE (LIBRARIAN INFOBUTTON TAILORING ENVIRONMENT) IS FINALLY ON!

Submitted by Keir Reavie/James Cimino

For those who attended the Joint Meeting in Las Vegas and had the opportunity to attend James Cimino's presentation on Infobuttons and for others who may be interested in the project, the Librarian Infobutton Tailoring Environment (LITE) is now recruiting participants. Infobuttons are Web links that tie clinical information systems, such as electronic

medical records, to online health resources, such as textbooks and knowledge bases.

Those interested in participating in LITE can check out the web site at:

<https://lite.dbmi.columbia.edu/>

READ MARK FUNK'S BLOG ENTRY ON JOINT MEETING IN LAS VEGAS

From Latitudes, the Newsletter for the NN/LM Pacific Southwest Region

As MLA President, Mark Funk visits MLA chapters around the country. He is an accomplished photographer and chronicles his visits with stories and photos on his blog, Only Connect! His report on his Las Vegas trip to the Joint Chapter Meeting of

the Northern California and Nevada Medical Library Group and the Medical Library Group of Southern California and Arizona is available [here](#). Check out those [photos](#) with Elvis!

MLA MEMBERSHIP WINNER IS CYNTHIA PORTER

Submitted by Joy Graham

The lucky winner of the annual MLA membership is Cynthia Porter, Distance Support Librarian from A.T. Still University in Mesa, Arizona. Cynthia's name was chosen randomly from all those kind

individuals who submitted post-conference NCNMLG/MLGSCA Joint Meeting evaluations. Thanks to all who took the time to give us feedback on the meeting, and congratulations to Cynthia!

ILL COUPON COUNTDOWN CONTINUES!

DECEMBER 31, 2008 WILL BE THE LAST DAY TO REDEEM COUPONS!

This is a reminder that the Northern California and Nevada Medical Library Group is ending the interlibrary loan coupon program! The program will be phased out according to the attached schedule over the next calendar year.

All outstanding coupons will be honored if they are sent to the ILL Coupon Manager for redemption before the closing date. Coupons not returned by the closing date will **no longer** be honored by libraries in the system and will **not** be redeemable for cash.

How to Redeem Coupons

Please batch the coupons for redemption in bundles of 20 with the "leavings" of less than 20 batched and labeled as a "short" bundle. For example, if you have 89 coupons, please return them as 4 bundles of 20 and 1 bundle of 9, the latter bundle labeled "short." Send your coupons directly to the Coupon Manager (to save time and to avoid the need to spend group funds on postage):

David W. Brown, MA, MLS
Library Technical Services Coordinator
Kaiser Permanente
Physician Education and Development
1800 Harrison St, 21st floor
Oakland, CA 94612

Please send your coupons for redemption according to the accompanying schedule (coupons sent early will be handled during the proper time slot according to the schedule; **ANY COUPONS RECEIVED AFTER DECEMBER 31, 2008 WILL NOT BE HONORED**):

January – May 2008

Redemption of coupons by institutions A - O

June 2008

Redemption of coupons by institutions P - R

July 2008

Redemption of coupons by institutions S

August 2008

Redemption of coupons by institutions T - Z

September 2008 – December 2008

Redemption of remaining coupons.

Please be sure to accompany your coupons with the NCNMLG coupon redemption form, which can be found on the Internet at:

http://ncnmlg.org/programs/programs_ill.htm

Redemption checks will be made out either to your library as designated on the redemption form or to EFTS (this latter option is for those libraries who would like to use their redemption funds to set up, on their own, an EFTS account with the University of Connecticut Health Center (see below for further information on this)). Checks will be returned directly to the redeeming library in either case and without exception.

Alternatives for ILL include the Electronic Fund Transfer System (EFTS), a transaction-based electronic billing system for ILL and document delivery sponsored by the University of Connecticut Health Center, and FreeShare, a cross-regional DOCLINE Library Group whose members agree to fill DOCLINE requests free of charge on a reciprocal basis.

You will find further information about the EFTS option at their website:

<https://efts.uchc.edu>

The program's direct contact information is:

Email: efts@uchc.edu

Phone: Toll-Free: 866-561-5045 or 860-679-4500 (8am – 4pm EST)
Facsimile: 860-679-1305.

The link to FreeShare is
<http://nnlm.gov/rsdd/freeshare/>.

Your contact for FreeShare in this region is Julie Kwan, Library Network Coordinator,
jkkwan@library.ucla.edu, 310-825-5342.

If you have questions about the final closure of the NCNMLG ILL coupon program, please contact the ILL Coupon Manager:

David W. Brown, MA, MLS
Library Technical Services Coordinator
david.w.brown@kp.org
Telephone: 510-625-2369
FAX: 510-625-2342

DOCLINE WITHOUT COUPONS WEB CONFERENCE OFFERED JUNE 12 BY PSR Adapted from PSR-News, Julie Kwan

On Thursday, June 12, from 11 am – noon PST, NN/LM PSR will present a web conference designed to help MLGSCA and NCNMLG members adapt to DOCLINE without coupons. This session will focus on alternative payment mechanisms, including reciprocal arrangements such as FreeShare and EFTS. We will also cover routing table construction and use of library groups within the routing table.

We will send instructions for entering the web conference at a later date. In the meantime, if you have any questions you would like to have addressed during this session, please send them to Julie Kwan, Library Network Coordinator, NN/LM Pacific Southwest Region, 800-338-7657,
jkkwan@library.ucla.edu

NN/LM PSR ANNOUNCES A COOPERATIVE E-LICENSING PILOT PROJECT Adapted from PSR-News, Julie Kwan

One of the goals for the 2006-2011 NN/LM PSR contract is to assist Network members with negotiating licensing agreements for electronic resources. To support this goal, we conducted a survey of NN/LM PSR members in December 2007 to gain a better understanding of their e-licensing needs. Survey results indicated that network members are currently licensing a wide variety of electronic resources and that they are interested in collaborating on joint purchases to reduce costs for individual products.

While the e-licensing survey was underway, we were contacted by the Statewide California Electronic Library Consortium (SCELC) to explore joint interests. SCELC has been an active and successful license negotiator for non-profit academic and

research libraries in California since 1986, and we are interested in working with them because of their expertise and established relationships with vendors. We have therefore agreed to collaborate in a pilot project to test the feasibility of having NN/LM PSR members procure electronic resources through SCELC.

To test this cooperative venture, SCELC has negotiated an offer with Serials Solutions for NN/LM PSR members. The pilot project will be limited to 20 participants so that we may gain experience with this new opportunity. We anticipate that participants will either: 1) have responded to the December 2007 survey, or 2) be a part of an institution with an ACGME (Accreditation Council for Graduate Medical Education) program. We plan to focus on

hospital libraries in California for this pilot project; other libraries may join at a later date.

To be eligible to participate in this pilot project, your library must:

1. Be a hospital library
2. Be a member of the NN/LM Pacific Southwest Region, either Full or Affiliate
3. Be non-profit, i.e., you will need to submit a copy of your institution's IRS Nonprofit 501c3 Letter of Determination
4. Support accredited educational program(s)
5. Have a librarian and a library

6. Have an IP range

7. Be willing and able to sign an agreement that states you understand and accept SCELCE pricing and billing policies and procedures

Participating libraries will not be entitled to full membership privileges offered to SCELCE members. However, they will be eligible for discounts negotiated on their behalf. In addition, they will pay a surcharge to SCELCE for services offered.

If you are interested in participating in this pilot project or would like more information, please contact Julie Kwan, Library Network Coordinator, at 310-825-5342 or jkkwan@library.ucla.edu.

NCNMLG HAS HIGHEST PERCENTAGE PARTICIPATION IN THE 2007 MLA BENCHMARKING SURVEY

Submitted by Candace Walker

MLA sent out initial results for survey completion. Our chapter had the highest percentage (19.7%) of all the chapters. The next highest chapter was 16.6%. Many, many thanks to each of you who completed the survey.

The MLA Benchmarking Network Editorial Board is getting the data cleaned up. We will let you know when the data is available.

PSR: iGOOGLE/GOOGLE GADGET CLASS RECORDING AVAILABLE ON WEB

Adapted from PSR-News, Sharon Dennis

If you missed the NN/LM PSR iGoogle / Google Gadget classes the second week of April, you can view the recording here:
<https://webmeeting.nih.gov/p86256747/>

You can also download the slides in PDF format at: <http://www.snipr.com/gadgetclass>

NLM PRESENTATIONS FROM CHICAGO MLA MEETING AVAILABLE ON THE WEB

From KANLIB-L, Rebecca Brown, NN/LM MidContinental Region

During the 2008 Medical Library Association in Chicago, the NLM gave presentations on many of their products. All of the presentations are archived

at: http://www.nlm.nih.gov/bsd/dist_edu.html (scroll down about mid-way through the page).

Presentations include:

DailyMed

<https://webmeeting.nih.gov/p81829566/> (19 min.)

Health Services Research & Public Health: What's Happening?

<https://webmeeting.nih.gov/p88051189> (27 min.)

LinkOut Update

<https://webmeeting.nih.gov/p75708954/> (23 min.)

NIH Manuscript Submission System

<https://webmeeting.nih.gov/p29108561/> (24 min.)

NLM Drug Information Portal

<https://webmeeting.nih.gov/p48476231/> (19 min.)

NLM Gateway Redesign

<https://webmeeting.nih.gov/p20517702/> (22 min.)

PubMed Central Update

<https://webmeeting.nih.gov/p71158499/> (21 min.)

PubMed Review

<https://webmeeting.nih.gov/p46566040/> (25 min.)

The New "Images in the History of Medicine" Software

<https://webmeeting.nih.gov/p22787929/> (18 min)

What's New with Environmental Health & Toxicology Resources?

<https://webmeeting.nih.gov/p96532037/> (13 min.)

What's New with MedlinePlus & GoLocal

<https://webmeeting.nih.gov/p29104294/> (20 min.)

NEW ATM & CITATION SENSOR INTRODUCED TO PUBMED SEARCHING

Adapted from the NLM Technical Bulletin

The [Automatic Term Mapping](#) feature was developed to enable PubMed to recognize author names, journal titles, and MeSH vocabulary terms that are used in PubMed searches without search tags. In the past when an author name or journal title was the same as a MeSH term, ATM performed a subject search, causing many searches to fail – especially those looking for a specific article. To address this problem, Automatic Term Mapping has been modified to make it more inclusive. The MeSH and journals translations of new ATM have been augmented to include "All Fields" searching. In most searches, the number of citations found will increase.

Citation Sensor is a new PubMed feature that matches searches with citations. It recognizes combinations of search terms that are characteristic of citation

searching, e.g., volume/issue numbers, author names, journal titles, and publication dates, which it then matches to citations.

If your search invokes the Citation Sensor, you will see a yellow area above the retrieval with links to one or more citations for your consideration. Please note: the Citation Sensor will not work with terms entered with search tags, e.g., chen [au].

For more information, see the article *Boost for PubMed® Search Results: New ATM & Citation Sensor Introduced* in NLM Technical Bulletin no. 362,

http://www.nlm.nih.gov/pubs/techbull/mj08/mj08_pu_bmed_atm_cite_sensor.html.

"AN IN-DEPTH LOOK AT MEDLINEPLUS" ARCHIVED WEBINAR AVAILABLE

Adapted from PSR-News, Kay Deeney

This webinar begins with a top-level view of MedlinePlus and how it differs from popular search engines and commercial health websites. What follows is an in-depth breakdown of the site, including some great ready-reference resources and other useful features. It was geared to library reference staff, but can be useful to anyone who

wants to use MedlinePlus to its full potential. This InfoPeopleWebcast, which was held on March 4, 2008, is Session #3 of the Health e-Shows Series and features speaker Kelli Ham.

Here's the link to the Webinar:

http://infopeople.org/training/webcasts/webcast_data/240/index.html

MEDLINEPLUS DEBUTS MULTILINGUAL FEATURE

PSR-NEWS, Alan Carr

MedlinePlus has a new multilingual feature, providing access to high quality health information in languages other than English and Spanish. This service benefits people who prefer to read consumer health information in their native language, and also helps the information professionals and health care providers who serve them. Over the years, many MedlinePlus users have requested this enhancement, which helped lead to the development of this important service. The new collection contains over 2,500 links to information in more than 40 languages and covers nearly 250 Health Topics. Continuous growth is expected.

Users can navigate the new collection of health information in multiple languages either by language or by topic. A page listing all of the languages covered is linked from the [MedlinePlus homepage](#). Users can

browse the languages or link to the page listing all of the topics covered. In addition, a languages box displays on the right-hand side of the English Health Topics pages. The languages box lists the languages with links on that topic in MedlinePlus. Users can also search the new collection of health information in multiple languages. A new collection called Multiple Languages appears on the MedlinePlus search results pages.

Finally, an interactive world map teaches users about the number of people who speak nine of the languages in the MedlinePlus collection. The languages – Arabic, Chinese, French, Korean, Russian, Somali, Spanish, Tagalog and Vietnamese – are among those most frequently spoken at home in the United States other than English, according to the U.S. census.

THE JOINT COMMISSION RELEASES NEW RESEARCH REPORT ON SERVING DIVERSE POPULATIONS

The Joint Commission's Hospitals, Language, and Culture (HLC) study is issuing a new research report, *One Size Does Not Fit All: Meeting the Health Care Needs of Diverse Populations*. This report provides a framework to help organizations meet the challenges

of providing safe, quality care to culturally and/or linguistically diverse patients. Though the report is based on the findings from an in-depth study of hospitals, all types of health care organizations can use this framework to take an in-depth look at their

current practices and guide efforts to address the cultural and language needs of the populations they serve.

To download a free copy of One Size Does Not Fit All: Meeting the Health Care Needs of Diverse Populations please visit:
www.jointcommission.org/PatientSafety/HLC/.

NN/LM FUNDING OPPORTUNITIES

Submitted by Alan Carr, NN/LM PSR

In February, 2008, at the Joint Meeting in Las Vegas, I gave a short presentation on NN/LM funding opportunities, focusing primarily on our Express Outreach Awards program. Since that time, two Network members have successfully applied for awards! In Las Vegas, a number of you indicated that periodic messages about this funding program would serve as helpful reminders. Outreach funding awards are an important mechanism to leverage and expand our outreach activities throughout the region. In making awards, we try to fund activities in each state and jurisdiction of the region, adjusting the level according to population needs in those areas. Projects are generally completed within 12 months after the award is made.

For the current year of our contract (May 2008 through April 2009) we have allotted sufficient funds to support five Express Outreach Awards, up to \$6,000 each, for Network members conducting outreach to health professionals and/or consumers. Following are the program goals for these awards:

- To promote outreach by network members to share their expertise and resources with a target audience not normally reached;

- To encourage partnerships and community-focused activities in support of the NN/LM mission;
- To promote awareness and use of the products and services of NLM and the NN/LM;
- To improve access to health information for those health professionals and health consumers without adequate access to library and information services;
- To promote awareness and use of technology applications for improved information access.

The online application process is simple and straightforward, and applications are accepted on a continuous basis. The awards can be used for a phased approach to outreach, to support the planning of a larger-scale project, or to conduct a follow-up analysis of the impact of a previously funded project. Information about additional funding opportunities from the NN/LM and the National Library of Medicine is available on our funding page. If you have any questions about our funding programs, feel free to contact me.

MEMBER NEWS

Submitted by Josephine Tan

Welcome to our new members!

- Bruce Abbott (Blaisdell Medical Library, UC Davis, Davis, CA)
- Theresa Johnson (Sutter Resource Library, Sutter Health, Sacramento, CA)

- Irene Shapiro (student member)
- Rick Zwies (Lane Medical Library, Stanford Univ, Stanford, CA)

RETIREMENTS: JO ANNE BOORKMAN AND CAROLYN KOPPER

Submitted by Rebecca Davis

Jo Anne Boorkman will retire June 27, 2008, as head of the Carlson Health Sciences Library, University of California, Davis. Jo Anne has spent 23 years as the exemplary steward of a major health sciences resource library in northern California and as an honored leader in



both regional and national medical and special library associations. Jo Anne was initially hired in 1985 to be the Head of Public Services for the library and was promoted to head in 1988 after the retirement of the library's founder, Marjan Merala. Jo Anne started her career in 1971 as a Bibliographic Search Analyst at the UCLA Biomedical Library. She then worked in public service management positions at the Health Sciences Library at the University of North Carolina, Chapel Hill, from 1977 until 1984. In addition, in 1994-1996, and 2005 to the present she has worked part-time as an Academic Assistant to the Vice Provost-Academic Personnel and Planning at UC Davis. Jo Anne has served as President of the

Northern California and Nevada Medical Library Group (NCNMLG), the Mid-Atlantic Chapter of MLA (MAC), on the Board of Directors for the Medical Library Association, as President of the Sierra Nevada Chapter of the Special Libraries Association, and as Chair of the Biomedical and Life Sciences Division of the Special Libraries Association. She was named Fellow of the Medical Library Association in 1999, Fellow of the Special Libraries Association in 2000, and received the NCNMLG Award for Professional Excellence in 1996. Among her publications is the renowned Introduction to Reference Sources in the Health Sciences, in its 5th edition this year. The abstract for Elizabeth Connor's review (Medical Reference Services Quarterly, 2005.24(3) 1-15), of the 4th edition states, "Few works serve as solid a framework for the field of health sciences librarianship or provide as many insights and detailed knowledge as Introduction to Reference Sources in the Health Sciences."

Carolyn Kopper will retire June 29, 2008 as the Collection Development Librarian for the Carlson Health Sciences Library, University of



California, Davis. Her 15 years managing the collections of the library have contributed substantially to a veterinary collection of noted excellence, and a medical and health-related collection that is held in high regard. Before attending library school, Carolyn worked as a library assistant at Shields Library and at the Carlson Health Sciences

Library at UC Davis. Upon graduation in 1979, she worked as a librarian at the Pulmonary Medicine Associates, and at Eskaton American River Hospital, both in Carmichael, CA. Returning to UC Davis, she worked 1980-85 as a librarian at the Medical Center Library in Sacramento, and was Head of Reference at the Carlson Health Sciences Library, 1986-1992. Carolyn has been an active and contributing member of the MLA Veterinary Medical Libraries Section, serving in the 3-year position of Chair of the Section; as the alternate and representative to Section Council, and on various other committees. She was Chair of the MLA Bylaws Committee, 2004 to 2006. She has presented papers on user education of animal health information at international meetings. In addition, she has been an active member of the Northern California

Medical Library Group and the Sierra Nevada Chapter of the Special Libraries Association. A reception in Carolyn's honor will be given at the

Carlson Health Sciences Library on June 2, 2008, 10:00am-12:00pm.

LISTSERV ADDRESS: NCNMLGLIST@LISTS.STANFORD.EDU

We encourage all members to subscribe to the general listserv. It is a very low-volume list designed to communicate important information to members. The only time you will need to unsubscribe is when your e-mail address changes. When this occurs, you will need to unsubscribe your old e-mail address and then subscribe your new address. This keeps our listserv current!

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TO SEND A MESSAGE:

Send a general e-mail to:
ncnmlglist@lists.stanford.edu

Instructions for listserv features (including accessing listserv archives) are available on NCNMLG's webpage: www.ncnmlg.org/pubs/pubs_listserv.htm

SUBMITTING ITEMS TO THE NEWSLETTER

Please email your submissions in electronic format to:

June Simms, Newsletter Editor

June.simms@touro.edu

The NCNMLG Newsletter is published four times a year: July-September, October-December, January-March, and April-June. Deadline for the next issue is August 1st.