

BEYOND
TECHNOLOGY



the human factor

**ANNUAL MEETING
MIDCONTINENTAL CHAPTER
MEDICAL LIBRARY ASSOCIATION**

**DENVER, COLORADO
SEPTEMBER 16-19, 1981**



WEDNESDAY, SEPTEMBER 16, 1981

- 7 A.M. - 7 P.M. Registration
- 9 A.M. - 5 P.M. Workshops
Online Searching
Career Planning
- 1 P.M. - 5 P.M. Workshop
Book Mending
Career Planning
- 6:30 P.M. - 8:00 P.M. Welcome Reception
Sponsored by Colorado Council
of Medical Librarians
(Cash Bar)

THURSDAY, SEPTEMBER 17, 1981

- 7 A.M. - 9 A.M. Registration
- 11 A.M. - 2 P.M. Registration
- 5 P.M. - 7 P.M. Registration
- 9 A.M. - 5 P.M. CE Courses
CE18 Systems Analysis
CE62 Serial Selection and
Management
CE51 Search Optimization
CE53 Writing for Publication
CE54 Neoplasia
- 9 A.M. - 5 P.M. Satori Seminar
- 5 P.M. - 6:30 P.M. Reception
Denver Center for
Performing Arts Cinema
Wine & Cheese Reception
- 7 P.M. - 8:30 P.M. Film

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FRIDAY, SEPTEMBER 18, 1981

- 7:00 A.M. - 9:00 A.M. Registration
- 7:00 A.M. - 6:00 P.M. Exhibits
- 8:30 A.M. - 9:00 A.M. Welcome
- 9:00 A.M. - 10:00 A.M. Keynote Address
"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
"Beyond Technology: The Human Factor"
Anne Mathews, Ph.D., Associate Professor, Graduate School of Library and Information Management, University of Denver
Dick Pride, M.A.L.S., Associate Director, Midcontinental Regional Medical Library Program
Tamas Doszkocs, Ph.D., Chief, Biomedical Files Implementation Branch, Specialized Information Services, National Library of Medicine
Colin Mick, Ph.D., Director of Research, Decision Information Services
- 12:30 P.M. - 2:00 P.M. Lunch on your own
- 2:00 P.M. - 3:30 P.M. **First Workshop Session**
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|--------------------|----------------|
| Implications Wheel | Joel Barker |
| MEDLARS III | Tamas Doszkocs |
| OCTANET | Dick Pride |
| Microcomputers | Colin Mick |
| Managing Change | Anne Mathews |
- 3:30 P.M. - 4:00 P.M. Break
- 4:00 P.M. - 5:30 P.M. **Second Workshop Session**
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|-----------------|----------------|
| Strategy Matrix | Joel Barker |
| MEDLARS III | Tamas Doszkocs |
| OCTANET | Dick Pride |
| Microcomputers | Colin Mick |
| Managing Change | Anne Mathews |
- 6:30 P.M. - 9:30 P.M. Buffet Banquet Dinner

SATURDAY, SEPTEMBER 19, 1981

7:00 A.M. - 12:00 Exhibits

7:00 A.M. - 8:30 A.M. Continental Breakfast

8:30 A.M. - 10:00 A.M. MCMLA Program
Charles Sargent, President, MLA
Open Forum with the MCMLA/RML
Liaison Committee. Panel:
Barbara McDowell, Chair
Robert Braude
Carol Matulka
Dick Dalton
Lois Innskeep

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

10:30 A.M. - 12:00 MCMLA
Business Meeting
Report for MLA Chapter
Representation, Karen Butter
Other Agenda Items

**COME ONE, COME ALL
TO THE EXHIBITS!**

From coast to coast, book jobbers,
journal vendors, automated retrieval
system vendors and library supply
houses-over 14 in all- will gather. The
exhibits will be open all day Friday
and Saturday morning.

WELCOME TO DENVER, COLORADO

THE PLACE

Denver, the Mile High City, has a lot to offer out-of-town visitors. A spot of culture between the Mississippi River and the Great Salt Lake, Denver features distinguished museums and concert halls. The Denver Art Museum, the Colorado Heritage Center, the Denver Public Library, and the Colorado State Capital are all within walking distances of the Denver Hilton. The Denver Center for the Performing Arts is also within a few blocks of the hotel. A bus ride away are many other attractions including the Denver Museum of Natural History, the Botanical Gardens, and the Denver Zoo. Entertainment and good eating are abundant in the downtown area, from small ethnic restaurants to elegant continental cuisine. The splendor of the Rocky Mountains is just a two-hour drive away, with day tours easily arranged.

The members of CCML welcome the members of MCMLA to their city and state, and hope you will enjoy your stay while attending the exciting program outlined here.



THE PROGRAM

Discover the opportunities the future holds for you and your library. Learn about the human factors considered in systems planning for the future. Come to "Beyond Technology: The Human Factor!"

Our keynote speaker, Joel Barker, president of Infinity, Limited, will present the future in terms of developing successful ways of managing future events. How the human factor is considered in planning for the systems of the future, whether they are computerized or not, is the topic of discussion of our outstanding panel. The Friday afternoon workshops as well as the other continuing education offerings will provide you with a unique educational opportunity. On Saturday, the MCMLA program will bring you up-to-date on association business and MLA activities.

Our social events include a wine and cheese party at the exciting new Denver Center for Performing Arts. The buffet banquet dinner will be held on the 37th floor in the opulent Petroleum Club. After dinner there will be an entertaining, professional slide presentation on the history of Denver and Colorado from gold boomtown to energy boomtown. Plan to meet old and new friends at the CCML Welcome Party on Wednesday evening. See you in September!

THE HOTEL

The Denver Hilton at 1550 Court Place is conveniently located downtown. Limousine service from the airport runs every 25-30 minutes and costs about \$4. A cab will cost about \$7. The #32 City Bus departs from the airport and lets you out at 15th and Stout, leaving a several block walk. The bus costs about \$1.