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The Joseph Leiter NLM/MLA Lecture at MLA ’11
Submitted by Anne M. Linton, AHIP, Himmelfarb Health Sciences Library, The George Washington University Medical Center, Washington, DC

The Joseph Leiter NLM/MLA Lectureship is jointly sponsored by MLA and the National Library of Medicine (NLM). The purpose of the Leiter lectureship is to foster an intellectual dialogue on subjects related to biomedical communications that will stimulate intellectual liaison between NLM and MLA. The lectureship is named in honor of Joseph Leiter, who was a leader at NLM, an informatics pioneer, and a champion of medical librarians.

The 2011 Leiter lecture will be held during MLA ’11 in Minneapolis, MN, on May 18. Peter J. Hotez, Department of Microbiology, Immunology, and Tropical Medicine, George Washington University Medical Center, Washington, DC, will be the speaker. His research focuses on vaccine development for hookworm and other human helminth infections and on global policies and advocacy for controlling and eliminating neglected tropical diseases. Hotez is also editor-in-chief of Public Library of Science (PLoS) Neglected Tropical Diseases and president, Sabin Vaccine Institute, Washington, DC. He has been active in advocating for the needs of those affected by neglected tropical diseases through the Global Network: Neglected Tropical Diseases (www.globalnetwork.org).

The 2010 Leiter lecture was delivered by John D. Halamka on May 26, 2010, at NLM, Bethesda, MD. The lecture was entitled: “Knowledge Services and the Role of Medical Libraries in Healthcare IT.” The lecture is available on the web to MLA members and the National Institutes of Health community at www.videocast.nih.gov. Halamka is chief information officer, Beth Israel Deaconess Medical Center, and chief information officer, Harvard Medical School, both in Boston, MA.

Who Tweeted That?
Submitted by Bart Ragon, Cochair, 2011 National Program Committee

Twitter will be used at MLA ’11 to help create discussion, to connect with colleagues, and to facilitate in-person meetings. Attendees will be able to engage in a dialogue via Twitter following each plenary session. MLAs “Rethink Conversations” process will offer display monitors that are strategically placed around the convention center so that attendees can watch and respond to live conversations. Tweets can be made using a mobile device, a laptop, or a computer in the Internet Café. Because Twitter user names do not always reveal the identity of Tweet authors, there will be a “Tweet-up” event on Tuesday, May 17, from 6:00 p.m.–7:00 p.m. At a Tweet-up, people come together to meet (in person) those whom they have interacted with on Twitter. Attendees who complete an MLA-sponsored Twitter tutorial, which will be offered shortly before the annual meeting, will receive a free drink ticket. Stay tuned for more information about the Tweet-up and the upcoming tutorial!

Can’t Make It to Minneapolis for MLA ’11? Try the e-Conference Registration
Submitted by Melissa De Santis, AHIP, Member, 2011 National Program Committee

Members know that MLA’s annual meeting provides a great mechanism for sharing ideas, hearing from experts, learning about the latest products, and networking with friends and colleagues at one of the largest gatherings of health information professionals. Last year, MLA offered e-Conference registration for the first time, and more than 170 people took advantage of this registration option. The most viewed and highly rated session was the John P. McGovern Award Lecture, which was presented by Daniel Pink.

Today’s economic realities and personal schedules may prevent some members from attending the meeting in person. For these members, MLA will again offer e-Conference registration for both individuals and institutions, providing online access for one full year to:

- videos of the keynote and plenary sessions (generally available within twenty-four hours of presentation)
- poster presentations (generally available three weeks before the meeting)
- audio recordings, with synchronized electronic presentations, of section programming and breakout sessions (generally available within five business days of presentation)

The e-Conference registration option is a low-cost way to conveniently access annual meeting content online. It is not a substitute for attending the annual meeting in person. However, the e-Conference registration is a useful and viable alternative, especially for those who might not have the ability to be physically present at the annual meeting. As one MLA member who was rarely able to attend the meeting in person said, “The e-Conference was a terrific opportunity to see and hear the meeting content.” The 2011 National Program Committee is looking forward to many MLA members attending MLA ’11, either in person or virtually!

To register for the e-Conference, got to www.mlanet.org/am/am2011/reg/.