

BEYOND  
TECHNOLOGY



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

# BEYOND TECHNOLOGY

## *the human factor*

### 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**  
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**  
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



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**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

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**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.

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# 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.