

Pharmaceutical & Health Technology Division



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CapLits

Bulletin of the Pharmaceutical and Health Technology Division

Volume 23 Issue 1

In this issue

Message from the Chair	1
P&HT & SLA News	5
- 2007 Spring Meeting	
- Distinguished Member & Horizon Awards	
- New Division Members	
- Upcoming Elections	
- Professional Development	
- Travel Awards to SLA 2007	
P&HT Division 2007 Officers	7
2007 P&HT Executive Board	7
DPHT sponsorship options	12
Accessing the DPHT Website and Discussion List (Listserv)	12
P&HT Division 2007 Spring Meeting	13-15
Member Profile — Liz Perry	16
Tips from the DPHT Discussion List	19
Outsell: A Guide for Buyers: Evaluating Products	20
Journal & Book Reviews	22
Sneak Peak: P&HT Division Schedule at SLA 2007	23

Message from the Chair



Robyn Smith,
P&HT Chair

Happy New Year! Well ok, it's not really the New Year, but in a sense it is for the Pharmaceutical and Health Technology Division. With SLA's switch to a calendar year, the "changing of the guard" so to speak of the Board has occurred. Let me introduce myself. I am your new Division Chair – Robyn Smith. Profiles of the Executive Board can be found on the pages to follow. Please take some time to read about your chosen Officers and be proud of the great bunch of people we are lucky enough to have involved at this level.

I am looking forward to a fun-filled and educational year for our Division, and am especially excited by all of the "new blood" that has joined the Board this year. Wendy Hamilton of Abbott has joined as the Nominations Chair; David Midyette has volunteered to be the Employment Chair; Kyle Nicholls, one of our Student Travel Award winners in 2006, is now Fundraiser II; and Alex Fung, the other of our 2006 Student Travel Award winners, has graciously taken on the Student Relations Chair.

We also welcome back some familiar faces but in new roles: Bonnie Snow as Networking Chair and Peggy Burnett as Caplits Editor I. John Carey has added to his already hectic life as Division Archivist the role of Caplits Production Editor II. A current list of all Division Board members is included in this issue, and can also be found on the DPHT webpage. A very warm welcome to all those who have accepted a position on the 2007 DPHT Board. I am grateful to each and every one of you.

Report from SLA Leadership Summit

My first official sojourn as Chair was to the SLA Leadership Summit in Reno, Nevada held on January 24-26th which is open to all SLA members who would like to become better leaders in the Association.. Can you believe there was a 2008 Seattle Planning meeting?? The theme of the meeting will be "Breaking Rules, Building Bridges." Our very own Division member, Julia Parker, who lives and works in Seattle, is on this important planning committee. Recommendations from an SLA Board of Directors workgroup, who examined the "overarching issues of annual conference planning," resulted in some changes. Below are a couple of the new action items that will affect future planners: 1) the Sunday night keynote will remain, but the Wednesday keynote will be moved to the late afternoon to truly close the meeting; 2) divisions will be limited to 4-6 unique division-sponsored programs, including the business meeting and 2-4 co-sponsored sessions. The hope is that with fewer programs, more divisions will cooperate, and more money will be spent on fewer programs, thus increasing the overall quality of the conference; 3) a series entitled "Spotlight Speakers" will be initiated which will highlight sessions that have wide appeal and could attract audiences of 250-300;

Continued on page 3.

**See you at the Spring Meeting
in Boston!**
March 18-20, 2007



More details on pages 13-15



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Continued from page 1.

and 4) programs of varied lengths (60, 90 and 120 minutes) will be encouraged.

The keynote speakers at the SLA Leadership Summit were very entertaining and touched on some interesting themes. On Thursday, Chip Heath of Stanford University, discussed the topic of successful ideas, which is the focus of his new book – *Made to Stick: Why some ideas survive and others die*. Dr. Heath identified six “hooks” that can help make your ideas stick, which he defined as getting your message across, having it persist and enabling it to cross boundaries. The key question you should ask yourself before presenting any important idea is: is it - simple, unexpected, concrete, credible, and emotional. The sixth hook is how to use stories to help drive home successful ideas. Simplicity means finding the nugget in all the noise. “Unexpected” is the step beyond common sense to uncommon sense. In other words if you do something unexpected, people will remember it. Concrete is the antidote to business-speak. Try to present abstract concepts using concrete examples. Describe what something does not what it is. Credibility is essential for anyone to buy into your idea. Give examples of why your idea is achievable. Getting people to care about your idea is critical to its longevity. Lastly, stories can be incredibly powerful. Turn your experiences into stories that illustrate the success of your idea and can perpetuate it.

So, why aren't there more brilliantly designed ideas? Dr. Heath suggested what he called the “Curse of Knowledge”, or our expertise, hampers our ability to be simple, concrete, and to tell stories.. The goal is to get people engaged, set up

a mystery, and tell a story. If you make it simple, credible and unexpected, your ideas will be embraced!

Friday's keynote speaker was Ken Haycock from San Jose State University. Dr. Haycock is a frequent speaker at SLA meetings, and he never disappoints us. His many years of experience have given him an uncanny ability to see the shortcomings of our profession, which are revelatory, helpful and humorous. His talk entitled “Developing Leaders” focused on the difference between leadership and management. Dr. Haycock's definition of leadership is “Great leaders rally people to a better future.” He outlined certain tasks, skills and attributes that enable individuals to be leaders. But in the end leadership comes down to understanding yourself and then working outwards to be an advocate, to motivate, to network, to serve as an example and a mentor, to affirm values and to understand the needs of both your staff and your customers. It sounds simple enough, yet he was the first to admit that being a good leader is difficult.

Rebecca Vargha, the current SLA President, and SLA CEO Janice LaChance gave updates on what is happening in the organization. Information Outlook has a new updated “look”. The SLA Centennial Commission and Planning Committee has been created to organize year-long celebrations and events for the Association's 100th year in 2009. The Annual Meeting will be held in Washington DC, and ideas are being actively solicited. Please email any suggestions to 100@sla.org. Implementation of the new Association Management System (ASM) is set to begin in February. A presentation by the Information Outlook vendor on Friday provided a glimpse at the greatly enhanced flexibility, integration and convenience that is to come when it is rolled out in August. More work needs to be done on SLA's branding and a consulting firm is being engaged to examine both the direction of the Association and the attracting of new members.

On the Click University front, as of January 8th, 2007, there is a new ASIC accredited certificate program in Competitive Intelligence. Gary Price's Research Toolbox sessions will be presented quarterly for the rock bottom price of \$15 per session. The first will be held on February 13, 2007. A partnership has been formed with the University of Toronto which gives members an 11% discount on all e-learning courses. There are more e-library products now available for free via the SLA website.

Registration for the Annual Meeting in Denver is now open. The dates are June 3-6, 2007. Al Gore and Scott Adams are keynote speakers. Check out all the details at <http://www.sla.org/content/Events/conference/ac2007/index.cfm>.

2007 DPHT Spring Meeting in Boston

Last but not least, I want to say a few words about the upcoming DPHT Spring Meeting to be held in Boston, MA on March 18-20, 2007. Memphis will be a hard act to follow, as what could possibly top Graceland and ducks?? But we are going to give it our best shot. There are a few new features this year. For the first time attendees and sponsors can pay via PayPal and so far it has been working quite smoothly. The Tuesday Keynote session has been moved to the afternoon making it

Continued on page 4.

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<http://units.sla.org/division/dpht/CapLits/caplits.shtml>

Continued from page 3.

truly a closing keynote address. The Sheraton Boston Hotel has provided us with our own reservation website solely for our attendees.

The theme of this year's meeting is "From benchtop to bedside: Contributing all along the development pathway." Copious details are provided in this issue of Caplits, but I want to mention just a couple of highlights. We are honored to have Dr. Joseph DiMasi the Director of Economic Analysis at the Tufts Center on Drug Development as our Opening Keynote speaker on Monday morning. Dr. DiMasi's current research examines the impact of policies and practices to speed the development and review processes for new drugs, how firms have organized internally to accommodate the increasing need for pharmacoeconomic studies, the role that pharmacoeconomic evaluations have played in the R&D process, the cost of new drug development, and success and attrition rates for investigational drugs.

The Professional Development Workshop is being presented by staff from the Pharmaceutical Institute in North Carolina, which is now connected with Campbell Alliance. The topic will be a practical overview of the regulatory process including filing; agencies required to bring a product to market in the US, Europe, and Japan; as well as any critical post-market information needs.

There will be an open Division Board Meeting on Sunday, March 18 at 2:30pm which all are welcome to attend. The Opening Night Gala and Exhibitor Kickoff continues again this year beginning at 6pm on Sunday. So come and mingle and network with your colleagues and visit with our generous sponsors who make this meeting and reception possible. Thanks to Jillian Amaral for her efforts in organizing the sponsors this year!!

While Elvis won't be in the building, our Monday Night Social Event this year looks to be a great one. "A Night at the New England Aquarium", sponsored by Wolters Kluwer Health (Ovid Technologies and Adis International), includes a sit-down dinner, drinks and hor d'oevres, and a tour of the facility. Thanks to Karen Mirabile for organizing this event! Please make sure you sign up for this special evening event when you register for the Spring Meeting.

I hope you enjoy CapLits and thank you to all of our sponsors and members for their contributions, especially to Peggy Burnett, Diane Webb, John Carey and Damian Hayden for making sure CapLits happens. I look forward to seeing you all in Boston and Denver and hope to hear from you throughout the year. Let me or anyone on the Board know what we're doing well and how you would like to help improve the Division. Please step up and volunteer; we need your support and enthusiasm.

Robyn



I can just see it now...I'm at the 2007 Spring Meeting in Boston... I go straight to the We Buy Books table and fill out the free entry form to win a \$100 Gift Certificate from Amazon.com ...they draw my name... I'm a winner! ... I'm the envy of all those librarians... yeah ... I can see it now...zzzz

Coming to the P&HT Spring Meeting in Boston Mar 18 - 20? Stop by our table and enter our free drawing. We're giving away a \$100 Gift Certificate good for anything at Amazon.Com. (And in case you're a certain Boston Terrier, Rawhide Peanut Butter Flavored Knotted Bones are on sale!)

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P&HT & SLA News

P&HT Spring Meeting in March 2007

The P&HT Spring Meeting will be in Boston, Massachusetts from March 18-20. Our theme is: "From Bench to Bedside: Contributing All Along The Development Pathway." See pages 13-15 for the agenda and more information.

2007 Spring Meeting registration is now open. Registration forms for both attendees and exhibitors as well as the agenda are available on the DPHT Web site at:

<http://units.sla.org/division/dpht/meetings/spring2007/spring2007main.shtml>

Register for the spring Meeting and reserve your room by February 26 at the Sheraton Boston Hotel to guarantee the special rate of \$199/night. To make hotel reservations, call (617)236-2000 and ask for reservations.

For more information, contact Division Chair Robyn Smith rosmith@mpi.com.

2007 P&HT Horizon and Distinguished Member Awards - Nominations

It's time to submit your nominations for this year's Division awards, the Horizon Award and the Distinguished Member Award. The winners of both the Horizon Award and the Distinguished Member Award will each receive \$500 and a certificate of appreciation.

Previous winners include:

Year	Horizon Award Winner	Distinguished Member Award Winner
2006	Paul Ziegler	John Carey, Stephanie Fitch, Bonnie Snow, Larry Walton
2005	Margaret Basket	Bernadette Ewen
2004	Maude LeThiecq-Normand	Diane Webb
2003	Sandra Caddell	Barbara Boyajian
2002	Shannon Wally	Regina Maxwell
2001	Ellen Wells	Julia Urwin

Submit your nominations now for this year's recipients. The awards nominations form can be found inside this issue of CapLits or at <http://www.sla.org/division/dpht/awards.htm>

HORIZON AWARD

The Horizon Award (also known as the New Member Award) honors a P&HT Division member of five (5) years or fewer who has shown promise of becoming an outstanding member of the profession. This award represents an evaluation of an individual's work and participation in professional and division activities. Particular attention should be given to involvement and contributions to the P&HT Division. Nominees should excel in one or more areas:

- Leadership in the Division, at meetings, and in committee work
- Special or notable service to the Division, such as participation in special projects
- Participation in seminars, teaching courses, and public speaking activities
- Publication or editorial contributions to the professional literature
- Innovations at the work site
- Mentoring activities or student sponsorship
- Extracurricular activities which provide the professional and/or the Division with commendable publicity and acclaim

DISTINGUISHED MEMBER AWARD

This award honors a P&HT Division member for notable and enduring contributions and service to the Division and the profession. The award represents a cumulative evaluation of an individual's career and emphasizes sustained division leadership and activity of an exemplary nature. Nominees should excel in one or more areas:

- Outstanding leadership in the Division, at meetings, and in committee work

Continued on page 6.

Welcome to new division members!

Penny Bailey
Jane Burke
Yvonne Burns
Jennifer Byrnes
Matthew Chervenak
Rosalyn Dones
Donna Foster
Matthew Glodberg
Christine Greipp
William Hayes
Vaishali Jahagirdar
Steven Kaye
Sherrie Lanier
Elizabeth LoMastro

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Jamie Mehrman
Rita Nacchio-Wells
Andrea Pasquarelli
Karola Rac
Healthier Russell
Vicki Sciuk
Katherine Shepherd
Andrey Soroka
Linda Stevenson
Marie Varelas-Bojnowski
Chris Vestal
Susan Zykorie

Continued from page 5.

- Special or notable service to the Division, such as holding office(s)
- Participation in seminars, teaching courses, and public speaking activities
- Publication or editorial contributions to the professional literature
- Promotion of the role of special librarians in the management of information and knowledge
- Other achievements indicating noteworthy dedication to the profession
- Contributions made by the candidate should be made over an extended period of time
- Contributions made by the candidate should have an enduring effect on the Division and/or the profession.

Any member of the P&HT Division can nominate a person for an award. To nominate an appropriate individual, complete the P&HT Award Nominations Form and return it the Awards Committee Chair, Cheryl Schairer, no later than May 1, 2007. Self nominations will be accepted. Current Executive Board members and Award committee members are ineligible for nomination. Nominations do not carry over from one year to the next. This is a confidential process, so do not either inform the nominee or your Division colleagues that you have submitted a name. After the Committee's deliberations, all documents are destroyed except those needed for preparing publicity releases.

Upcoming Elections: from the P&HT Nominating Committee

The P&HT Nominating Committee is identifying candidates for Chair-Elect and Treasurer for this year's election. If you are interested in learning more about any of these positions, or if you would like to become or recommend a candidate, please contact the Nominating Committee Chair, Wendy Hamilton (wendy.hamilton@abbott.com).

Your participation in divisional governance and the election process is vital to continued success of the Pharmaceutical and Health Technology Division.

Professional Development Workshop at the 2007 P&HT Spring Meeting

The Professional Development Workshop at the DPHT Spring Meeting in Boston is entitled: "Introduction to the Drug / Device Regulatory Environment" and will be presented by the Pharmaceutical Institute. It will be held on March 18, 2007 from 9AM to 1PM. A description of the course follows:

The regulatory path for a small molecule or biologic is vastly different than that for a medical device. Regardless of the nature of the product, understanding your team's information needs during the process is key to positioning a product for success. This course will provide a practical overview of the regulatory process, filing, and agencies required to bring a product to market in the US, Europe, and Japan as well as any critical post-marketing information needs.

Please be sure to register for this course on your Spring Meeting registration form if interested.

P&HT Travel Awards to Annual Meeting

The PH&T Division plans to give away up to three travel awards of \$1,500 each to serve as a financial support for a) library science students or b) members of the P&HT Division to attend SLA's 2007 Annual Conference in Denver. This award is targeted towards students enrolled in library science programs with an interest in practicing as information professionals in the pharmaceutical or health technology industries and to non-student P&HT Division members. Qualified applicants must submit a project by April 1, 2007. Please see the announcement on our web site for complete details:

Alex Feng (alex.feng@sirsidynix.com)



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Meet the 2007 P&HT Executive Board

Robyn Smith, Chair

Robyn Smith is currently a Senior Manager, Information Analysis at Millennium Pharmaceuticals, Inc. located in Cambridge, MA. She has been a librarian for over 16 years. Her primary responsibility is to support the cardiovascular franchise by providing competitive intelligence and competitor analysis.

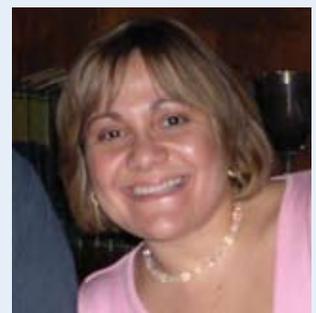


Her first library job was preparing briefing documents on government policy for a trade union in Sydney, Australia. Upon returning to the United States in 1991, Robyn worked for 8 years as an online searcher for Teltech in Minneapolis. Much of this period was spent assigned to big pharmaceutical customers, including GSK, Lilly and Astra Zeneca. In 2000, an opportunity to establish a new library at TAP Pharmaceuticals became available, and Robyn moved to Chicago to work for Abbott Laboratories (co-owner of TAP).

Robyn received her MLS from the University of New South Wales in Sydney, Australia. She has been active in SLA's Solo Librarian (2000 – 2003) and PHT Divisions. Robyn has been a member of SLA since 1992 and the PHT Division Listserv Manager since 2002.

Christine Levya, Chair Elect

Currently, Christine is the Senior Information Specialist at Eisai Research Institute of Boston, Inc. [ERI], the U.S. discovery research laboratories of Eisai Co., Ltd. Currently, Christine is pursuing her Master's degree in Library and Information Science at Simmons (Boston, Massachusetts); she only has 2 classes left to complete. Christine began her career with Eisai in 1990 at the U.S. Scientific Liaison Office of Eisai Co. Ltd in New Jersey. The U.S. Scientific Liaison office was responsible for the management of licensing and technology transfer between academia and Eisai.



Continued on page 9.



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Meet the 2007 P&HT Executive Board (continued)

Christine's analytical background as a mathematician (graduated from Fordham University, Bronx, New York) and experience from an internship at Manufacturers' Hanover Trust (aka Chase Manhattan) in the market research department, was ideal for background checks and corporate profile investigations. In 1995, an offer to manage the library at the U.S. discovery laboratories (ERI) was presented and Christine began her career as a "solo" information professional in a pharmaceutical research setting. Her knowledge of the sciences (i.e. chemistry and physics) with her mathematics undergraduate degree, her astute analytical skills and good communication skills made her an ideal candidate with responding to researchers' literature (i.e. patent, STM, industry etc) inquiries.

Christine has been a member with SLA since 1999 where she also belongs to the Chemistry, Biomedical & Life Sciences and CI divisions. Christine is also a member of ASIST, PIUG, MLA and ACS. Christine held the position of Fundraiser Chair I in 2005 and 2006 for the Las Vegas, Memphis and Baltimore meetings.

Susan Gleckner, Secretary

A member of SLA for 12 years, Sue was elected Secretary of the Pharmaceutical & Health Technology Division in early 2006 and will serve through December 2008. She is also the current co-Membership Chair, and past Secretary, of the Princeton-Trenton (NJ) Chapter.

Sue manages information services at Johnson & Johnson Consumer & Personal Products Worldwide in Skillman, NJ, the R&D division of Johnson & Johnson Consumer Companies, Inc.

In December 2006, Johnson & Johnson purchased Pfizer Inc.'s consumer products division, based in Morris Plains, NJ. The information services in Morris Plains are headed by PHTD member Catherine Christensen.

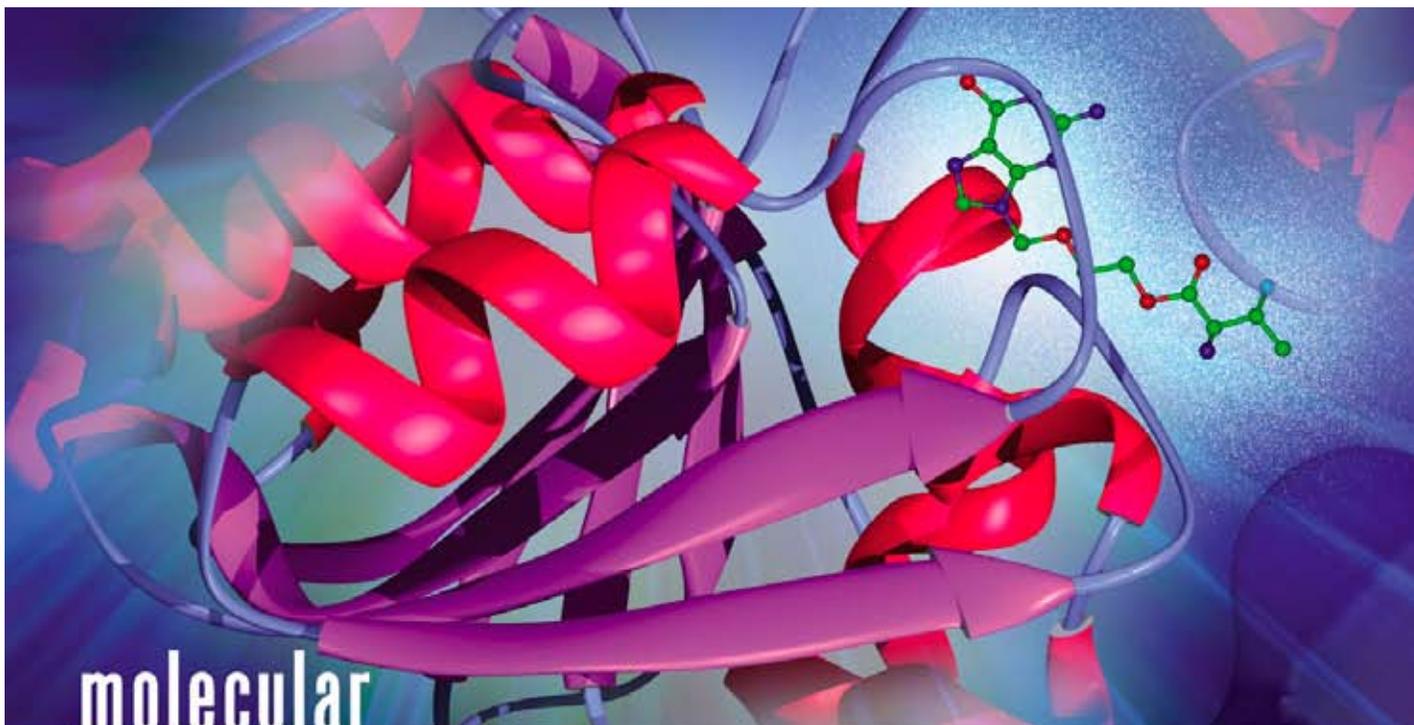
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In 2005, Sue transformed her physical library into a "virtual" service supporting scientists' development of Rx and OTC drugs, medical devices, dietary supplements, and cosmetic products.



Dale Cohen and Sue Gleckner at their first ever library vendor fair July 2006 attended by 300 employees.

Continued on page 11.



molecular pharmaceutics

Mechanistic Approaches in Developing Drugs and Delivery Systems

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In 2007, *Molecular Pharmaceutics* changed its official (citable) abbreviation to *Mol. Pharmaceutics*. This new abbreviation should be used when citing any article published in the journal from Vol. 1 forward.

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Molecular Pharmaceutics focuses on research at the interface of drug discovery and drug development, offering researchers the latest mechanistic approaches for developing bioavailable drugs and drug delivery systems. The journal integrates applications in the chemical and biological sciences to foster the development of new drugs and delivery systems and showcase emerging technologies used in the drug development process.

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Continued on page 12.

Meet the 2007 P&HT Executive Board (continued)

As an active participant in Johnson & Johnson's Worldwide Information Professionals group, Sue served as Secretary/Program Chair for three years. This consortium of J&J info pros from North America and Europe meets formally twice a year. Additionally, the group takes advantage of SLA events to meet in person.

Prior to joining the Johnson & Johnson Family of Companies, Sue managed the library and technical media group as a contractor to the U.S. Environmental Protection Agency's Emergency Response Team in Edison, NJ.

Sue received her MLS from Rutgers – the State University of New Jersey; her undergraduate degree is from Douglass College, Rutgers University.

In 1999, Sue was awarded SLA's International Special Librarians Day Award "for outstanding efforts in the promotion of special librarianship." She also garnered a Swap & Shop marketing award from SLA's Library Management Division. Sue has presented on marketing topics at two Annual SLA Conferences and has written for PHTD's newsletter, CapLits.

In her spare time, Sue follows Rutgers basketball and football, and cycles.

Bob Kowalski, Treasurer

Bob has been an SLA member for 12 years and is long time member of both the Pharmaceutical & Health Technology Division and Boston Chapter. In early 2006 he was elected as Treasurer for the Pharmaceutical & Health Technology Division.

As a Senior Librarian at Wyeth Research, Bob manages the global electronic journal collection and co-chairs the team responsible for all globally licensed "e-content." This definitely keeps him out of trouble, particularly since the libraries went virtual last year.

Wyeth Research is a division of Wyeth, one of the world's largest research-driven pharmaceutical and health care products companies. The company has leading products in the areas of women's health care, cardiovascular disease, central nervous system, inflammation, hemophilia, oncology and vaccines.

Bob received his MLS from Simmons College in Boston and Bachelors from Keene State College.

When not at work or balancing the division's check book, Bob can be found splitting wood, enjoying BBQ, reading to his 4 year old son Maxwell or chilling to the sounds of Miles Davis.



Board Members, continued from page 10.

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Interested in DPHT sponsorship opportunities?



Register as an Exhibitor for the 2007 DPHT Spring Meeting on March 18-March 20, 2007 in Boston, MA at the Boston Sheraton. Please take advantage of the Silver, Gold, and Platinum sponsorship levels. You can also sponsor social events and raffle items during networking events. For more information, go to:

<http://units.sla.org/division/dpht/meetings/spring2007/spring2007main.shtml>

If you are unable to attend the Spring meeting, please contact Jillian Amaral regarding Silver sponsorship opportunities at this event.

Looking for an additional opportunity to network with clients?

Sponsorship opportunities are also available for the SLA Annual Meeting which will be held in Denver, Colorado from June 3-June 6, 2007.

For more sponsorship information, contact:

Jillian Amaral
Email: jillian.amaral@comcast.net
Phone: (508) 728-1879

Accessing the DPHT Website and Discussion List (Listserv)



DPHT website:

<http://www.sla.org/division/dpht>

Note: DPHT web addresses have changed slightly in the past few months. You may need to correct your bookmarks.

DPHT Listserv subscribing instructions:

1. Send your message to: LISTS@LISTS.SLA.ORG
2. Leave the subject line blank.
3. In the body of the message, type:

SUBSCRIBE SLA-DPHT YOURFIRSTNAME YOURLASTNAME

DPHT Listserv sending instructions:

1. To post a message send it to:
SLA-DPHT@LISTS.SLA.ORG
2. Put a meaningful subject in the subject line.
3. In the body of the message, type your message.

Searching the Archives

1. Go to <http://lists.sla.org> and enter your e-mail address (leave the password blank).
2. Click "login", and a list of all the discussion lists you subscribe to will appear.
3. Click on the list name (Pharmacy (sic) & Health Technology Division) to begin browsing or searching. Use Previous Page for earlier postings.

See "Tips from the DPHT Discussion List" on page 19.

Pharmaceutical &
Health Technology
Division



SLA Pharmaceutical & Health Technology Division 2007 Spring Meeting

March 18-20, 2007
Sheraton Boston Hotel, Boston MA

“Make Way for Ducklings”!



The duck theme continues at the Division Spring Meeting in Boston, March 18-20. This statue in the Boston Public Garden commemorates Robert McCloskey’s story of a pair of mallard ducks who decide to raise their family on an island in the lagoon in Boston Public Garden.

You can also join Boston Duck Tours for a tour of the Boston harbor in a DUCK, an authentic, renovated World War II amphibious landing vehicle.

Turn the page for more details on the Spring Meeting and things to see and do in Boston!

Submit your questions to news providers for the Town Hall at the 2007 Spring Meeting!

Following in the footsteps of the very successful Patent vendor and e-Journal Town Halls at recent DPHT Spring Meetings, the 2007 Spring Meeting will feature a “Town Hall – News Providers” on Tuesday morning, March 20th, 2007. Panelists will represent ABIS, Factiva, Reuters, and Thomson NewsRoom.

If you have a question you’d like answered during the Town Hall please send it to Robyn Smith (email: rosmith@mpi.com) by Wednesday, March 14, 2007.



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Pharmaceutical & Health Technology Division



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SLA Pharmaceutical & Health Technology Division 2007 Spring Meeting

March 18-20, 2007
Sheraton Boston Hotel, Boston MA

*“From Benchtop to Bedside:
Contributing All Along the Development Pathway”*



Sunday March 18th 2007

8:00 am	9:00 am	Workshop Registration and Continental Breakfast
9:00 am	1:00 pm	Professional Development Workshop: Introduction to the Drug/Device Regulatory Environment TBD (<i>The Pharmaceutical Institute</i>)
11:00 am	4:00 pm	Vendor Registration and Setup
2:00 pm	2:30 pm	PH&T Executive Board Meeting. Robyn Smith, DPHT Chair (<i>Millennium Pharmaceuticals</i>)
2:30 pm	4:30 pm	PH&T General Board Meeting.
4:00 pm	6:00 pm	Attendee Registration
6:00 pm	9:00 pm	Opening Night Gala Reception & Exhibit Kick-Off



Monday March 19th 2007

8:00 am	9:00 am	Attendee Registration/Breakfast/Exhibits Open
9:00 am	9:30 am	Introduction and Welcome Robyn Smith, DPHT Chair (<i>Millennium Pharmaceuticals</i>)
9:30 am	10:30 am	Opening Keynote Dr. Joseph DiMasi (<i>Tufts Center on Drug Development</i>)
10:30 am	11:00 am	Break — Exhibits
11:00 am	11:45 am	Drug Discovery process and the info professional's role William Hayes (<i>Biogen Idec</i>)
11:45 am	12:30 pm	Patents and Intellectual Property Sian Griffiths and Janice Klundar (<i>Millennium Pharmaceuticals</i>)
12:30 pm	2:00 pm	Lunch and Exhibits
2:00 pm	2:45 pm	Providing High Calorie Information in a Low Fat Setting Mary-Jeanne Metz (<i>Abbott – Ross Products Division</i>)
2:45 pm	3:30 pm	Development cycle of medical devices Donna Gay (<i>DePuy Spine, a Johnson & Johnson company</i>)
3:30 pm	4:00 pm	Break and Exhibits
4:00 pm	4:45 pm	The Regulatory Process Alberto Grignolo (<i>PAREXEL Consulting</i>)
4:45 pm	5:30 pm	Product safety and surveillance Jack Leitmeyer (<i>Merck & Co., Inc</i>)
6:30 pm	10:30 pm	Social Event — “An Evening at the New England Aquarium” (drinks, sit-down dinner, and tour)



Sponsored by: Wolters Kluwer Health (OVID Technologies and Adis International)

Photos courtesy of Greater Boston Convention & Visitors Bureau and the New England Aquarium.

Tuesday March 20TH 2007

7:45 am	8:45 am	Registration/Breakfast/Exhibits Open
8:45 am	9:00 am	Opening Remarks/HouseKeeping Robyn Smith, DPHT Chair (<i>Millennium Pharmaceuticals</i>)
9:00 am	9:45 am	The role of CROs and their information needs Mark Little (<i>Covance</i>)
9:45 am	10:30 am	Business Development and its information needs JJ Owen (<i>Aveo</i>) and Bob Bennett (<i>Merrimack Pharma</i>)
10:30 am	11:00 am	Break and Exhibits
11:00 am	12:30 pm	Town Hall – News Providers Factiva, Reuters, ABIS & Thompson NewsRoom
12:30 noon	2:00 pm	Lunch — Exhibits
2:00 pm	2:45 pm	Marketing/Market Research and info pro's role Nicole Sweeny (<i>Genzyme</i>)
2:45 pm	4:00 pm	Closing Keynote Steve Brozak (<i>WBB Securities</i>)
4:00 pm	4:15 pm	Wrap-Up and Closing Remarks Robyn Smith, DPHT Chair (<i>Millennium Pharmaceuticals</i>)



Beacon Hill (left) and the Swan Boats at the Boston Public Garden (below).



Registration for the Spring Meeting

Please register on the PH&T website at:

<http://units.sla.org/division/dpht/meetings/spring2007/spring07memberform.htm>

Payment must accompany advanced registration and be received by March 10, 2007. After this date please register at the meeting.

For questions about vendor sponsorships, contact Jillian Amaral email:jillian.amaral@Comcast.net.

What to Do in Boston

Famous for everything from the Red Sox and Paul Revere to Cheers and clam "chowdah," Boston is a popular destination for so many reasons. Part history lesson, part modern metropolis, the Hub offers attractions to suit every taste and interest. Plus, it's incredibly easy to get around, either on foot or by the user-friendly public transportation system, called the T. Hop on the Freedom Trail, a well-preserved pedestrian path that weaves in and out of historic neighborhoods, from the lively Boston Common and Public Garden to the gold-domed State House and Fenway Park.

Between landmarks, shop the fabulous stores on Newbury Street, have a delicious authentic Italian meal in the North End or browse the antique shops and distinctive red-brick buildings of Beacon Hill. Don't miss the city's world-class museums, theater and music venues. Boston also boasts a renowned aquarium, children's museum and science museum. Come early and participate in some St. Patrick's Day celebrations!!

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Our hotel is also conveniently connected to the Hynes Convention Center and to 200 shops at the Prudential Center and Copley Place Mall, featuring a wide variety of fine retail establishments.



Restaurants offering every type of cuisine and setting are also available, including Top of the Hub Restaurant on the 52nd floor of the Prudential Building with sweeping views of the Boston skyline.

Member Profile —Liz Perry

*Biotechnology Reference Librarian
Genentech Foundation Biotechnology Learning Center
San Mateo Public Library*

Genentech Foundation Biotechnology Learning Center at the San Mateo Public Library—The Vision, Collections & Services

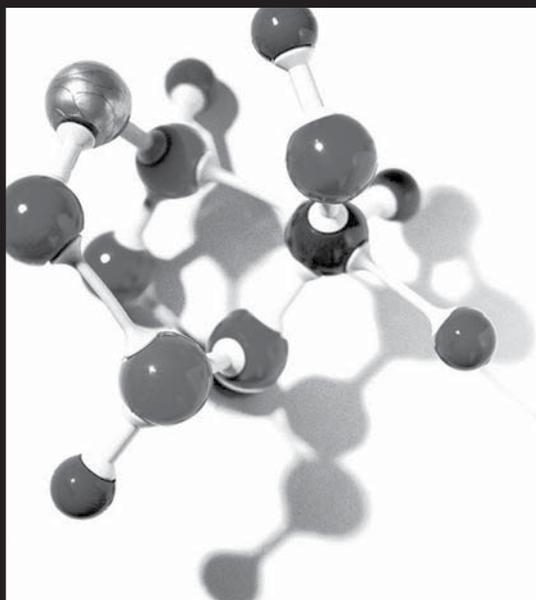
Liz Perry recently moved from the corporate biotech sector to the public library sector. It has been an invigorating change of venues, as she now works in the first ever biotechnology center in a public library! She is managing the collection and programs in the Genentech Foundation Biotechnology Learning Center, part of the San Mateo Public Library in San Mateo, California. The Library is in walking distance from her home.

When the new San Mateo Main Library opened on August 27th, 2006, it included the first biotechnology center in a public library in the nation. The Genentech Foundation Biotechnology Learning Center was imagined and created by the Library in partnership with local education and industry experts to provide the resources and programs necessary to prepare individuals to work in biotechnology and to provide a better understanding of biotechnology to the general public. The Center offers learning resources in the fields of biotechnology and life sciences for students of all ages. Work-

ing in collaboration with existing biotechnology education and training programs in San Mateo County, the Biotechnology Learning Center provides technical print and electronic resources that are current and comprehensive.



The facility is located on the second floor of the 3 story, 90,000 square foot library, close to other non-fiction collections and the Reference Desk. There is a seminar room that can accommodate varied biotech related programs, lectures, and where teachers can conduct classes. This is a facility where adults



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and adolescents can expand their learning during and beyond school. There are public computers that provide access to the Microsoft programs and databases for homework help as well as for general online searching, accessing the Library's catalog, and for navigating the Internet, all via a homepage that is unique to the Biotechnology Learning Center.

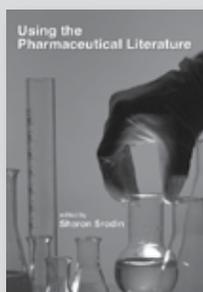
The collection was built to include books on bioethics, cloning, stem cell research, genetically modified foods, investing in biotech, careers in biotech and more! There are subscriptions to core scientific and medical magazines and journals that are not usually found in a public or school library, including *Cell*, *Nature*, and the *Proceedings of the National Academy of Science*. The vision for the Biotechnology Learning Center includes offering seminars and workshops on a wide range of biotechnology and health topics including: how the science works, innovative biotech therapies, nutrition, alternative treatments, how to start a biotech company, and careers in biotech and pharmaceuticals.

To learn more about this wonderful new public library and the Genentech Foundation Biotechnology Learning Center, visit us at 55 West Third Avenue, San Mateo, California or <http://smplibrary@plsinfo.org>.



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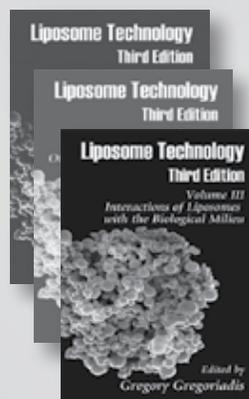


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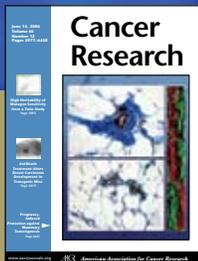
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for Cancer Research

Tips from the DPHT Discussion List

List Administrator: Cynthia Geremia
Cynthia.Geremia@pharma.com



Ideas to encourage use of physical space

What “non-traditional” ideas/services do you currently use (or have used or are considering using) to encourage more customers in your organization to use your physical space?

— Wendy Blue, MLIS, Manager, Knowledge Management Centre, Novartis Pharmaceuticals Canada, Inc.

Over 40 division members responded to Wendy’s inquiry. The responses ranged from offering “wireless internet, big tables, and squishy chairs” to providing a space for lunchtime yoga. We’ve summarized just a sample of the many terrific ideas that were submitted to Wendy. Our thanks to everyone who took the time to share their great ideas and experiences!

- Offer employees a space to escape. Offering a nook with network access from a computer in the library is great for someone looking to escape ringing phones and constant interruptions, especially when they’re working on a complex project. The workspace is also very useful for employees who are visiting from other sites.
- Don’t be afraid to try something different. Host an art exhibition featuring company artists or hold a book exchange. Install a television to provide access to breaking news. Or, offer your space for lunchtime yoga classes. One respondent created a “Starbucks-like atmosphere” and offers comfy sofas and chairs, a white board, and complimentary coffee, tea, and hot chocolate. Another respondent is considering playing soft background music. And one information center keeps a chess game going all of the time. Anyone can stop by and make the next move.
- Hold a vendor fair or an open house. Invite vendors to exhibit in your information center. They can provide overviews of their products and giveaways, and you can provide the food and drink. One respondent and her colleague love to bake, so they hold an open house around the holidays featuring their services and delicious baked goods.
- Offer training sessions and “networking cafes”. Demos, how-to sessions, and just-in-time training are great ways to get people into your space.
- Not everything is available electronically. Be the company’s depository for older materials and other things not available online such as annual reports and other internal corporate communications, newsletters, and magazines.

- Don’t overlook the little things. Provide tax forms during tax season, or sell postage stamps.

Finding biotechnology companies

“Is anyone aware of a source which lists the names of biotechnology companies by state?”

- This link might give you a start: <http://www.biospace.com/biotechhotbeds.aspx> though it’s a roundabout method, you can do a company search by SIC (usually 2834) and limit it to state like on Edgar.
- I have done this kind of search using the “Company Dossier” feature that I include in my Nexis.com license. It works, and the users (always Corporate staff requesters) love it! Modify the SIC Code to pick up the Biotechnology companies. I believe it is 2836.
- Corptech includes biotech companies and allows one to list by state.
- BioCommerce Data’s Biotechnology Directory, available through Dialog File 286 could provide this information. The Biotechnology Directory is also available through Datastar. The Dialog file stopped updating in October 2005, but according to the datasheet the DataStar file is current for directory listings.
- I would like to recommend Hoovers, Factiva, or Thomson BIS if SIC code based searching with geographical segmentation and facile output to something like Excel are all important, and if you don’t want to use or have access to Nexis/Edgar.



See “Accessing the DPHT Website and Discussion List (Listserv)” on page 14.



A Guide for Buyers: Evaluating Products

At Outsell, we've noticed that many of our clients ask us for help in making decisions about information purchasing or renewal. As content experts for the organization,

the information management (IM) team is on the front line to figure out what information tools, products, and resources are required. The myriad offerings and packages available can make selecting the right product a daunting task. Initiating an explicit product evaluation process is key to good and consistent decision-making for content acquisition. While product evaluation approaches may differ among organizations, Outsell recommends the following eight-step process.

Step Three: Identify Products and Suppliers

Locate the products and suppliers that provide what the IM function or its customer is looking for. Be sure to look at existing suppliers, for two reasons. First, it's not unusual for a needs assessment to uncover awareness issues – meaning that clients have a need for which a solution already exists, but they don't know about it. Second, current suppliers might offer a product that meets a need and can be added cost-effectively to an existing suite of products that the IM function already licenses.

Step Four: Create an Evaluation Template

Once the IM team knows what products it is interested in, it needs to identify the characteristics or attributes of the products that matter most to the team and to clients in order to assess the value of each for the organization. The template contains these attributes and serves as a test guide during hands-on product evaluation. IM leaders will also want to include other areas of consideration such as features and functionality, pricing, customer service, and training.

Adding a simple rating system to the evaluation

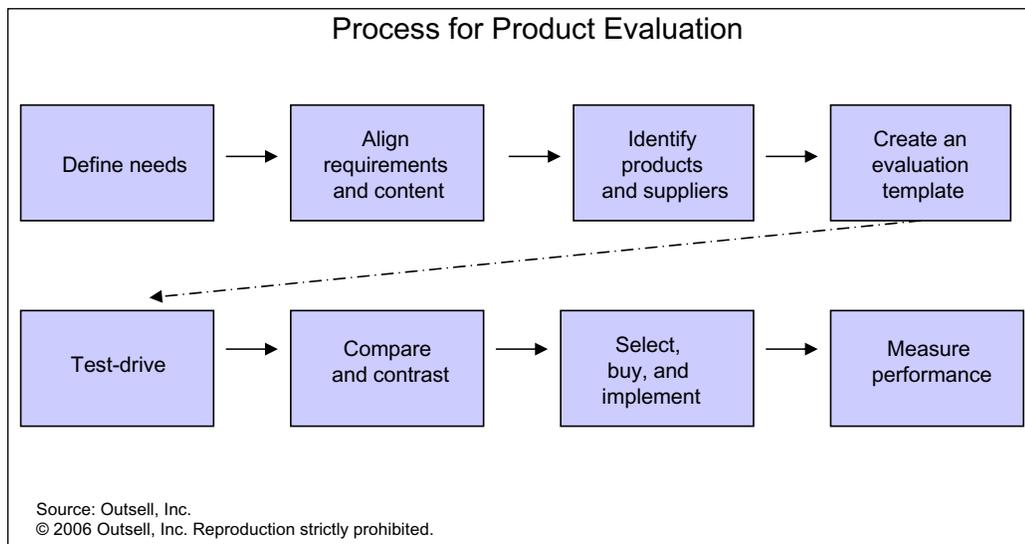
template aids decision-making and can be used as a product scorecard over time.

Step Five: Test-Drive

Try-before-you-buy is a critical step to make sure the product provides what you need, is sufficiently easy to use, and works well behind your firewall delivering on the requirements you've outlined in your evaluation template. In addition to a hands-on test-drive, seek recommendations from other users of the product. "Real world" opinions from customers who have the resource in full production and can share its track record are crucial.

Step Six: Compare and Contrast

It makes sense for IM testers to have the product evaluation grid on hand during testing, as a reminder both to attend to specific issues and to fill in their impressions and comments while the testing experience is fresh. A guiding tenet for the IM team during evaluation is to keep in mind what makes a product unique and, if a test product's features overlap with



Step One: Define Needs

Figuring out what content resources and tools to bring into the enterprise implies knowing what's needed at the outset. Conducting assessments regularly will give good directional understanding of what types of products, tools, and content need to be introduced, expanded, or refreshed. Keeping this information fresh and easily accessible can help streamline and perhaps even shorten the product evaluation process.

Step Two: Align Requirements and Content

Translate information behaviors and preferences gleaned from needs assessments into requirements and connect them to available content. Mapping requirements provides not only a guideline for what kinds of content or tools are needed but also a basis for measuring a product's effectiveness, once it is purchased and deployed, in meeting the stated needs of the target market.

one already in use within the organization, to factor in the probability of users switching to another product.

Step Seven: Select, Buy, and Implement

Decision-makers now have a rich document with all of the necessary data to make an informed choice about whether and what to buy. Communicating IM recommendations and getting target user concurrence is a good way to close the loop with evaluation participants and hammer out any funding issues.

Step Eight: Measure Performance

The final stage of the process is to measure performance. The evaluation template serves as a guide to measuring how the product stands up to the most important requirements that were established for it. Following up with key users of the new product is an important activity to understand how well it is being received and the value it is – or isn't – providing.

In Outsell's Opinion

Product evaluation is a critical and integral part of procuring information resources, and best-in-class companies incorporate it within the larger process of strategic vendor portfolio management. Articulating and documenting clear needs-based requirements, conducting comparative trials, and maintaining ratings or scorecards is time-consuming and can be labor-intensive. But the benefit is that this process provides an evidence-based approach for funding and procurement and follows the tenets of good product development.



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Published by Haworth Information Press.

Haworth Information Press's Journal of Electronic Resources in Medical Libraries is a peer-reviewed journal published quarterly. A yearly subscription's price ranges from \$75 for an individual to \$275 for an institution (higher for subscribers outside of the United States). The content includes well-written, concise reviews and analyses of various hot topics in electronic content management within medical libraries. Such hot topics include choosing a link resolver, bringing content to end-user desktops, and the best electronic resources/databases for various medical specialties.

Each issue has unique articles in addition to continuous columns such as "eJournals Forum" and "PDAs @ the Library." The content is written by professionals from library and electronic media backgrounds. The writing is clear, and there are excellent figures of screenshots of various databases. One particularly helpful aspect of the articles is that almost all of them have a clear "conclusion" section whereby the authors provide succinct recommendations and/or advice. Another section of the journal is the book review segment.

Although not necessarily a negative feature, one should note that many of Haworth's own books are reviewed in the book review section of this journal—some books published a few years ago.

Overall, this is a helpful journal that would aid the medical or pharmaceutical information professional in keeping up with hot topics or solving problems that may arise in electronic content management.

*Patricia Wood, ML
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Ridgefield, CT*



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Sneak Peak: P&HT Division Schedule at SLA 2007 in Denver



Though it is only January and the start of the New Year, have you thought of Denver?!? The planning committee has been busy preparing a schedule which is filled with hot and enterprising topics! You will have a selection of not one, not two, but five continuing-education courses. You can anticipate the usual programming of our networking breakfasts, the annual business meeting luncheon and the no-host dinner. We have also partnered with the Biology (DBIO) and Competitive Intelligence (DCI) divisions.

We are still looking for moderators and sponsors. If you want to help, contact any member of the planning committee.

Jillian Amaral Fundraising Chair I
Margaret Basket, Professional Development Chair
Claudia Cuca Program Planner Chair I
Christine Leyva Chair-Elect

Here's the schedule of events for Denver:

Friday, June 1, 2007

5:30-7:30 PM: Pharmaceutical & Health Technology Division Board of Directors Meeting. Robyn Smith, Chair

Saturday, June 2, 2007

8AM-5 PM: Using Competitive Technical Intelligence to Stimulate Innovation: co-sponsored with the DCI.

Jay Paap, President, Paap Associates

The lifeblood of innovation is intelligence: customer needs, current and emerging technologies to meet those needs, and competitor's technical efforts that define the context in which innovation takes place. Drawing on extensive experience designing, implementing, and supporting innovative programs for government and industry, Dr. Jay Paap will present proven techniques for using Competitive Technical Intelligence to promote a firm's technical development programs, providing examples in which intelligence played a role in launching new initiatives.

8AM-12PM: Calculating ROI in Special Libraries and Information Centers: Consequences of NOT Having an Information Center. Sarah Aerni, Moderator

Dr. Jose-Marie Griffiths, School of Information and Library Science UNC Chapel Hill
Dr. Donald King

Have you been asked to "justify your existence?" Does your



management believe that the Internet has made your services obsolete? Learn how to provide ammunition to demonstrate your usefulness and value. This course will demonstrate calculation of a Return on Investment (ROI) for an information organization based on an economic tool called "contingent valuation". This method examines the consequences to parent organizations of not having an information center. Data collection instruments and a software package will be provided to course participants.

1PM-5PM: Selecting Document/Records Management Software: A Real World Experience.

Mr. Dale Carpenter, The Medicines Company

This session will demonstrate the processes and experiences a corporate librarian went through to research, select, purchase, implement and market a document/records management system for a young pharmaceutical company. Theory will not be discussed, just real-world problem solving through the collection, application, and assessment of the legal, regulatory and functional requirements of the corporation.

7:30PM-9:30PM: Pharmaceutical & Health Technology Division No-Host Dinner. Watch the listserv for details!

Sunday, June 3, 2007

8AM-12PM: Pharmaco-Vigilance: Online Resources and Strategies for Monitoring Adverse Events. CoSponsored with DBIO.

Bonnie Snow, Dialog

This course will provide practical examples on online strategies designed for systematic surveillance of the published

Continued on page 25.

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SLA 2007 Sneak Peek, continued from page 23.

literature, exploring terms and techniques that take advantage of special database indexing features to answer typical-and not so typical-adverse event inquiries. Government regulatory requirements will also be reviewed, along with applications and implications of free Web sources that compile product safety reports already submitted through official surveillance programs in Europe, Canada and the United States.

8AM-12PM: RSS 2.0 for Current Awareness and Alerts: A Hands-On "Getting Started" Experience.

Ms. Marjorie Hlava, Access Innovations, Inc.

Dr. Jay Ven Eman, Access Innovations, Inc

RSS is a format to share data, including news, documents, URLs, and search result updates. This class offers participants an overview of RSS technology, including case studies of use and a "hands on" opportunity to create an RSS feed. We will also discuss where to find RSS feeds and how to receive them on your Web site.

Familiarity with HTML and XML is required. Please bring a laptop to class to participate in the "hands on" exercises.

8PM-11PM: Pharmaceutical & Health Technology Division Reception

Monday, June 4, 2007

7AM-8:30AM: Pharmaceutical & Health Technology Division Networking Breakfast

11:30AM-1PM: Pharmaceutical & Health Technology Division Business Meeting and Luncheon: Robyn Smith, Chair

1:30PM-3PM: Embedded Librarians: What is a "Traditional" Setting for an Information Specialist? Speaker: TBD

A new paradigm for information specialists is to be "embedded" in the departments they serve. Is this the evolution of the Information Center or a trend which will quickly fade? Come for the presentation, stay for the discussion of the pros and cons of this trend.

4PM-5:30PM: Making Reports Pretty and Useful: Vendor Update on Post Processing

A panel discussion with major pharmaceutical industry vendors on their software report formats and visualization programs. This is a discussion on different types of post processing. How can the information be made very more visually pleasing (and useful)?



The Colorado Convention Center, site of this year's SLA Annual Conference.

Tuesday, June 5, 2007

7AM-8:30AM: Pharmaceutical & Health Technology Division Networking Breakfast

11AM-12:30PM: Beyond online. *Co-sponsored with DCI*

Moderator: Diane Webb, BizInt Solutions

Speakers: Anne Barron, President, AB-Comm (Canada) Inc.; Stephen Schulz, Principal, Line of Sight, LLC

A comprehensive competitive intelligence (CI) program requires competitor profiles that go beyond a traditional online search for trade industry news. Attendees will learn how to gather intelligence while attending trade shows and exhibitions (and creating a strategy for maximizing your time at those events); techniques for convincing your organization's sales force to provide intelligence on competitor products gleaned during visits to customers' facilities; and how strategic searching of patent applications and awards can strengthen your competitor profiles.

2:30PM-4PM: Designer Drugs? Biomarkers? Real Personalized Medicine: CoSponsored with DBIO. Speaker: TBD

Cancer research has fueled insight into what happens as cancer attacks cells. Lymphomas, correctly profiled, respond better to certain therapies, and show fewer relapses than a standard. Are we coming closer to a time when drugs may be indicated for specific gene types? Insight like this could speed disease regression, and cause fewer adverse events. Let's discuss a move from "one size fits all" drug therapy to very individualized regimens. What does it mean for the patient? What does it mean for the business of medicine?



Denver International Airport (DIA) is the sixth busiest airport in the nation and 10th busiest in the world

Continued on page 26.

SLA 2007 Sneak Peek, continued from page 25.

Wednesday, June 6, 2007

7AM-8:30AM: Best practices in CI & KM. Co-sponsored with DCI

Moderator: Joann Lustig, Vice President and Lead Analyst, Outsell Inc.

Speakers: Elio Evangelista, Senior Research Analyst, CuttingEdge Information; Karen Rothwell, Director, Outward Insights

Join us for COFFEE and an overview of evidence-based research, citing of best practices (“what works”), and case studies describing the different approaches used by firms to manage their competitive intelligence and knowledge management functions. Topics to be covered include reporting relationships and organization, skill sets sought by team members, descriptions of duties, outsourcing arrangements, and inter-relationships with other teams within the firm.

11AM-12:30PM: Pharmaceutical & Health Technology Division Board of Directors: Robyn Smith, Chair, Christine Leyva, Chair-Elect

3PM-4:30PM: Copyright Answers for the Information Professional

Speaker: TBD

What are the issues that companies face in dealing with the Copyright Clearance Center? Cost? What can one expect from a CCC License? Q and A to answer specific sticky/confusing topics. How responsible is an information professional when a company is not in compliance? Your questions..last day..ask away!

Thursday, June 7, 2007

7:30AM-5PM: Tour: Trip to the Rockies: The Rocky Mountain National Park & Estes Park

Come with us for a 10 hour deluxe bus tour, with tour guides, from Denver to Estes Park, the exquisite Stanley Hotel (which inspired “The Shining”), and one of the most scenic places in America: the gorgeous Rocky Mountain National Park, along Trail Ridge Road, weather permitting. We’ll travel all day and be back in time for dinner in Denver. Lunch included.



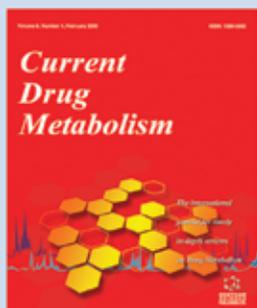
Echo Lake with Mount Evans in the background. Echo Lake is part of the Denver Mountain Park system

Photos courtesy of Denver Metro Convention & Visitors Bureau.

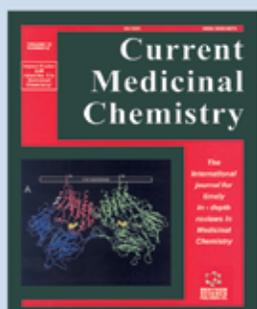
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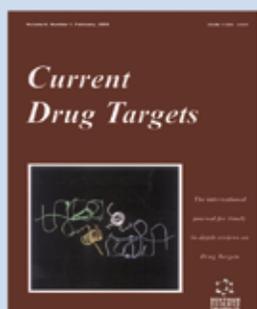
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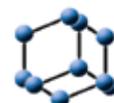
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