



NICHE MARKETING

EVELYN BRECK MORGEN, MLS
ASSOCIATE DIRECTOR
LYMAN MAYNARD STOWE LIBRARY
UNIVERSITY OF CONNECTICUT HEALTH CENTER
FARMINGTON, CONNECTICUT

Have you explored “niche marketing” for your library? It’s a powerful way to expand the use of your library’s resources and to gain support.

The American Heritage Dictionary defines a niche as “a special area of demand for a product or service.” As a librarian in a health care setting, you could target the specific needs of a specialized department in your institution and show them the parts of your collection they might find most valuable. Instead of describing library resources and services in general, you might do some research in advance and then ask to meet with either the department head or an influential staff member to show them what you’ve found.

Here are some possible steps toward doing that.

- ✓ Look at the broad picture within your institution. Identify one or two departments that need library services.
- ✓ Create a list of the journals, monographs, or other library resources you think that department would find most valuable in your collection.
- ✓ Skim some recent issues of the major journals for subjects or authors that seem to be hot topics in that department’s field. Pick one.
- ✓ Do a PubMed search with that topic as the major topic of the article. Limit your search so that you have a short relevant list. Copy one of the key articles.
- ✓ Ask to meet with the department head or an influential staff member of that department and show them what you have found.

NOW'S THE TIME!

JOAN YANICKE, MLS, AHIP
MANAGER, LIBRARY SERVICES
ST. VINCENT HOSPITAL /
WORCESTER MEDICAL CENTER
WORCESTER, MASSACHUSETTS

I have always wanted to celebrate National Medical Librarians Month (October), but it seems to sneak up on me and soon it's too late to do much of anything. However, I have collected many, many ideas from other sources and thought this would be a good time to dust them off, organize them and share. Maybe you will do a better job of putting them to use than I have!

First and foremost, check out the MLA website for a bunch of info!



<http://www.mlanet.org/resources/nml-month/>

You can start small with some simple things like:

- Change your voice mail greeting to include "Happy National Medical Librarians Month."
- Similarly, add it to your automatic e-mail signature.
- Add a banner on your inter- or intranet page.

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- ✓ Offer to attend a departmental staff meeting to demonstrate these resources and services to the staff. You could also ask if there's another topic that would be more relevant than the one you picked.

Here at UConn Health Center, we began targeting the nursing department about a year ago. That department invited one of our staff to join the nursing research committee. They have since asked for a series of monthly in-services for their staff. Before we targeted them, use of the library by the nursing department was minimal. Niche marketing works!

THE MARKET NEWS

The Market News is an occasional newsletter of the North Atlantic Health Sciences Libraries (NAHSL) Marketing Committee.

Marianne Burke University of Vermont
Dana Medical Library

Daniel Dollar Yale University
Cushing/Whitney Medical Library

Kimberly Lavoie Roger Williams Medical Center
Health Sciences Library

Jill Livingston University of Connecticut
Homer Babbidge Library

Rachel Vigneron Austen Riggs Center
Austen Fox Riggs Library

✪ Graphic Design by Ellen Painter Dollar ✪

Contact the NAHSL Marketing Committee
c/o Jill Livingston, jill.livingston@uconn.edu

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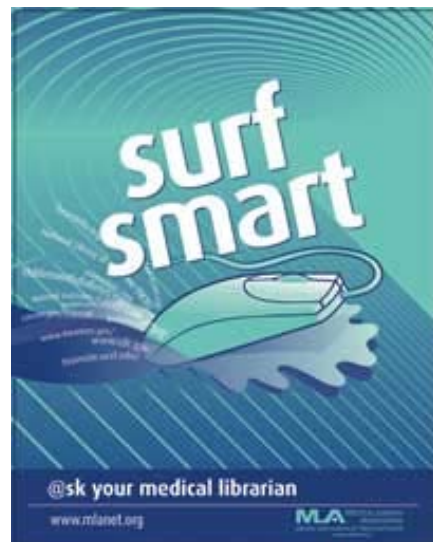
If you want to do a little more:

- Have a contest (how many bookworms are in the jar?)
- Try a quiz (library trivia or name the movies or books that featured librarians prominently.)
- Make table tents (fold a piece of card stock in half so it stands up on a table) and advertise your hours, location, staff and services.
- Create and distribute a bookmark with your library's information on it.
- Hold a raffle (Do you have a survey you would like to give? This could be a match made in heaven!)
- Make up games and fun stuff:
 - In 25 words or less, what do you think a librarian does?
 - Word scrambles with library terms.

If you want to move up a bit more:

- Plan some special occasions such as tours, an open house, special meals for target audiences, or perhaps some special teaching sessions on the Internet or other resources.
- Create and distribute a library brochure.
- Have a book fair.
- Or a book sale. This is a great time to get rid of your old books! If you have some good ones to get rid of, try a silent auction!

Whatever you do, DO SOMETHING! We're worth it!



MARKETING THE LIBRARY AT LIFESPAN LIBRARIES – ACADEMIC MEDICAL CENTER

MARY ANN SLOCOMB, MLS, AHIP
DIRECTOR, LIBRARY SERVICES
LIFESPAN LIBRARIES / RHODE ISLAND HOSPITAL
PROVIDENCE, RHODE ISLAND

One method the library uses to advertise its services and resources is to create an attractive display in a glass showcase within the hospital. In the past year, members of the Lifespan Library staff have created three such displays to celebrate:

1. National Medical Library Month (NMLM) – October, 2002.
2. Reading Across Rhode Island – February, 2003.
3. National Library Week – April, 2003.

At this writing another display will be set up for NMLM during the first two weeks of October 2003.

BACKGROUND

Lifespan is a major health care system in New England and provides approximately 70 percent of the teaching hospital programs for Brown University.

Lifespan's Academic Medical Center is composed of:

- Rhode Island Hospital (RIH) – 719-bed acute care, Level I Trauma Center.
- Hasbro Children's Hospital (HCH) – pediatric division of RIH.
- The Miriam Hospital (TMH) – 247-bed acute care, general hospital.
- Bradley Hospital (BH) – children's and adolescent's psychiatric hospital.

Lifespan also provides library services, via contract, to Women & Infants Hospital (WIH), a member of the Care New England health system. WIH is located on the same campus with RIH and HCH. WIH is also a teaching hospital for Brown University.

DISPLAY CASE INFORMATION

In the hallway of RIH between the main 12-story hospital and the 12-story Ambulatory Patient Care Center, there are 3 display cases where departments can set up exhibits. This location provides high visibility to staff and visitors. Because of demand, a department usually can only reserve one case for one week at a time. The dimensions of the case are 90" wide, 30" deep and 40" high.

1. NATIONAL MEDICAL LIBRARIAN'S MONTH – OCTOBER, 2003

The library was able to reserve one case for the week of October 18th to 25th. The theme we chose was "Medical Information – Then and Now." The purpose was to highlight some of the changes that have occurred in the library and its services, and to acknowledge the staff. We tried to keep the display attractive, colorful, uncluttered, and informative.

Some of the items in the display case included:

- A. Old tattered medical books, print version of Index Medicus progressing across the case to a computer with CD-ROMs, disks, etc. and a PowerPoint presentation (described in the next paragraph) running on the computer.
- B. Two Pictures: 1) Dr. John Peters, Superintendent of the hospital from 1889 to 1934 and for whom the library is named, and 2) Dr. Joe Amaral, our current RIH President 2000-, who was a Brown Medical School graduate, a resident and then a staff member at RIH. As a resident he was an avid library user and continues to use the library and its services as RIH President. Dr. Amaral came to the library to have his picture taken for this display.
- C. A picture of a physician at TMH loading a shopping cart with books in the library's old location.

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D. History of the development of the RIH library.

E. Four Posters: 2 MLA including this year's; "Take a Byte..."; MEDLINEplus; and MDConsult.

The PowerPoint presentation showed continuously during the entire week. The presentation lasted about 70 seconds and depicted the library staff at the various sites and the many services offered at the libraries.

The library staff received many compliments about the display. The best compliment was when one Vice-President commented to me the following week during the JCAHO visit that he would have liked the library display up during the survey. He felt that this was just the type of display that would appeal to the Joint Commission surveyors.

Currently, 2 pictures of this display can be seen on MLA's website at:

http://www.mlanet.org/resources/nml-month/2003/nmlm_display_03.html#4

We are glad to have this national exposure.

2. READING ACROSS RHODE ISLAND (RARI) - FEBRUARY – MAY, 2003

This program, which was spearheaded by the Providence Public Library, was to promote literacy in RI. The motto "one book – one state – *literally*" was chosen. The idea was to have everyone in the state read the same book during this time period and hold a variety of activities to promote discussions. The book chosen was "*Wish You Well*" by David Baldacci. This one book, one state concept with this specific book worked well in Maryland the previous year.

Once again the library was able to book one display case for one week in the hospital. The purpose was to provide exposure for the program. A scene from the book was depicted using a wishing well, teddy bear, old letters, mountain scenery and copies of the book. A list of activities occurring throughout the state concerning the book (group discussions, author signings, etc.) was posted as well.

This display along with a write-up about the book and program on the library's website, which was linked from Lifespan's intranet homepage, had an impact on the employees of Lifespan. Of the 23,035 total website page requests to RARI, Lifespan had the fifth highest number of requests of all of the 761 organizations who visited the site. If you are interested in finding out more information about the program, you can visit: <http://www.readingacrossri.org>

3. NATIONAL LIBRARY WEEK – APRIL, 2003

For the display theme the library chose "Exploring Cyberspace." We found a picture of an astronaut floating in space and used this as our focal point. We had the picture blown up and used two copies. We put up blue fabric with silver stars for the background and placed the astronauts on the fabric. We then cut out various shapes of stars and comets and printed useful websites on their "tails". These also were placed onto the fabric. We created 8-1/2 x 11" posters with cosmic designs and listed the Lifespan Library sites on one sheet and the Library Services we offer on the other. The overall appearance of the display was striking.

4. NMLM – OCTOBER, 2004

It's hard to believe that NMLM is here again. This year's theme will be MLA's "Surf Smart" poster. With Rhode Island being the "Ocean State", we are using an ocean theme. We will be using blue printed fabric to simulate the ocean and waves, tan fabric to simulate the sand, cloud fabric to simulate the sky. In addition there will be a lighthouse and seashells to enhance the effect. MLA's poster will be the centerpiece and other information and website listings will surround it. Information on identifying and evaluating good health care websites will be the focus of the information presented. These handouts will then be used for a display table later in the month, which will be set up in the cafeteria at two of the Lifespan sites.

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SUMMARY

Display showcases can be an effective way to give the library visibility. They can be fun but demand a lot of hard work to do an effective presentation. However, they are worth it. With each display, we try to improve upon and outdo the previous ones, raising the bar each time.

With the amount of work involved, we now try to book two weeks for our displays to have more exposure. From the responses we have received, we believe that these displays have an impact, and we will continue to use this method of marketing in the future along with other methods.

Our displays could not be effectively compiled by just one person. It is a team effort. The credit goes to my Systems Librarian, Regina Swanson, and my secretary, Kellie Dougherty, for putting the displays together. Thanks also goes to the Information Services (IS) Department for helping to set up the Power Point program in the first display.



HOME SHOW

MARILYN T. PITMAN, MLS
DIRECTOR, LIBRARY SERVICES DEPARTMENT
BRISTOL HOSPITAL AND HEALTHCARE GROUP
BRISTOL, CONNECTICUT

One of the “givens” of our community hospital’s Public Relations department is participation in the area annual Home Show, so when I joined the hospital five years ago, I asked if Library Services could be included. Our Public Relations director said “Sure,” put me on the list, and provided a large Library sign to coordinate with those of other departments. It was official! Since that first time, I have fine-tuned our department’s contribution to fit within the amount of “extra” time available to devote to the endeavor (practically none!).

Our library staff members total 1.2 FTEs, and volunteers for the Friday-through-Sunday event are at a premium, so providing meaningful staff coverage is unrealistic. After a year or two, I learned that the only time it is necessary to go to the site is during set-up. I limit materials to what will fit into one easily carried box, make arrangements through Public Relations to share a table with a more heavily staffed department, and convey to a couple of people which items may need restocking from time to time.

A few days before the Home Show, we box our materials, label the box “Library Services,” and deliver it to a designated common area in the hospital for General Services to deliver to the site. Our short list of items, saved in a small Word file, currently includes selected books, brackets for displaying them, Library Services brochures, a brochure holder, a holder with business cards, and giveaways.

Giveaways at a Home Show are important. I am convinced they are the main attraction for many attendees! Some successful giveaways we have used are MEDLINEplus bookmarks, MEDLINEplus pens (back when they were free), a drawing for a free copy of the Merck Manual: Home Edition, custom-inscribed pens with magnets on them (a real hit!), and book-shaped magnets with contact information for Library Services and other hospital information resources. Last year, for the first time, we used National Cancer Institute (NCI) booklets, at less than ten cents each, for our giveaways.

Naturally, we stamped them all with our custom “Provided by” stamp, complete with contact information, so consumers would remember where they came from. That giveaway was so popular we ran out of booklets right away, so this year we will order a larger supply and provide the NCI booklets again.

At the end of the Home Show, the Public Relations department packs up our pre-labeled box and sends it back to the hospital, where, on Monday morning, we take a quick inventory and put everything away. We then solicit feedback from other staff and make relevant changes to our “Home Show” Word file. After that, we are finished and ready for next year!

MARKETING A NEW LIBRARY

NANCY GOODWIN, MLIS

DIRECTOR

TREMAINE LIBRARY

AND

LORI LANTOS, MLIS

LIBRARIAN

PATIENT RESOURCE LIBRARY

CANCER CENTER

MIDDLESEX HOSPITAL

MIDDLETOWN, CONNECTICUT

When Middlesex Hospital opened the doors to its new outpatient cancer center in the fall of 2002 the very first thing a visitor saw was the Patient Resource Library (PRL) behind a floor-to-ceiling glass wall along the entrance corridor. We consider ourselves incredibly lucky that our hospital administrators included a library in the planning from the very beginning and that the location makes us highly visible to every visitor. We make sure that everyone gets a friendly greeting and has a positive first impression of our library.

We chose to call it the Patient Resource Library so that patients would know it's for them instead of the health professionals. The 647 square foot library has books, audiocassettes, videos, a TV/VCR/DVD player, and computers for patrons who want to search on their own. All materials can be borrowed.

Initially the library worked closely with the hospital's marketing department. The PRL librarian met with a reporter from the local paper and a story ran with details about what the library would offer. One Sunday an entire insert on the new cancer center ran in the local paper and included a piece on the library with photographs. The marketing department had attractive bookmarks printed with a list of the resources available, the librarian's contact information with the telephone number and e-mail address, and a short list of cancer websites.

Once the "grand opening" marketing blitz was over we focused on other ways to promote the new library. A presentation was given to the local AARP chapter on "Finding Good Quality Health Sites" that was very well received. The reference department from Middletown's public library was invited for a tour and to meet the new librarian. Promotional materials on books and websites are now shared between the two libraries.

The PRL librarian was a featured speaker at a breast cancer awareness event organized by the Middlesex Hospital breast cancer coordinator. She addressed the group and gave them a brief overview of the library and its services. This is a twice-yearly event that will be an ongoing opportunity to market the library.

To draw people into the library there is a book display beside the entrance that holds an ever-changing selection. This is the most viable way to get books to circulate, as it turns out. Generally, patients and family members go directly to their appointments, but on their way out, the book/video display is an effective way to draw people into the library. It's amazing how a simple feature like this will attract new users!

Another service the library provides is the county's two major newspapers. Patients stop in to read while waiting for a ride and family members often read the paper while waiting for treatments to finish. The newspaper is a great way to break the ice; it is a way patrons can introduce themselves and become comfortable enough to ask a personal medical question.

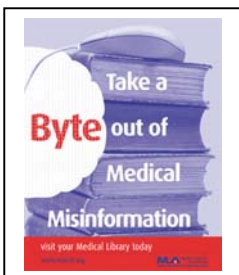
The library's low bookshelves allow for books, videos and pamphlet displays to be featured on top. The library also displays brightly colored kites from the Sound Winds Middlesex Hospital Kite Festival, held each year at Hammonasset State Park, with all proceeds going to the cancer center.

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Another display is Sojourn bears, made by volunteers for patients undergoing cancer therapies. All of these make the library a bright and welcoming space.

The librarian is an active member of the Cancer Center Events Committee, a key factor in making the library an integral part of the cancer center. The program that has most involved the library was inspired by recipes in the library's collection of cookbooks. The author of one book actually donated three books to be raffled off at the event. Each recipe provided suggestions on what to eat when experiencing side effects due to cancer treatments. It was a great hit with staff and patients because there was delicious food to sample!

The focus for the upcoming year is community outreach. A monthly book discussion will be held in the library and more "healthy" Internet searching workshops will be offered. The librarian will also be making presentations on library services as part of the cancer team's introduction and welcome to new groups of patients. Future plans include developing a mobile library for inpatients and short workshops on cancer related topics.



ADAPTATION, NO NOT THE MOVIE, BUT MARKETING

KIMBERLY R. LAVOIE, MLS
HEALTH SCIENCES LIBRARIAN
ROGER WILLIAMS MEDICAL CENTER
PROVIDENCE, RHODE ISLAND

At my library, I adapted ideas from last year's edition of *The Market News* to create several promotional opportunities. Some of the ideas, I used were:

CAFETERIA DISPLAY

Diane E. Wallace, Coordinator of Library Services at Brockton Hospital, shared her idea of asking employees to "Bring Your Appetite for Information" to the cafeteria. Her cafeteria display focused on journals, books, sample searches, and provided a handout with a menu of services offered by the library.

I like this idea, too! It was creative, innovative, and easy. My cafeteria promotion centered on the theme "The Library is Here to Serve You!" I did a display with blue-plate specials, which highlighted the library's specialized services, such as instruction, SDI searches, table of contents services, literature searches, and document delivery of articles and even popular books from local public libraries. I created a pamphlet in the form of a menu with database offerings and services, plus a suggestion to call for reservations to consult with the librarian, but that reservations were not necessary to enjoy your library experience.

The cafeteria was a great location for all employees to easily pick up information during their lunch break. It did not take any extra effort to bring employees to the location. Also, in conjunction with the cafeteria, the library gave five-dollar meal certificates to employees that answered some questions correctly about our services. These question cards were on the cafeteria tables; all the answers were in the "Menu" pamphlet.

BULLETIN BOARD

Winifred Jacome, Director of the Medical Library for Naval Health Care New England, reported that she used bulletin boards to promote new books and videos with a different theme on a monthly basis.

I decide to use my library's bulletin board located in the main hospital corridor to focus on the value of the library. Each month, I selected a quote from the librarian's hot quotes published by MLA and dedicated the board to a specific service or resource. For example, I did bulletin boards on Medline, CINAHL, LinkOut, Literature Searches, Document Delivery, Up-to-Date, Books, Journals, and everyone's favorite Roger Williams Medical Center Contributions to Research. The "Contributions to Research" bulletin board was dedicated to the articles published by the medical staff during the past 2 years. The board featured quotes from the staff on how the library helped obtain references and information. Just, another adaptation of a fellow librarian's marketing suggestion put to good use.

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Adaptation... from page 7

LIBRARY GIFTS

Kathy Brunjes, Reference Librarian at Central Maine Medical Center, used “gifts” such as library logo pens, brochures, bookmarks, and even candy to bring patrons into the library. My patrons were always asking about basic information, for example, hours, telephone numbers, and e-mail addresses. First, let me state that I have several signs and documents with this information. But, I decided to create some simple bookmarks with hours, staff, telephone numbers, and e-mail addresses. The bookmarks worked like a charm. They are very easy to create and print out in multiples. Staff use the bookmarks to hold places in journals and jot down notes or citations. With the bookmarks, there are no more questions about what time do you get here tomorrow? Better yet, no questions when I depart each evening at the right time.

By adapting these ideas to my library, I did some easy and great things. Being a solo-librarian, my days cannot be spent creating an elaborate marketing campaign for my library, nor do I have the financial resources. These simple ideas worked well in helping to market the library’s resources and services to employees. So, thanks to my fellow librarians. Oh by the way, I added the candy dish with mints and chocolate. Yes, they come in for the candy, read the *New York Times* or the *Providence Journal*, and maybe ask the librarian for a literature search or an article that they cannot seem to find on their own.

TIPS FROM THE TRAIL

JILL LIVINGSTON, MLS
INFORMATION SERVICES LIBRARIAN
HOMER BABBIDGE LIBRARY
UNIVERSITY OF CONNECTICUT
STORRS, CONNECTICUT

Over the course of my career, I’ve noticed some small things libraries do that have a positive impact on their image. Here are some of my favorites.

SIGN ME UP

Quality signage makes it easier for patrons to use the library and, at the same time, promotes a positive image of the library. All signs displayed in the Homer Babbidge Library at the University of Connecticut use standard fonts, colors, and consistent wording. The fewer amount of signs and words used, the better. Having a standard look even improves the appearance of paper “Out of Order” signs. But, an inexpensive and great idea for signs that will hang for longer periods (i.e. “Oversized Books”, “Current Journals”) is to have a copy shop print and mount them on PVC board. Each PVC-mounted sign generally costs under \$10, looks terrific, and lasts indefinitely.

For anyone interested in creating terrific library signage, I highly recommend the following article:

Johnson, Carolyn R. "Signs of the Times: Signage in the Library." *Wilson Library Bulletin* 68 (November 1993): 40-42.

A bibliography of other good articles can be found online at:

<http://www.iun.edu/~libemb/signage/biblio.htm>

COMMENT BOXES GONE PUBLIC

The Lyman Maynard Stowe Library at the University of Connecticut Health Center takes a unique approach with their comment box. When a patron submits a comment about a library service or facility, an appropriate staff member will write a response to the patron. Both the patron’s comment and the corresponding response are then pinned to a corkboard that hangs directly above the comment box. By displaying them this way, the library is sending a message that it cares about patron feedback. The comments and responses make for popular reading material in the library.

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SAY CHEESE

As we all know, if we asked some of our patrons to name the top 5 best things in the library, they would list the journals, books, computers, copiers, and comfortable chairs. To our dismay, they would never think about the people who work so hard to make these valuable things available. Two libraries I know of have taken different approaches to put the spotlight on the people responsible for the place.

Several years ago, the W.E.B. DuBois Library at the University of Massachusetts at Amherst used its bulletin boards to profile the job responsibilities of its librarians alongside the extracurricular interests of the librarians. Some of the hobbies on display were art, writing, and athletics and actual samples of art and photographs of “off-duty” librarians were used to bring the hobbies to life. As we all know, librarians are vibrant and interesting people, so it wasn’t difficult to grab people’s attention by profiling both their work and hobbies. I loved this two-fold approach because it helped people to understand the complexity of work required to support a library; and because the personalization of the librarians helped to break down the stereotypical image of the librarian.

The Homer Babbidge Library at the University of Connecticut took a different approach in profiling its librarians. The library decided to take down its ALA READ posters and instead devote the wall space to a “Subject Specialists” display. A large printout lists the general services offered by subject specialists. Smaller 8.5”x 11” printouts show a photo of each subject specialist with a list of the specific patrons they are responsible for. Also included on the smaller printouts are the subject specialists’ e-mail addresses and holders for business cards. The photos attract peoples’ attention and the business cards give them something to walk away with. Though the Babbidge Library has enough staff to designate subject specialists, even one-person libraries could modify this approach to highlight the services they offer. The three essential ingredients are a photograph, a service-oriented librarian, and business cards. *YOUR PHOTO GOES HERE!*

Finding New Ideas

JOAN YANICKE, MLS, AHIP
MANAGER, LIBRARY SERVICES
ST. VINCENT HOSPITAL / WORCESTER MEDICAL CENTER
WORCESTER, MASSACHUSETTS

I have subscribed to a publication called *MLS, Marketing Library Services* for several years. I wish I had time to implement all the things I have found there! It covers marketing strategies for all types of libraries, though medical libraries are not highly represented. It's amazing though, how reading an article about public or corporate strategies can set off a thought chain that brings it to a much more useful place for us. It may not fit well into everyone's budget, but no matter! The website (<http://www.infotoday.com/mls/default/shtml>) has several full text articles each month and keeps them there for several years. It doesn't cost anything to bookmark the site and check it periodically! What have you got to lose?

Cafeterias	Walls	Tables	Bulletin Boards	Elevators	Display Cases	Freebies
Websites	Staff Lounges	Departmental Buildings	E-mail	Listservs	CE's	
Newsletters	Pens and Pencils	Pins	Posters	Tent Cards	Signs	Using Color
Community Cable	Programming	Letters to the Editor	Parties	Food	Library Alerts	

MLA Recognizes Quality Promotional Efforts Of Two New England Libraries!

Congratulations to the two New England Libraries whose creative promotions were selected for display on the National Medical Librarians Month section of MLANET.

Lifespan Libraries/Rhode Island Hospital, Providence

2003 Flyers and Displays

“Offering patrons a look back in time, the library staff at Lifespan Libraries/Rhode Island Hospital used items ranging from antiquated books to computers for their "Medical Information: Then & Now" display for NMLM.”

Children's Hospital Boston, Boston, MA

2002 Brochures

“Used to promote the Children's Hospital Library, Boston, MA, this piece was developed to introduce the available library services to new staff and to serve as a fundraising vehicle for the development office.”

See these and other great ideas at:

<http://www.mlanet.org/resources/nml-month/2003/index.html>

**Do you have a marketing
success story you would like
to share with your
colleagues?**

**Write it up for the next issue
of *The Market News!***

**Contact
Jill Livingston
University of Connecticut
Homer Babbidge Library
Storrs, Connecticut
jill.livingston@uconn.edu**

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