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2000 Charleston Conference-Call for Ideas

Editor

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Lamb Interview
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finding creative ways to self-publish on the Internet. As we have seen on a global basis, when you remove the barriers to free trade, business flourishes.

ATG: You have varied experience in the industry. Can you tell us about your background?

CL: In 1991-92 I left print publishing for **Faxon's** electronic services because I perceived that users wanted information at a faster pace and intermediaries were building new services to deliver information faster. I gained an enormous perspective on the industry and a different angle on electronic delivery.

I then worked for INSO which was a spinoff of Houghton Mifflin. This division had created Spellchecker™ using the *American Heritage Dictionary* and sold it to OEMs for multimedia reference and consumer products. I managed licensing and product development for other electronic reference works. They were way ahead in using SGML to structure reference works.

SilverPlatter was intriguing as a secondary publisher aggregator, which was working on linking bibliographic information to fulltext for the scholarly and professional world.

My perspective on the industry has encompassed primary and secondary publishing and a subscription agent offering TOC access and document delivery. My role has grown with each company but I've always chosen with my gut what will work best. I find the information industry interesting and challenging and have no desire to switch to another industry.

ATG: Tell us about yourself. Family. Hobbies. Reading, etc.

CL: Business reading: I just read Hal Varian's book *Information Rules: a Strategic Guide to the Network Economy*. I'm in the midst of reading *Weaving the Web* by **Tim Berners Lees**. I love to read poetry: **Neruda, Dickinson, Heany, Plath**. My two sons are 10 and 13 and both know all about the Internet. The older one is an active trader on **eBay** and sees a future as a Wall Street trader and the younger one knows all the **Pokemon** hotspots and was delighted when *Encyclopedia Britannica* became available free online. I have a wonderful husband who holds down the fort while I'm on the road. He is a sound mixer at **WGBH TV**, the PBS station in Boston. We are all avid skiers.

ATG: Since this interview, ingenta has bought CARL Uncover. What was the mo-

tivation and how do you expect this will impact the market?

CL: There are potent benefits to bringing ingenta and UnCover together. Both ingenta and UnCover give away the citations, abstracts and tables of contents of publications as a navigation aid to finding the right article. Publishers in ingenta will benefit from the added traffic and usage which will come from UnCover customers accessing their electronic subscriptions through ingenta. UnCover library customers will benefit from having access through ingenta to electronic articles on a pay-per-view basis or by subscription. UnCover publishers will be offered incentives to deliver articles electronically through ingenta. Ingenta's e-commerce and alerting services for libraries will be enhanced by adding those from UnCover.

Both services will be reengineered in the next year to bring together the best features into one service. UnCover benefits from the significant financial investment that ingenta brings to the deal. With the companies combined, new services will be developed that expand usage and delivery of fulltext research information on the Internet. Through the Uncover acquisition, ingenta's reach in the US market has been established overnight. Traffic to the site will be ten times higher than before. 🌐

Editor's note: ingenta currently offers 2,600 journals of which approximately 1,100 are from Elsevier and are only available in the U.K. See the upcoming interview with Mark Rowse in The Charleston Advisor (v.1#4, June, 2000) by George Machovec, Chuck Hamaker, and Katina Strauch. —KS

Charleston 2000 Conference Call for Ideas/Papers/ Speakers/etc.

Issues in Book and Serial Acquisition: Is Bigger Better?
Nov. 1 Preconferences and Vendor Showcase,
Nov. 2-4 Main Conference, Nov. 4 Post Conference

If you are interested in leading a discussion, acting as a moderator, co-ordinating the lively lunches or simulation rooms, or would like to make sure we discuss a particular topic, please let us know. The **Charleston Conference** prides itself on creativity, innovation, flexibility, and informality. If there is something you are interested in doing, please try it out on us. We'll probably like it...

The Conference Directors for the **2000 Charleston Conference** include — **Rosann Bazirjian**, Chair (Penn State University) <rvb9@psulias.psu.edu>, **Stuart Grinell** (Ambassador Books and Media) <bookman@iquest.net>, **Heather Miller** (SUNY-Albany) <hm766@cnsvax.albany.edu>, **Jack Montgomery** (Western Kentucky University) <jack.montgomery@wku.edu>, **Marietta Plank** (Chesapeake Information and Research Library Alliance) <mplank@deans.umd.edu>, **Katina Strauch** (College of Charleston) <strauchk@earthlink.net>.



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