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And They Were There -- Reports of Meetings -- 24th Annual Charleston Conference Issues in Book and Serial Acquisition, Charleston, SC, November 3-6, 2004

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Books Are Us
by Anne K. Robichaux (Professor Emerita, Medical University of South Carolina) 
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Column Editor’s Note: This column covers fictitious accounts of people in our industry—librarians, publishers, vendors, booksellers, etc.—people like us. All contributions, comments, suggestions are welcomed. —AR

The Dewey Decimal System of Love (New American Library, Penguin Books, 2003, ISBN 0-451-20971-0), by Josephine Carr, is easy, quick and fun to read. Each chapter opens with a reference to the Dewey Decimal System, appropriate to the subject covered in that chapter, which is the most appealing aspect of the book to me. In one chapter this condition is described as the “Dewey decimal disease,” the compulsion to mention where in the library one might find information on the subject being discussed.

The narrator of the novel is Alison Sheffield, librarian at the Free Library of Philadelphia, who describes herself as a forty-year-old spinster, a thin and vaguely anorexic looking woman who has a mild distaste for food. Long, auburn hair, worn in a French twist (not quite a bun). Glasses. Tiny books. Celibate for fifteen years, ardent only for books. Just the sort of woman you’d find behind the reference desk of your local public library (the author’s words, not mine).

Her mother still buys clothes for her — lots and lots of “librarian blouses, with high necks, made of heavy silks and thick linens.” Long skirts that cling to her hips, but flare out below the knee: nothing that nips or tucks, but clothes that cover up her body completely.

While reserved, detached, vaguely repressed in her public persona, Alison, counter to all the tired old librarian stereotypes, drives a convertible, drives martini, and indulges in sexual (though mild) fantasies. At home, in her own environment, sans clothes, she imagines herself a “glittering, gleaming creature with white, silty skin... (her) taut body like the spine of a beautiful book with gold-embossed lettering.”

As head of the Reference Department, Alison advises Acquisitions of major reference works for purchase, in addition to assisting people with reference requests, both of which require “an enormous amount of reading and a good memory.” She also enjoys straightening up the reference area, and loves the odor of old books. She has always wanted to be a librarian, and believes that “most librarians feel that way.” She is a bookworm, and thrilled to the core — most of the time — to be a librarian.

Her best friend at work is her boss, the director of the library. He’s depicted initially as a strong and handsome Casanova type, with many women in his life. Neither appears to be interested in each other as anything more than friends and colleagues, having nothing other than their professions in common. Their conversations also seem to be primarily discussions of his current love interest, or his date of the night before, and only occasionally library issues, such as a “problem” library patron.

As the novel progresses, the reader learns that the spinster Alison had a date with a Medical I librarian four years ago, supposedly a perfect match (they both read a lot). During their one date, she fantasizes about marriage and buying a mansion on Rittenhouse Square. They transform an entire floor of the mansion into a library for their personal collections, resulting in a lead story in Architectural Digest on their home. She further fantasizes that this creates “the librarian as archetype,” resulting in an “explosion of films and books with the Librarian Character as hero.”

We also learn at the beginning of the novel that Alison is totally smitten by the new conductor of the Philadelphia Philharmonic, a married man, handsome, foreign (Finnish), Harvard educated, with a “buoyant” conducting style. To attract his attention, she must first lose her “librarian” image: restyle her hair, remove her glasses, and wear more revealing clothing. The story is more involved than Alison’s crush on the conductor, including a mystery, a murder plot, the theft of musical scores, and librarians depicted as home wreckers, or devious thieves.

Reviewers at Amazon.com provide nearly as many negative as positive overall reviews of this book, with the reviewers who identify themselves as librarians fairly equally divided between those who enjoyed this lightweight novel, to those who felt insulted by it. I personally found the stereotypes as amusing as the story, with its somewhat predictable ending.

Dedicated to the author’s mom, Jo Carr, “the paragon of a passionate librarian,” the author also acknowledges the Allentown Public Library, “with its dedicated and brilliant leader, Kathryn Stephanoff.” Josephine Carr further advises her readers with these words of wisdom: “may you continue to honor the extraordinary literary heritage found in our free library system and the librarians who help us discover its enduring wealth.”

And They Were There

Reports of Meetings — 24th Charleston Conference Issues in Book and Serial Acquisition, Charleston, SC, November 3-6, 2004

Column Editor: Sever Bordeiau (University of Mexico) <sbordeia@unm.edu>


Lively Lunch — Reading and Reading Habits and How They Are Changing — Friday, November 5, 2004 — Presenter: Lucretia McClure (Special Assistant to the Director, Countway Library of Medicine, Harvard Medical School)

Report by Ramune Kubilius (Galter Health Sciences Library, Northwestern University) <kubilius@northwestern.edu>

Lucretia McClure (Harvard Medical School) shared insights from 40 years of observing reading habits in universities, especially medical schools. McClure has observed a decline in original thought and ability to evaluate and critique sources. There is a decreasing quality in papers and a lack of book citations therein. Pressures perceived by medical students has resulted in “poverty of expression” and students are often “immigrants to the culture of literacy.” Many curricula have dropped humanities tracts, and one NEJM study found that leadership has dropped among residents. Medical students could and should read classics, and also recent books by physicians, such as Sherwin B. Nuland, who claims that “instrumentality has come between student and book.” Session discussants included working librarians, students (of master's and doctoral levels), and a professor. They commented on generational specifics of continued on page 10

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readers, including the self-reported low percentage of future teachers who consider themselves readers in one Education program's information literacy curriculum.

Lively Lunch — Access Management and Monitoring — Friday, November 5, 2004 — Presenters: Adam Chesler (Assistant Director, Sales & Library Relations, American Chemical Society), Jill Treby (Product Manager, American Chemical Society)

Report by Adam Chesler (Assistant Director, Sales and Library Relations, American Chemical Society, 1155 16th Street NW, Washington, DC 20036, Ph/Fax: 781-381-2814) <a_chesler@acs.org> pubs.acs.org

This Lively Lunch session focused on problems monitoring (illegal) usage by patrons. Some publishers monitor usage fairly carefully and shut off offending IP addresses if excessive downloading is detected, with access restored after contact has been made with the librarian and the problem identified/resolved (usually, misconfigured proxy servers are at fault); others are more lax in enforcing licensing terms. The challenges of monitoring and administering usage from both sides were discussed, as all parties are reluctant to see draconian (and costly) DRM measures implemented. While no over-arching solutions were found, it was clear that awareness by both publishers and librarians of the generally persistent nature of the problem was important and continued collaboration would be necessary to determine best practices to ensure compliance with licensing terms/conditions.

Lively Lunch — Book Collection Development: What’s Core Anymore? — Friday, November 5, 2004 — Presenter: John Krafty (Product Manager, Books In Print, R.R. Bowker)

Report by Jack Montgomery (Western Kentucky University) <jack.montgomery@WKU.edu>

This program was actually conducted as a product focus group for Bowker’s new “tool box” product that will merge into a combined product with Bowker's BIP and the Best Books in Libraries database. This new product is centered on a core list of titles selected by 120 subject librarians and arranged by LC classification designed to be a collection analysis tool. Krafty acknowledged that the product is still in development and currently has no date range, yet will be updated on a constant basis and weeded every three years. The cost of this product will be added as an enhancement to a library’s BIP subscription should the library choose to select this feature.

Lively Lunch — Knowledge Management: An Evolution — Friday, November 5, 2004 — Presenters: Geraldine M. Benson (Government Documents Librarian, Millersville University), Irene Risser (Collection Development Librarian, Millersville University)

Report by Nathan Flowers (Student, School of Library and Information Science, University of South Carolina) <neflowers@sc.rr.com>

This session primarily focused on knowledge management, defined as the management and support of expertise within the personal realm of an individual, and how this affects the library as a whole. Three aspects of the evolution of knowledge management were identified: budgetary constraints, changed research use of the library, and the information technology revolution. One issue of note was regarding how to manage change in the library, be it a technological change, or the departure of a person with a lot of expertise in a particular area of the library. The participants generally agreed that hiring people with a broad set of skills, requiring cross training between departments, and succession planning are all good ways of preventing the emergence of a knowledge gap. Also discussed was the comparison between knowledge management and collection development. This entailed deciding what kind of library to be (gateway versus depository), so librarians can ensure that the collection is tailored to the specific needs of that particular type of library while still receiving the best “bang for the library’s buck” during a time of decreasing budgets.

Session — Longevity Counts: Old Timers’ Perspectives on 50 Years of Selling to Libraries — Friday, November 5, 2004 — Presenters: Mike Markwith, Moderator (President, TDNet Inc.), Knut Dorn (Director & Managing Partner, Otto Harrassowitz KG), John Laraway (RSM Southeast, Blackwell’s Book Services), Dan Tonkery (Vice President, Director, Business Development, EBSCO Information Services)

Report by Ramune Kubilius (Galter Health Sciences Library, Northwestern University) <rkubilius@northwestern.edu>

Moderator Mike Markwith (TDNet Inc.) joined library vendor veterans John Laraway (Blackwell Book Services), Knut Dorn (Otto Harrassowitz KG), and Dan Tonkery (EBSCO Information Services) in reminiscing about the “old days” Laraway’s recollections in decades – 1960’s: $6 per diems and dress codes; 1970’s: bad clothes and hair, but also OCLC, proliferating approval plans, and the first Charleston Conference (1980); 1980’s: better budgets and OPACs; 1990’s: the WWW and declining academic publishing output. The 2000’s: Shelvesready services, digital books, and vendors increasingly integral to their libraries. Per Dorn, working for one company caused him to have a one track mind. The traveling component has remained a fascination and he still has his travel reports! Family run companies did a lot for the business, and without undiesirable headlines. The personal element creates bonds of trust; technological arrays of services are rolled out step by step. Per Dorn, a UCLA librarian said of vendors — “You are like minstrels of the middle ages.” Tonkery took attendees back to the “Twilight Zone” of the 1960’s — card catalogs and Kardexes. His own career progressed from academic and national medical library to “the dark side.” 1964-82 was the “golden age” of automation. Markwith summed up the panelists’ feelings that issues haven’t changed — it’s about value, constancy, and bonds of trust.


Report by Adam Chesler (Assistant Director, Sales and Library Relations, American Chemical Society, 1155 16th Street NW, Washington, DC 20036, Ph/Fax: 781-381-2814) <a_chesler@acs.org> pubs.acs.org

The largest commercial publisher to venture into any form of Open Access (OA), Springer has introduced a policy to allow free global access to articles subsidized by the contributor or a funding body. Haank reviewed the underlying logic of the decision to implement this policy, addressing the various issues of concern (the need to experiment, a potential new business model, author/customer considerations, administrative challenges, etc.). Open Choice (OC) is intended not as a revenue enhancer (at least, not in the short term) but as a potential alternative to traditional subscriptions, and the published subscription cost of journals in which OC articles appear will be modified accordingly in subsequent
model, but Springer plans to maintain the project for some time in order to better determine its viability. Haan believes that Springer will thrive regardless of the prevailing business model, as he feels the company has many positive things to offer authors and customers, and is using OC to see if there is indeed a flavor of OA that can prove a feasible, sustainable pricing model.

Session — Who's Buying Print Journals in this Digital Age or, Should Some of Us Retire Now? — Friday, November 5, 2004 — Presenters: Don Jaeger (President, CEO Alfred Jaeger, Inc.), Susi Seller (Head, Technical Services, Alvin Sherman Library, Research, & Information Technology Center, Nova Southeastern University), Bill Russell (Director, Academic Market, Emerald Group Publishing)

Report by Kristen DeVoe (USC Graduate Student, School of Library and Information Science) <kedevoe24@yahoo.com>

This panel discussion of issues that drive collection development of print journals began with Susie Siiders' discussion of nine factors that influence print journal purchasing decisions. Siiders went into some detail elaborating on how format, budget, user population, contracts, archival issues, library catalog holdings, space, accreditation requirements, and the formation of new programs affect purchasing decisions. Don Jaeger elaborated on factors that could influence the purchase of print journals, specifically backfile issues. He described several situations that cause libraries to purchase print journals over electronic. Print issues are purchased to fill gaps in an already existing print collection, to replace missing volumes lost to a disaster, and when lump sum funding makes it possible to purchase needed backfile. Vendors also supply journals to new academic programs that need core journals and usually desire print. Bill Russell explained that print journals are the building blocks of the library's collection. Librarians, editors, publishers, authors, and researchers place their trust in the prestige, history, and reputation of a journal. Without journals all of these stakeholders would have nothing to trust and build around. In the future, sales of print plus electronic will continue, but databases will be the focus of publishers and librarians.

Session — COUNTER At 2 — Friday, November 5, 2004 — Presenters: Elizabeth Lorbeer (Collection Development Manager, Rush University Medical Center), Bob Molyneux (Director, Statistics & Surveys, National Commission on Libraries & Information Science), Peter Shepherd (Director, COUNTER), Heather Joseph (President/COO, BioOne)

Report by Elizabeth R. Lorbeer (Collection Development Manager, Rush University Medical Center) <Elizabeth_R.Lorbeer@rush.edu>

This presentation focused on the multifaceted dynamics of PROJECT COUNTER amongst organization, publisher and library. Peter Shepherd, Director of PROJECT COUNTER, did a year in review of accomplishments and insights on the future. Interestingly both publishers and librarians asked that the PROJECT COUNTER timeline be slowed down! Heather Joseph, President/COO of Bio One, talked about the complexities smaller publishers had in adopting COUNTER standards. Elizabeth Lorbeer, Collection Development Manager, completed the presentation by demonstrating how her library uses COUNTER data for journal selection and deselection.

Session — IMLS Funding Opportunities: Focus on Librarians for the 21st Century — Friday, November 5, 2004 — Presenters: Stephanie Clark (Program Officer, Institute of Museum Library Science), Dan Barron (Director, School of Library & Information Science, University of South Carolina), Anne Edwards (Grants Coordinator, University of Alabama Libraries)

Report by Barbara Schader (Librarian, Physical Sciences, Math & Engineering, Cal Poly San Luis Obispo) <bschader@calpoly.edu>

This session dealt with the components for submitting a successful grant proposal. Deadline for IMLS grants was 12/15/04 for awarding 6/05.

Dan Barron:
1. Start with your mission and how this grant will support it.
2. Demonstrate need.
3. Provide possible solutions to this need.
4. Read the RFP! Use the language in the RFP and be prepared to back up your statements.
5. Read other words in the RFP — these indicate what they are looking for.
6. Indicate any partnerships or collaborators.
7. Keep each goal with its objectives, strategy, evaluation together to reduce flipping through the grant.
8. Do a Literature Review.
9. Schedule of Completion.
   a. Show a time line and include what you anticipate spending at each segment of the time line.
10. Budget Justification should be complete. Reviewer's notes are very important. Read carefully. Communicate with IMLS any unexpected problems or outcomes.

Anne Edwards:
1. Ask an experienced colleague to review your completed proposal.
2. Follow instructions in the grant carefully!
3. Do your homework/research.
4. Consider subscribing to the IMLS enews and utilize the online tutorial.
5. Look at previous sample proposals.
6. When in doubt call IMLS.
7. Be certain your application is complete
8. DO NOT WAIT UNTIL THE LAST MINUTE.
9. Do submit a grant that:
   • is not innovative/creates wheel
   • assumes the audience will know what you are talking about
   • is not sustainable

Session — On-demand Technology; Commercial Access To Rare & Important Books — Friday, November 5, 2004 — Case Studies: REFORMA & Pengu In USA use POD to save an important book by Pura Belpre; Mystic Seaport Museum book preservation project; Moma book preservation project. — Presenters: Mitchell Davis (Sr. VP Business Development/Founder, Booksurge, LLC), David Bass (eBray)

Report by Trent Smith (Kansas State University) <trent@iib.ksu.edu>

Davis opened the session by defining the driving principles of on-demand technology. These principles include the idea of perpetual availability of content across multiple platforms with no inventory while also bringing economic rationalization to publishing at a global level. Bass followed with a brief discussion of eBray and their pioneering efforts regarding the Dynamic Content Platform (DCP)™ and Dynamic Document Format (ddf)™ along with their somewhat unique simultaneous, multi-user access model. The presentation then evolved into highlighting a few respective case studies. Booksurge recently worked on a joint project with REFORMA continued on page 77

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and Penguin to scan and re-release a children’s book (Perez and Martinez by Pure Belpre) named one of the hundred best books of the 20th century by the New York Public Library (yet, has been out-of-print for years). eLibraries has been involved with the Octavo Online Digital Collection.

Davis closed the presentation by listing various challenges and opportunities related to OOP and OSI books. Gathering compelling economic data for publishers is one such challenge and Davis felt librarians could play a vital role in data harvesting by requesting specific items that have fallen out-of-print, yet, may still have a viable audience. In answer to a question posed from an attendee (How does BookSurge differ from a vanity press?), Davis was quick to point out that POD is simply a “manufacturing process.” Those in attendance were obvious book lovers and saw a true benefit to these services, Davis even writing down the name of a government publication offered up by one attendee which was out-of-print... for now, at least.

Session — Buying Serials Consoritally: From the Big Deal to Open Access — Friday, November 5, 2004 — Presenters: Yvonne Lev, Moderator (Associate University Librarian, Towson University), Betty Day (Manager, E-Content Management and Delivery, University of Maryland), Ralph Alberico (Dean, Libraries & Educational Technologies, James Madison University), Rick Burke (Executive Director, Statewide California Electronic Library Consortium)

Report by Yvonne Lev (Associate University Librarian, Albert S. Cook Library, Towson University, 8000 York Road, Towson, MD 21252-0001, Ph: 410 704-2445, Fax: 410 704-3760) <ylev@towson.edu>

This panel considered three questions: How are the consortia organized to meet the journal needs of different sized libraries with different missions? What are the advantages and disadvantages of buying journals through a consortium? What support are the consortia giving to “open access” journals?

The organization of the three consortia varies by funding. VIVA is a state-funded consortium purchasing resources that provide the greatest value for the greatest number while minimizing administrative overhead. SCELC is a loose association of 82 private, nonprofit academic and research institutions. Its members can opt-in or opt-out of any deal according to their needs and finances. MDL was originally a state-funded consortium with everyone buying the same materials, but now MDL libraries buy according to their needs and finances.

Buying Big Deal e-journals through a consortium has advantages such as more journal access with online convenience for less money. Use statistics for e-journals are generally higher than they were in print. However, there are issues to consider when buying via a consortium — such as changing price models, archival access to purchased e-journals, licensing restrictions for Interlibrary Loan, and limited cancellation rights — a major concern when a library’s materials budget is cut. There is also the question of the role of the subscription agency. Big Deal subscription lists are consistently incorrect, yet some insist that the libraries pay the publishers directly rather than work through a subscription agent.

One goal of USMAI, an MDL subgroup of Maryland’s state-assisted academic libraries, is to actively support alternative methods of scholarly publication. In 2004, the library directors from the consortium decided to subsidize faculty at the participating institutions to encourage them to submit their research to open access journals by joining both BioMed Central and the Public Library of Science as a consortium. Neither VIVA nor SCELC are currently supporting open access with consortia funds.

Session — 20 Questions About Open Access — Friday, November 5, 2004 —
Presenter: Jim Mow (Assistant Director, Technical & Electronic Services, U. of Chicago)

Report by Karen Altman (USC Student) <kpd00@yahoo.com>

The session centered around twenty questions from a discussion led by David Worlock at the Fiesole Retreat in April, 2004. An additional note from Mr. Worlock was that “OA definitions unite around a single belief — that the traditional subscription-based article publishing model is broken and can never be sufficiently repaired.” Different questions were reflected upon and opinions expressed among the audience members.

Questions were posed such as “Is Open Access unfair in that 35% of commercial users of research articles get a free ride?” The statement was made that there is a big presumption that universities are going to part with money to support Open Access and that an author will publish in the “best choice” no matter what the costs. Another opinion voiced was that some people believe that in many fields those who need the information and understand it already have access. Time did not allow for many of the questions to be answered and of course, the debate will continue with unanswered questions such as “Is it going to happen and what business changes do we need to make?”

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Session — Assertive Management For Librarians — Friday, November 5, 2004 — Presenter: Glenda Garbutt (Acquisitions/Serials Coordinator, DePaul University Libraries)

Report by Janet Hulum (Head, Acquisitions Unit, University of Iowa Libraries, 100 Main Library, Iowa City, IA 52242, Ph: 319-335-5890, Fax: 319-335-5691) <janet-hulum@uiowa.edu>

Glenda Garbutt explained libraries historically treated the building and materials as primary. In today’s culture, library schools are now stressing customer service and management skills. However, in a profession heavily populated by women, many librarians have been socialized to focus on other people’s needs and to be conflict avoiders. These qualities can make effective management difficult. Glenda stressed that by using an assertive management style we can treat people fairly and be productive managers. The three primary properties of assertive management are: 1) using “I” statements which allow the manager to state feelings and to take responsibility but reduce the opportunity for hostile reaction, 2) making sincere statements that are factual and observational, and 3) acting in a timely manner so that concerns are current and dysfunctional conflict is avoided. Glenda also suggested several techniques for assertive management including effective listening which requires good eye contact and a calm demeanor, expectation clarity by making very clear directives, and effective criticism which again requires clear statements and a calm approach. Glenda explained that she will be leading workshops in her library to encourage other librarians to incorporate these techniques. Discussion included working with supervisors who utilize aggressive management styles.

Session — eBooks and eContent: Evolving Perspectives on Users’ Needs — Friday, November 5, 2004 — Presenters: Ellen McCullough, Moderator (Marketing Director, xrefer), Cynthia L. Gregory (Head, Electronic Resources, College of Mt. St. Joseph), Rick Lagg (Partner, R2 Consulting), Karen Christensen (CEO, Berkshire Publishing Group), John Lewis Needham (Strategic Partner Development Manager, Google, Inc.)

Report by Becca McClure (Student, USC) <beccamccclure.net>

While readers may not be curling up next to the fire with a good eBook, they will likely be using them more frequently for reference purposes. Users are looking to consult, not read, eBooks through a single interface that offers full text searching, useful linking, interactive elements, and multimedia features. eBooks are capable of handling the ever-increasing growth of knowledge in ways traditional print is not, allowing for expansion and revision as necessary.

Of course, eBooks still have a long way to go before they are fully accepted. A survey of undergraduates at the College of Mt. St. Joseph reveals contradictory opinions. While some students like the cost savings of using an eBook in place of a purchased textbook, others complain about printing costs. Some find print books more reliable and convenient; others attribute these qualities to the eBooks. New services like Google Print may bridge these two seemingly opposed worlds, allowing users to “discover” books online and even read an excerpt, and in the future, perhaps even include a link to a local library’s holdings.


Report by Becca McClure (Student, USC) <beccamccclure.net>

The proliferation of e-journals has created a host of issues libraries must face when adding or removing these titles from their collections. Is the e-journal hosted by its publisher, a hosting service like Ingenta, or an aggregated database? What dates and titles are covered, and will the library end up paying for duplicate access? When is it better to purchase rather than license? And how can the library best deliver this information to its users?

Aggregators and hosting services have their own concerns. How best to balance the interests of libraries, publishers, and end-users? Everyone involved agrees that the resources offered need to be better matched to the needs of end-users, as demonstrated through usage. Rather than focusing on quantity of titles offered, emphasis should instead be shifted to relevance and quality, something that will be different for each and every institution. New technology will help integrate disparate electronic collections through such features as OpenURLs and metasearch capabilities. Ideally, the future will see even more content databases fully merged with abstracting and indexing databases.

Session — Martha, Rosie and Conrad: Fiduciary Duty and The Ego-Driven Publisher — Friday, November 5, 2004 — Presenter: Bruce Strauch (Associate Professor, Business Law, The Citadel)

Report by Elizabeth R. Lorbeer (Collection Development Manager, Rush University Medical Center) <elizabethrlorbeer@rush.edu>

Bruce Strauch’s talk was a real Charleston Conference gem. Where else can you hear about the misbehavior of the rich and famous and its effect on publishing? Martha was arrogant, forcing her share holders to sue her for damages. Yet, her magazine lives on, even though she is no longer in charge. Rosie’s temper tantrums and abrupt walk out collapsed the magazine which bore her name. Conrad Black’s over the top elaborate money scams will end him and his associates broke and possibly in jail.

Beastly Breakfasts — Google Print — Saturday, November 6, 2004 — Presenter: John Lewis Needham (Strategic Partner Development Manager, Google, Inc.)

Report by Nathan Flowers (Student, School of Library and Information Science, University of South Carolina) <nelflowers@sc.rr.com>

This session served as a showcase for Google’s new “book discovery program,” Google Print (http://print.google.com), which is a takeoff on Amazon’s successful full-text search of print materials that are available for purchase on Amazon.com. Google is expanding upon this idea to give publishers first crack at a buyer, by encouraging searching publishers to purchase directly from the publisher and/or retailers, while at the same time giving themselves more opportunities to tailor sidebar advertisements to those same searches. So far 300+ publishers have signed up at no charge to have Google index the full text of their books, and let only five available pages of text serve as an online marketing tool to encourage searching to become buyers. One interesting item of note was Google’s intention to scan some out-of-print books. However, whether these out-of-print items will be advertised as available for purchase at used booksellers, or even available for checkout at a library was not explained.

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Beastly Breakfasts — MARC Records for E-Journals (follow-up discussion of earlier presentation) — Saturday, November 6, 2004

Report by Heather S. Miller (Assistant Director for Technical Services and Systems, University Libraries ULB34, University at Albany, 1400 Washington Ave., Albany NY 12222, Ph: 518-442-3631, Fax: 518-442-3630) <HM Miller@uamail.albany.edu>

Several members of the original panel joined a full table of people to discuss this issue further. The question of one MARC record or several per title (representing different formats) arouses differing opinions, much changing back and forth and the feeling that today’s decision may be good now, but a year from now something different may be needed. Several people agreed that libraries cannot provide one totally complete source for accessing all formats of all titles. Users like Web lists and are not aware of their imperfections. Other problems/issues noted included: not using SFX to its fullest, the need for (and difficulty in providing accurate) coverage dates, the usefulness of Ulrich’s vs. LC subject headings for generating lists, problems in matching records for titles that lack ISSNs, the need for diacritics to display and the general difficulty of pulling information accurately from anywhere to create useful subject based lists. All noted that it is common, if not nearly universal, for responsibility for e-resources to be distributed and variable and that there are some problems and conflicts, but these materials do not lend themselves to cradle-to-grave handling by just one person or even one department. Several people noted that their libraries want catalogers and others more involved in maintaining the system and are seeking more system skills distributed among non-systems people. This meshed with a comment in another session that Cornell is distributing responsibility for LMS management away from just a few systems people.

Session — One-Stop Shopping, One-Stop Shopping: Aggregation of New Title Sources and Harvesting the Acquisitions Decision and Partnership Makes it Work — Part I — Saturday, November 6, 2004 — Presenters: Scott Wicks (Head, Acquisitions, Bibliographic Control, & Government Documents, Cornell University), Anne Deacon (Head, Acquisitions, D.B. Weldon Library, University of Western Ontario), Andy Alferovs (VP Sales & Marketing, Coutts Library Services)

Report by Heather S. Miller (Assistant Director for Technical Services and Systems, University Libraries ULB34, University at Albany, 1400 Washington Ave., Albany NY 12222, Ph: 518-442-3631, Fax: 518-442-3630) <HM Miller@uamail.albany.edu>

This session described approaches to streamlining the entire selection, ordering and cataloging process. While some people look at outsourcing cataloging, a better approach is to start at the beginning of the process, with selection, automating that and creating a MARC record that can become both the order and catalog record. Anne Deacon discussed her library’s willingness to “try new things” in the face of increasing buying power of the acquisitions budget coupled with shrinking staff. In partnership with Coutts Library Services, the University of Western Ontario established a method of using electronic notification slips which are emailed to bibliographers who send them on to acquisitions electronically where order and item information is added before they are ordered via EDI. Within 24 hours the vendor has the order. Coutts database held 99% of the titles this library wished to order. Alferovs noted that the Coutts database includes North American, UK and European titles and that a library can choose “brief” or “premium” records, noted for high quality. This concept has potential for further development including integration with library holdings and shelf ready programs.

Wicks discussed Cornell’s ITSOLU project, an in-house development aimed at paperless selection, recycling information and effort rather than repeating it, conserving staff resources and using existing tools. It is not proprietary, not platform specific and not finished! Records from many sources go into one interface which bibliographers check and which shows duplicates. Selections are pulled, vendors are assigned, and records are loaded into the LMS, eliminating duplicates. We use a table of vendor assign rules. Rejected titles are deleted after a month. Outstanding issues include the need for Unicode, more refined keyword searching, more folders for deferred titles and more batch processing.

Session — One-Stop Shopping, One-Stop Shopping: Aggregation of New Title Sources and Harvesting the Acquisitions Decision — Part II — Saturday, November 6, 2004 — Presenter: Dudley Emmert (Director, Business Partnerships, Alibris)

Report by Heather S. Miller (Assistant Director for Technical Services and Systems, University Libraries ULB34, University at Albany, 1400 Washington Ave., Albany NY 12222, Ph: 518-442-3631, Fax: 518-442-3630) <HM Miller@uamail.albany.edu>

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by Katina Strauch (Editor, Against the Grain) <kstrauch@comcast.net>

**ATG Interviews Eckart Scheffler**

Walter de Gruyter <easchef@aol.com>

**ATG: Gosh! We have just learned that you will be retiring from de Gruyter in June! I believe you are going to be a consultant for a period of time and that Patrick Alexander, Publishing Director in New York is taking over? Tell us more specifically, We will miss you!**

De Gruyter’s plans to hire a North American Publishing Director became reality when Patrick Alexander came aboard in January 2005. My pending retirement and Patrick’s experience in running the operation of Brill Academic Publishers in Boston brought on the decision for Patrick to also take over management of de Gruyter’s New York operation. As you mentioned I continue to be available as a consultant to assure a smooth transition.

**ATG: Tell us about de Gruyter and your vision for the company. You have done so much! After establishing de Gruyter’s U.S. branch in 1971 with 2 people, you acquired Mouton Publishers, Aldine Publishing Company, American Universities and Colleges. How did this all happen? What was your vision for the company?**

We started in 1971 as a German publisher eager to expand into the U.S. market. At the same time it became clear that publishing more and more of our publications in the English language was an absolute necessity and the quickest way to grow was through acquisition. This allowed us to set up a U.S. marketing and sales operation and, in addition, to establish our own distribution company to combine effective sales of our large list of imported titles together with U.S. publications for the course market.

**ATG: In 2004 you handled all aspects of the successful sale of the Aldine imprint to Transaction Publishers, the sale of American Universities and Colleges to Greenwood Press, and the outsourcing of distribution to Books International. What does this mean? Is de Gruyter making plans for taking another direction in publishing?**

I see the future of de Gruyter in the concentration and expansion in areas which have been de Gruyter’s strengths in the past: As one of the leading scholarly publishers in the fields of Religion, Classical Studies, Language, Literature and Philosophy, de Gruyter will further strengthen their existing list through the acquisition of books and journals with a very strong emphasis on titles for the international market. The divestiture of the Aldine social and behavioral science list was the first step in that direction, followed by the sale of AU&C, the leading U.S. directory of 4-year schools. The division Mouton de Gruyter, a publisher concentrating on Linguistics and Language Sciences for the world market, and complementing de Gruyter’s Language and Literature program at the same time, is an important indicator for the future of de Gruyter. Specialization and publishing for the international market, rather than being just an American or German publisher, is my vision for de Gruyter’s future.

**ATG: De Gruyter has maintained its independence as a publishing company. Will this continue or is an acquisition in the wings?**

De Gruyter has fiercely defended its independence, which is rather difficult in times of restricted library budgets and strong foreign currencies. Many scholarly publishers have disappeared and their names have been forgotten. Existing publishers have more or less given up publishing scholarly monographs, because of a shrinking market resulting in high prices. De Gruyter will continue to be an independent publisher.

**ATG: You have been at the company 33 years. What do you see as the big changes that you have witnessed? Do you care to make predictions for the next few years?**

The biggest changes since the 1970s are in the technology area. I remember the first fax machine taking 5 minutes to transmit one page! Or a portable phone setup weighing 22 pounds, costing $1,800! The list is endless. Just think about electronic publishing. Or the last day your email was down!

My predictions for the years to come? I give up. For new technology, just double everything that happened over the last 30 years. Make it half the size, 10% of today’s price and 3 times as powerful!

Concerning publishing: The conventional book is here to stay, while electronic media will make further inroads and become a major part and revenue source of everyday publishing. A conventional book, whether it is a beautiful cloth-bound book, a paperback with its slick coated cover, or maybe even a leather-bound volume with its distinctive smell, speaks to our senses and will never be entirely replaced by a computer screen. While a reference work or dictionary or handbook can become more accessible and more useful through electronic dissemination, the book itself, as you can open and pile them wherever needed, will always have a presence, and like the Irish man said, after he shut off the light: “Do you need light to turn the page?"

**ATG: How many books, journals, electronic materials does de Gruyter publish? How many do they plan to publish in the future?**

Annually, de Gruyter publishes more than 250 new books, over 60 academic journals, and numerous titles in various electronic media. These numbers will climb steadily, also with additional titles being acquired through Patrick’s work as Publishing Director in New York.

**ATG: I can’t resist asking. How many years have you been coming to the Charleston Conference? Will you come back in November 2005?**

I have been attending the Charleston Conference for at least 15 years; I remember the meager beginnings, just look at it now! CC is the place to be in November, just make sure not to put the date too close to the Frankfurt Bookfair.

**ATG: Tell us what you plan to do in your spare time. Family? Reading? Hobbies? Other?**

What spare time? It will take me a few months just to take care of things I put aside for retirement. Nevertheless I have many hobbies, on the top of the list is traveling with my family, especially driving through Europe, skiing, boating, collecting precious metal (the kind on wheels) and, yes, maybe I can even find the time to read a book, I certainly have acquired a few of them over the years. But since it does not just take time to do things, I might become a U.S. consultant for European publishers, which will allow me to stay in touch with my colleagues and friends on both sides of the Atlantic. I can be reached at (914) 827-7404 (email: easchef@aol.com)

**ATG: Good luck! See you soon, we hope. Thank you, and don’t count me out!**

And They Were There

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Emmert described an Alibris program that permits Interlibrary Loan departments to purchase books from Alibris through OCLC, just as they pursue any ILL request. Several libraries have experimented with this concept and have reported it in the literature. These have shown that books purchased in this way tend to circulate more than four times and that they pay for themselves if they circulate three times. Libraries set up guidelines and have varying policies and procedures. In general, they consider whether there is a nearby free lender, whether the item is too new to borrow and whether they have or expect multiple requests for the same item. These books tend to cover interdisciplinary areas. Because they have been requested, bibliographers know they are needed and are comfortable with unreviewed purchases. Some issues raised by librarians included the fact that Alibris supplies books in "very good" condition when libraries may not need such good condition, possible duplication with acquisitions purchases and the fact that library patrons sometimes request materials that they don’t really want.

Watch for the remaining three reports from the Charleston Conference in the June issue of Against the Grain. The entire Charleston Conference Proceedings will be published by Greenwood/Libraries Unlimited later this year.

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