2006

If Rumors Were Horses

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Recommended Citation
DOI: http://dx.doi.org/10.7771/2380-176X.4908

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Library Collections: Will They Still Need Us When Everything is Online and Findable by the Major Search Engines?

by Margaret Landesman (Head, Collection Development, Marriott Library, University of Utah, Salt Lake City, Utah; Phone: 801-581-7741) <Margaret.Landesman@utah.edu>

What happens to user enthusiasm for library collections in a world where quantities of the information you used to get at the library are easily had by any person with a computer and a Web connection? Or, at least, by any person with a computer and a Web connection and a credit card and the willingness to use it?

Users have access to more stuff than anyone can manage, much less carefully judge, read, and digest. We worry about the quality of what they are getting — do they? What kinds of collections can we build that will be compelling enough to compete with the growing number of alternative routes for obtaining information?

I have recruited a bunch of people who have opinions about future directions in library collections. They are from libraries serving different sorts of users, from consortia, and from publishers exploring new and interesting publication models. I asked them to write about what they see in the future.

“As researchers have seen their access to remote materials increase, local collections have lost much of their significance.” Michael Stoller writes about the irony of the fact that just as we are getting good at sharing collections efficiently, we are signing licenses which eliminate sharing of the most in demand parts of our online collections. “Digital technology has made it possible for researchers to access our collections without regard to where they are — in the library, at home or in the office — we should not have to add the caveat that it now depends on who they are.”

Amy Brunvand writes from the other end of the spectrum — about the need to create online local collections of materials which are easy to get today but which will become the missing information of tomorrow. “The future of libraries may turn out to depend just as much on obsessive bibliographers indulging their own collection fetishism as on

If Rumors Were Horses

On Tuesday, September 12, 2006 the awesome Ellen Duranceau <effrnie@mit.edu> will begin an expanded role in the MIT Libraries as the new Scholarly Publishing and Licensing Consultant. In this new role, Ellen will lead the development and implementation of a program to increase awareness among faculty, researchers, and students about scholarly publication issues, including the establishment of mechanisms to assist faculty with publishing choices, publishing agreements, and management of intellectual property. Ellen will also continue to manage the licensing practices of the Libraries, acting as a resource for licensing policy and negotiating licenses for major databases and journal packages. To accomplish this expanded role Ellen’s job will be full-time, and a number of her other current tasks will be reassigned to colleagues. This new opportunity has been made possible by additional funding from the Provost’s Office.

Ellen will report to both Steve Gass (Associate Director for Public Services, MIT Libraries) <sgass@mit.edu> and Marilyn McSweeney (Head, Acquisitions

What To Look For In This Issue:

Electronic-Only Format for New Journal Publication

John Doe and the PATRIOT Act

Top 10 Suggestions to Publishers of E-Journals

Case Study Four: The Big Collection Assessment Project

Reading At Risk

A Bookmobile Named Desire

I Hear the Train A Comin’ — Web 2.0...

Profiles Encouraged

Chad Hitchens

Interviews

Patrick Kindregan

Tom Sanville

Michael Mabe

continued on page 6

continued on page 16

Just heard that the fantabulous Laura “Lolly” N. Gasaway <laura_gasaway@unc.edu>, our Johnny-on-the-spot expert on copyright issues, has become Associate Dean for Academic Affairs at the University of North Carolina School of Law. She leaves the Katherine R. Everett Law Library at UNC Chapel Hill after 21 years as Director to accept this new position. As we all know, Lolly is a past-President of the American Association of Law Libraries and a frequent speaker and writer on copyright and libraries. Congratulations, Lolly!
Barbara Nelson came to Auburn as Gifts and Exchange Librarian in 1978. She was named Ornithological Librarian in 1979, and was appointed as Chair of the Acquisitions Department in 1998. Her many friends and associates include colleagues at Auburn University and throughout Alabama and the Southeast; friends and associates with the Association of Christian Librarians, where she served as editor of the Christian Periodical Index for over a decade and from whom she received the Emily Russell Award for Outstanding Contributions in the Area of Christian Librarianship in 2000; colleagues in the Alabama Library Association who worked with the bibliography of Alabama Authors; and fellow worshippers at the First Presbyterian Church of Opelika.

Barbara Nelson's contributions to Auburn University were numerous and wide-ranging. In addition to her guidance and supervision of the Acquisitions Department, Barbara served on more than a dozen university committees (including serving as Chair of the Religious Affairs Committee, Program Review Committee and on the SACS Self-Study Steering Committee). She served on and chaired a host of Library Committees, including more than a dozen search committees, and contributed more than twenty articles and papers to the literature of academic librarianship. She was also responsible for the selection of literature for the Library's Juvenile Collection, and shaped that fine collection during her tenure at Auburn.

More than her professional accomplishments, friends and associates will remember Barbara Nelson for the personal qualities that defined her: her religious faith; her concern for and willingness to assist those in need; the deep affection of her colleagues that matched her own affection for them; and her unflagging good humor and pleasure in life. The grace, resiliency, and courage with which Barbara faced recurring cycles of sickness and treatment during the last years of her life will serve as a model and ideal to many who knew her.

And guess who else is working for Serials Solutions? The young and vibrant Anne Lenzini, Becky Lenzini's younger daughter! Just graduated from University of Puget Sound in Tacoma, Washington. Hoo haa!

And, speaking of U. of Puget Sound, I remember when the astute Desmond Taylor, Librarian, was one of ATC's first subscribers! Hoo haa again!

Well, the traveling Charles Lowry <clwry@umd.edu> could not be in Charleston this year. Why? At the advanced age of 30 and precisely at the time of the Conference, Charles' wife's nephew has decided to get married. Oh well ... Next year?

Have been talking to Susan Peterson, the newly appointed CEO of Blackwell Book Services, <susan.peterson@blackwell.com> and, boy, is she a pistol! We are looking forward to an upcoming interview in the next few weeks.

And we forgot to tell you that Gary Raatenbrauch, once of Blackwell's Book Services, has surfaced at AMS in San Diego, California. I heard he is to be CEO of AMS, Advanced Marketing Services. www.advmkt.com

Speaking of interviews. We have several in the pipeline and ready to run. Coming soon are interviews with Lorcan Dempsey (OCLC), Zoltan Papp (Academia Kiado), Susan Peterson (Blackwell Book Services) (we told you about her above), Chris Waraock (EBRARY), Hazel Woodward (Cranfield University) and several others.

And speaking of Blackwell Book Services, had a delightful time talking to the informed Jay Henry <jay@becci@blackwell.com> about the virtual approval plan and eNotes (New Titles Email Announcement Service). And followed up with the perfect John Laraway <John.Laraway@Blackwell.com> who helped the competent Shirley Jeffries, our order Librarian, understand the process.

Another bit of good news. Jill Emery is now Head Librarian, Serials and Electronic Resources at the University of Texas Libraries at Austin. And I was just reading the intriguing 'guru interview' with Jill by Arnaud Pelle in Emerald Insight. www.emeraldinsight.com/info/librarians/Management_Resources/man_gurnemery.jsp

Speaking of the Fiesole Retreat in Lund, just got a notice from the inimitable Chris Beckett <chris@scholinfo.com> that the rather large (and funny!) PowerPoint file of his presentation in Lund is available at www.scholinfo.com/presentations/2006/8/10/the-new-world-order-in-collection-development-the-commercial-perspective.html

And speaking of the papers from the Fiesole Retreats, visit the Casalini Website at http://digital.casalini.it/retr/ . Plans for future Retreats are in the works. Looks like the 2008 Retreat will be in Hong Kong. The dates are not yet set but we hope to announce them in Charleston in November. The 2009 Fiesole Retreat will be in Fiesole, Italy itself, near the palatial Casalini headquarters. digital.casalini.it/retr/
Take a closer look at....

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Rumors
from page 8

Hard-working Brigida Campos <bcampos@cityofpasadena.net> is working
with a group of librarians who are putting together a summit to discuss diversity in the profes-
sion. She has attended Charleston in the past and hopes to return this year. If you see her, why
not inquire how it’s going?

Springer Science+Business Media has launched the final version of its new online plat-
form, SpringerLink. The platform gives students and researchers electronic access to the
recently-launched Springer eBook Collection. The Collection consists of more than 11,000
eBooks — to which approximately 3,000 new titles will be added each year. Springer
showcased the new SpringerLink and eBook Col-
collection at the IFLA World Library and In-
formation Congress in Seoul, 20-24 August
2006, and the Beijing Book Fair from 30 Au-
gust to 2 September 2006. Libraries can pur-
chase a complete collection of all Springer titles from a copyright year or they can choose to
purchase one or more of 12 distinct topic cate-
gories (e.g., engineering, medicine, computer
cience, mathematics, etc.). Individual eBooks are available from retail partners.

www.springer.com
www.springerlink.com

The clever Greg Tananbaum <gtananbaum@gmail.com> sends greetings from the bay area. He says he is enjoying his post-bepress break. While figuring out his next long-term
passion, he is doing some consulting work for a few content providers and reading, jogging, cleaning his closet(s), and taking some time to cross six-year-old items off of his to-do list. His next Train column delves into the mysterious world of Web 2.0 services, this issue, p.92.

A voice from the past. I got a note from —

guess who —? Jane Maddox <wanda@metaaserver.org>. Except she is not using the
name Jane anymore but her first name Wanda! Keep reading.

Jane — no, Wanda — had read
my note about VOIP and my son David
in the June ATG (see v.1883, p.6) and she
decided to contact me. Wanda is now working
with ACN, a telecommunications company in
its 14 year of business. ACN has a couple of
VOIP communication devices and is in 14
countries. ACN thinks video phones will be
just as widely used in the next five years as the
cell phone is now.

www.ucninc.com
www.wandamaddox.acurep.com

The Special Libraries Association (SLA) and Information Today, Incorporated (ITI)
have formed a strategic alliance that will focus on coordinated marketing, conference development, and possible expansion into content distribution. Details on specific event arrangements will be negotiated separately.

www.sla.org
www.infotoday.com

The ATG Breakfast took place in New Or-
leans with the wonderful John Riley and Beth
Bernhardt presiding. Much fun was had by
all. I heard from many that ALA in New Or-
leans was wonderful and I am sorry that I was
not able to attend. Given that I used to live in
New Orleans, way back when, it is one of my
very most favorite places in the world.

Instead of going to New Orleans, I went
to the Canadian Library Association and
the preconference on collections. The preconference was chaired by the very orga-
ized Andrew Waller <waller@ualgary.ca> and was excellent. I fell in love with Ottawa
where I have never been and hope to go back
some day soon. Met up with many friends and
and even had a beer with Tony Horava <thorava@uottawa.ca> and I am now buy-
ing Canadian beer. I wonder if the beer expert
extraordinaire Steve Johnson <johnsos
@CLEMSON.EDU> approves? We’ll have to
ask him when we see him in Charleston in
November. And we hope to see Tony and
Andrew and many Canadian friends in
Charleston as well.

After ALA was talking to the doesn’t-he-
ever-show-his-age Bob Nardini by email. (I ran into the remarkable David Swords at the
preconference in Canada so YBP was on my
mind.) Anyway, Bob told me that his email got
rejected when he used the “reply” function on
the email I had sent him. Is this happening to
anyone else? I hope the email glitches aren’t
out. But you can always try me at the college
address <strauelk@geof.ced.ca> or my secret
dress <katina.strauelk@gmail.com>. Moving
right along, turns out that Bob joined one of
those ALA volunteer projects in New Or-
leans and writes about it in this issue, p.86. And he’s also posting his piece on the YBP Website.

And, speaking of ALA New Orleans,
ATG was so sorry to miss the ribbon cutting
when ALA opened and H.W. Wilson pre-
sented the New Orleans Public Library with
a check for $100,000.

Outsell, Inc. has acquired Electronic
Publishing Services Ltd. (EPS) of London.
Both firms have been committed to the pub-
lishing and information services industry by
defining the industry and creating industry
awareness. Serving over 300 clients around the
world, Outsell with a team of nearly 60,
maintains offices in London and the San Fran-
cisco Bay Area. David Worlock, Founder and Chairman of EPS, will serve as Chief
Research Fellow of the new organization, and all members of the EPS team will remain
an integral part of Outsell.

www.outsellinc.com
www.epsltd.com

And we are looking forward to having David
Worlock (above) as a speaker at the 2006
Charleston Conference. Have you looked at
the tentative program? It is loaded at http://
www.katina.info/conference/. Be sure and reg-
ister today!

The awesome Burton Callcott (Reference
Librarian at the College of Charleston
Library) <callcottb@cofc.edu> sends word from the LES-Listserv and Karen Munro (E-Learn-
ing Librarian, University of California, Berke-
ley) <kmunro@library.berkeley.edu> of the
Google Books Shakespeare site — the con-
continued on page 12

<http://www.against-the-grain.com>
Ex Libris has announced the update implementation of the thousandth SFX resolver. In honor of this milestone, Ex will be awarding the thousandth system change and fully hosted, to the Thomas J. Lundy Library at the National University of Ireland (NUI). The National University of Ireland is the highest autonomous institution of learning in the country and is committed to excelling in the country and to progress. The student population is expected to exceed 10,000 in the 2023 academic year. This gift was made possible through the collaboration of Ex Libris Electronic Information for Librarians (eIFLnet) which facilitates access to electronic resources by library users in developing and transition countries.

www.nul.ie
www.eifl.net
www.exlibrisgroup.com/sfx.html

Oxford Journals, a division of Oxford University Press, has launched The China Journal of International Politics, an English translation of China's first peer-reviewed journal of international studies. The Journal, published in China as Science and International Politics, was launched in 2007 by Peking University Press on behalf of Tsinghua University's Institute of International Relations. Its launch today as an English translation marks a new opportunity for researchers around the world to access high-quality Chinese research into international relations. The venture has been made possible thanks to a grant from the MacArthur Foundation which has provided support for the publication of the journal over two years.

www.oxfordjournals.org/journals

The eleventh annual Independent Publisher Book Awards, conducted annually to honor the year's best independently published titles, are now accepting entries in 63 categories and two marketing categories: independent, university, small press, and publishers who produce books intended for North American market are eligible to enter copyrighted or released in 2006. Finalists are entered into a competition for awards, which are announced in March. The Library of Virginia is partnering with ProQuest Information and Learning in digitization of historically significant newspapers. The Library is one of six pilot receive funds from the National Digital Paper Program (NDPP), a term defined as the National Endowment for the Humanities Library of Congress to develop Internet-based, searchable databases of newspapers. ProQuest is working with the Library of Virginia to digitize key titles during the time period 1900-1916, including...

continued on...
Rumors from page 12


Amigos, PALINET, and SOLINET have signed an agreement with MPS Technologies to offer ScholarlyStats to their combined membership. This agreement purportedly allows subscribing members to receive maximum discounts on ScholarlyStats, a provider of consolidated usage statistics. PALINET, a member-owned and governed regional Library Network, was founded in 1936 and is one of the largest U.S. networks, serving 600+ members throughout the Mid-Atlantic region and beyond. PALINET trains over 1,400 people annually through its classroom and online distance education events, provides discounts on hundreds of library services from 75+ business partners through its group purchasing program, and is the regions provider of OCLC services. Founded in 1973, SOLINET is a non-profit membership organization serving more than 2,600 libraries of all types and sizes in ten Southeastern states and the Caribbean. Primary programs are Member Services, OCLC Services, Preservation & Access, Electronic Resources, Library Products, Digital Services, Educational Services, and Consulting. A nonprofit, membership-based organization, Amigos Library Services is one of the largest library service networks in the nation, consisting of over 650 libraries and cultural institutions, located primarily in the southwestern United States. www.palinet.org. www.solinet.net. www.amigos.org. www.scholarlystats.com. www.mpsotechnologies.com

Just had a demo of Thomson Scientific’s new JUR (Journal Use Reports). Turns out that MPS Technologies (above) and Thomson Scientific have successfully completed the transfer of data between their two systems, using the SUSHI (Standardized Usage Statistics Harvesting Initiative, sponsored by NISO) protocol. (see ATG, v.18#2, p.82.) This joint initiative came in response to the growing demand for more in-depth usage analysis, as well as the continuing need to ease the time-consuming process of managing vendor usage statistics. The recent test successfully provided the University of Melbourne with usage data for 21 vendors, automatically transferred by MPS Technologies into Thomson Scientific’s Journal Use Reports (JUR) system using the XML SUSHI protocol. SUSHI allows completely automated request and delivery of usage reports. The ScholarlyStats usage statistics will be complemented by local publication and citation activity data from the JUR, providing the University of Melbourne with unique, in-depth analyses of how journals are being used at their library. www.unimelb.edu.au.


Was talking to one of my very most favorite people by email the other day, Susan Campbell <scampbel@yec.edu>. Susan is hoping her grandson — to be born soon — hangs on through her big college friend reunion in New York City at the end of September. Grandson is due in early October. Here’s hoping.

Speaking of Susan, Pam Cenzer <pam.cenzer@gmail.com> and Susan are mentors for the Charleston Conference again this year. Write them if you have questions about any old thing that needs to be answered. Pam and her husband Doug are coming to Charleston in a few weeks and we are really looking forward to having them in our neck of the woods.

Speaking of Pam, her sister-in-law, Terry Scharstein’s daughter, Melinda, is now working at the College of Charleston Library in, guess where, Collection Development.

Effective January 2007, Springer will publish BioTribune Magazine and BioTitube.com, both information sources for clinical biologists in France. BioTribune Magazine and BioTitube.com are read chiefly by clinical biology professionals working in laboratories. Published four times a year in French, the magazine contains editorials, news, clinical cases, review articles, interviews, conference reports, book reviews and new product information. English summaries for each article will be introduced in 2007. BioTitube.com is a database of reference texts in clinical biology and contains news and new product information from the field. Springer will publish BioTribune Magazine in both print and electronic formats. As of 2007, it will be available via SpringerLink, Springer’s online information platform. In addition, it will offer all authors, via the Springer Open Choice program, the option of publishing their articles using the open access publishing model. www.springer.com/openchoice www.springer.com

Publications of the Institute for Operations Research and the Management Sciences (INFORMS) will soon be available online through HighWire Press. The 12 INFORMS journals and online content can be viewed at www.informs.org.

Remember the A Million Little Pieces scandal that erupted in January of this year? The book which was chosen by Oprah Winfrey for her book club. It was revealed on the Smoking Gun Website, however, that much of the book was a fabrication. So, guess what, lawsuits ensued. Well, it appears that a settlement has been reached (tentatively). “Frey and Publisher Settle Lawsuit” by Hillel Italie. news.yahoo.com/.

Did you see the article in LOGOS (v.17#1), “Walter J. Johnson and the scholarly reprint” continued on page 16
Adventures in Librarianship — Selling Your Soul

by Ned Kraft (Ralph J. Bunche Library, U.S. Department of State) <kraftno@state.gov>

I recently had the pleasure of sitting down with Susan Doorsslamm, Assistant Director of Libraries for Hardy County. Ms. Doorsslamm made news at a poster session for this year’s ALA convention when she announced her Library's new marketing and fund raising strategy. Entitled “I Went Down to the Crossroads,” the session made more than a few senior librarians blush and junior librarians sign up for nursing school.

[For the sake of full disclosure, Ms. Doorsslamm agreed to be interviewed only after ATG committed to a profit-sharing arrangement with the Friends of Hardy County Library.]

**ATG:** You caused quite a stir at ALA with your new approach to fund raising and marketing. Can you tell us what inspired your strategy?

**SD:** Well, first was the desperation. That, followed by the County Commissioner sending out an appraiser to size-up the library's property. Then there was the six hour “Apprentice” marathon on cable.

**ATG:** I see. May I ask, your “Adopt a Librarian” program, has that started and is it going well?

**SD:** Yes and yes. At first the librarians balked at having their salaries and benefits paid by wealthy benefactors. Most of them didn’t care much for the “I belong to...” so-and-so t-shirts, especially when bathing. And for a few, the groveling wasn’t at all comfortable. But most of the staff has adapted quite well and no longer mind living in the basements of other peoples houses. There are some benefits, you know. Cool, dark humidity is good for the skin.

**ATG:** Ah, right. And I remember you saying something about stapling notices to telephone poles. How would that work?

**SD:** It’s not just the stapling. There’s no money in that. We will be stapling flyers offering seasonal services.

**ATG:** What do you mean by seasonal?

**SD:** Well, gutter cleaning, tree pruning and other hard-to-reach type jobs. The library happens to own several extra-long ladders and they shouldn’t go to waste.

**ATG:** But most of your staff is somewhat elderly. Are they going to be able...

**SD:** They don’t know about the ladder business yet and I’d appreciate it if you didn’t tell them.

**ATG:** Well, okay. Mum’s the word. Finally, you outlined a plan to rent out the library space for weddings, receptions, theme parties, raves, and a few events of questionable legality. Were you able to follow through on that plan?

**SD:** I was. And it’s working out very well. We’re now operating in the black. No more layoffs threats. A full book budget. And the librarians find that checking coats and serving drinks is no more demeaning than shushing teenagers and escorting the incontinent. We’re booked solid through November.

**ATG:** But what about your library functions?

**SD:** Not much time for that, is there?

**ATG:** So you’re keeping the library open by keeping it closed?

**SD:** Therein lies the genius of the whole thing.

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Library Collections ...

from page 1

grand projects to aggregate back runs of the most vital scholarly literature.

There are other new sorts of entities out there — Dan Lee describes Sophie, with which we will all be able to create our own networked books — or to participate in the networked books of other authors. Amanda Maple sorts out new modes of access to music and its scores and recordings. Katherine Holvoet asks if access to government documents will be easier or more difficult. She answers, “Yes.”

**Johann van Reenen** quotes our researchers — “If it’s not digital it does not exist for me” and “Everything I need is free on the Internet.” Rather than arguing this point, he suggests we strive to make it so with behind-the-scenes CD and digitization. Help customers be better users of Google Scholar and look for joint-venture opportunities with commercial players.

I asked Tom Sanville of OhioLINK if we still need consortia. He thinks so, “No matter how you choose to cope, you can succeed better within a group than on your own.” Tom wants us to reinvent ourselves. “If we do not change ourselves, we ultimately will see steady, slow deterioration in our capabilities. The scary thing is that only by looking back will we see how much ground we have lost. The slow decline is deceptively painless and even rewarded in our institutional cultures. If we wait too long, we will be unable to reverse the decline.” I think this is right. And pretty scary.

Publishers face challenges — can they meet the needs of both digital scholars and also reach all of those who need access to their publications? Without going out of business? New publication models come from three groups — Cecile Jagodzinski, Indiana University Libraries and Colin Allen, a philosopher and SEP editor, write about SEPIMA — a support group for the Stanford Encyclopedia of Philosophy. The libraries liked the idea of partnering with faculty to create an Open Access tool they needed and wanted. And they wanted SEPIMA’s developers to start thinking about how the project can have broader applications to other disciplines.

Oxford University Press, has been trying out and studying whether or not Open Access publishing can work for mainstream journals and what has been learned from putting NAR (Nucleus Aeidis Research) online and tryout mixed models with other mainstream OUP journals. (See Richard Gedyce’s article in the upcoming issue of ATG.)

Stephen Rhind-Tutt of Alexander Street Press writes about a new publication model which creates something I can best characterize as a peer-reviewed wiki.

To round this off, Rick Anderson inquires as to whether, “If the purpose of a permanent collection is to solve problems that have now largely been solved by forces outside the library, does it still make sense for us to build and maintain permanent collections?”

On one point, I suspect all of us would agree with Tom Sanville’s assessment of what is most difficult. “That’s easy. The hardest thing is to decide what not to do, or what not to do anymore. But under limited resources, it is critical to make the harder thing, which is to decide what not to do. We are all creatures of habit. Breaking those habits is the key.”

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Rumors

from page 14

by Albert Henderson who was editor at Johnson Reprint Corporation from 1964-1966. It’s the eleventh in a series depicting the impact of European émigrés on British and American publishing in the twentieth century. Fascinating. Highly recommended.

Another interesting article “A Google Librarian Gets into Print,” by Ben Bunnell who is a trained librarian (went to Michigan’s School of Information). Ben talks about the many Google initiatives that we are familiar with including www.google.com/librariancenter. Says continued on page 34

<http://www.against-the-grain.com>
PK: Not at all. In the beginning, we struggled as all new companies do with building name recognition. However, with over 300 library clients actively participating in our program, Better World Books has quickly become an industry leader; our program has spread throughout the library world mostly via word-of-mouth.

Today, Better World Books is a top 25 seller on Amazon.com and a top 200 seller on eBay.com. In September 2005, BWB was the 15th fastest growing company on eBay.com. We occupy 180,000 square feet of space at our new warehouse facility, and we have the option to expand our total space to 250,000 square feet. Currently, we have 1.2 million books in inventory.

ATG: I’ve seen your Website and it looks great and navigates smoothly! What do you envision for the future of your online ordering/interactive Website?

PK: We are continually working to improve our Website and other technology. We utilize a custom Web portal where libraries can print pre-paid UPS labels for book shipments. In addition, we provide our libraries access to an online sales report to track daily sales, payments, and commissions.

The next improvement you will see with our Website is our concept of a virtual book sale. Library patrons will be able to browse the inventory of our client libraries — essentially creating an online bookstore to allow community members to buy books from their local library online.

ATG: How many staff do you currently employ and how is Better World Books generally organized?

PK: Our warehouse currently employs about 80 people that help us with all aspects of selling books online: receiving, sorting, scanning, pricing, shipping, etc. In addition to the warehouse, Better World Books has three active co-founders, a C.E.O., twelve Regional Directors (running book drives on college campuses), four employees working with libraries, and a large technology team.

ATG: What would you say is the most challenging aspect of what you do?

PK: The most significant challenge for the company is to effectively and efficiently manage the explosive growth of the business. Additional challenges include: alleviating the pressures directly related to explosive growth (on people, systems, technology, training, deployment), building out pricing features to give B WB a competitive edge, expanding technology infrastructure (to ensure stability, reliability, security and redundancy), maintaining a fun work environment, adapting rapidly to changing marketplace conditions, moving from our old warehouse facility to the new warehouse facility, selecting new warehouse space, staying one step ahead of the competition, educating the public on the emergence of Social Enterprises, maintaining extremely high feedback ratings, continuously driving down the cost of in-bound/outbound logistics, and responding quickly to clients’ needs.

ATG: Do you see Better World Books ever taking a position in the whole eBay trade? Do you envision making eBay a part of your inventory?

“...Better World Books has quickly become an industry leader; our program has spread throughout the library world mostly via word-of-mouth.”

PK: At this point, Better World Books remains focused on selling used books online.

ATG: Where do you see Better World Books going within five years? What directions have you considered taking?

PK: In order to improve efficiency and decrease logistical costs, we may eventually open new warehouse space closer to the West Coast in addition to our facility in Indiana. We are also currently working logistics options to expand our program into Canada.

Another big push for Better World Books will be Corporate Book Drives. This program allows an organization to collect books for us to sell on behalf of a non-profit literacy partner. We have several drives in progress already.

I also see Better World Books establishing more partnerships with literary initiatives and other organizations that share in our mission.

ATG: Finally, what do you do with your free time?

PK: When I’m not traveling around the country attending conferences and meeting with libraries, I enjoy a round of golf, spending weekends boating and fishing at the lake, and attending baseball games (Go Braves!).

And the dynamo Jill O’Neill (NFAIS, Director, Planning and Communications) <jilloneill@nfais.org> puts the NFAIS information community news together.

The Chronicle of Higher Education ran a story several weeks ago (August 25, 2006) regarding the University of California deal with Google. The contract was released as part of an “open records request” from the Chronicle. See “U. of California Will Provide Up to 3,000 Books a Day to Google for Scanning, Contract continued on page 69

<http://www.against-the-grain.com>
peared fighting fit on the day itself, prompting
commentators to wonder whether this was the
real McCoy.

Now that may be more information than you
wanted to know, but for the really curious among
you, it provides word origins in as complete a
manner as possible.

To me as a linguist and to me as a reader
and speaker of languages, words hold an end-
less fascination. I like the sound of them, the
look of them, and the feel of them. I enjoy
the hot pursuit of just the "right" word in a conver-
sation or in a book review. I love to know where
words come from, and I like to learn more about
the subject of words. In my mind, these two
works, Words, Words, Words and The Real
McCoy are a joy to read. They both offer an
intriguing peek into the world of words...an
idiomatic view (now there's a word!) of the
lexical world around us...a fascinating insight
into meaning and lexicography.

Maxwell, Nancy Kalikow. Sacred Stacks: The Higher Purpose of Libraries and

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The cover story to the May 2006 issue of
American Libraries Nancy Maxwell's book,
Sacred Stacks, certainly caught my eye and my
interest. As I read the short two page article, I
thought that the premise for her book was quite
intriguing and that I might like to read her obvi-
ously ambitious work. Maxwell, who in addi-
tion to an MLS holds a master's degree in Catho-
ic theology, presents a well-organized and
thought-provoking look at two seemingly un-
related areas — libraries/librarianship and
churches/ministers. Her arguments reinforce
both the value and importance of librarians and
libraries in today's society.

In the preface to the book Maxwell explains
to us why she wrote the book and recounts an incident that took place when she
worked at a Catholic college. When she
addressed as "Sister," she began to think about
how her position as a librarian paralleled the
role that ministers serve. The secular library
space also parallels the sacred space of a
church, generating many of the same feelings
among those present. The genesis of the book
began at that point and became her mission.
The book reinforces many of the arguments
made by Maxwell and provides a compari-
son between two institutions that provide sup-
port and solace. The library and the church
offer safe havens within their communities.

Maxwell communicates what she believes
the higher purposes of libraries and librarians
are in the titles of each chapter. Libraries and
librarians perform sacred functions, organize
chaos, bestow immortality, uplift individuals
and society, provide sacred and secular space,
promote community, and transmit culture. The
chapter titles provide hints to the reader but
nothing really prepares you for the intellectual
stimulation provided within each chapter. There
are powerful arguments made and they are sup-
ported with historical facts along with philoso-
phy, theology, and social science theory.

The first chapter provides a brief history of
libraries while outlining a current context for
religion in America. Maxwell provides exam-
pies of sacred, secular venues and explains
how culture merges the sacred and secular throu-
gh language and ritual. One example given is
the "pilgrimage" many families take to Disney
World. Another is the "confessional" nature of
television talk shows.

Chapter two addresses the functions per-
formed by librarians and clergy and explains
some similarities. Personality traits such as
those measured by the Myers-Briggs test were
analogous in the two groups. The chapter gen-
eralizes about the demographics and values of
librarians. Maxwell examines the topics of or-
ganizing chaos and how librarians and libraries
tackle the vast amount of knowledge that they
are tasked with organizing in chapter three.
Throughout the chapter religious symbolism is
applied to society while the library is depicted
as the place where wisdom resides. Maxwell
likens wisdom to God and points us toward a
"rational order of the universe."

Chapters four and five draw the reader in
with the powerful imagery of immortality and
permanence that reside in two institutions —
the library and religion. Subjects discussed in-
clude the immortality of words both spoken and
written upon which religions rely, the impor-
tance of citations in literature and religion, own-
ership versus access, religious freedom of
choice, contemporary sin and the need for suc-
cess in today's society, libraries and social
change, liberation theology, and the library's
place in the search for "self-improvement, self-
fulfillment, and self-help." Maxwell submits
arguments which support the thesis that librari-
ans and religion are participants in societal
change and examines the idea that libraries
might be dangerous places.

The author writes that both libraries and
churches are environments which people enter
alone but which are communal spaces. Max-
well labels these public private spaces — an
intriguing idea and concept. Perhaps more than
any other chapter, chapter six draws the reader
into the space concept by providing clear illu-
strations. The author outlines similarities that
exist between churches and libraries such as the
private space which carrels offer. Carrels, ac-
cording to Maxwell, were originally private
spaces in monasteries where monks could read
or write. The author examines the placement of
libraries and churches in the center of their
communities and the importance of that central
location for the community.

The final chapters in this short book con-
tinue to expand the arguments made by the au-
thor supporting the similarities between librari-
ans and churches. Thought-provoking,
intriguing, challenging, and validating are all
words that should be used when referring to
Maxwell's book. Librarians and students con-
templating librarianship would be well advised
to read this short but powerful book.

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Rumors
from page 54

States" by Scott Carson. Chronicle of Higher
Education, 25 August 2006. chronicle.com/
free/2006/08/2006082501.htm

Copyright Clearance Center (CCC) has
announced that The Wall Street Journal has
begun licensing graphical images through
Rightslink(R), CCC's automated copyright
permissions and reprint solution. The new
offering provides content users a simple
means of ordering Journal branded maps,
charts and illustrations from The Journal.
This also includes framed versions of its fa-
imous illustrations of subjects of Journal sto-
ries, called "hedgecuts," that come complete
with delivery and billing. Hedgecuts and other
graphic content from The Wall Street Jour-
nal are available for order at the Journal's
reprint Website.
www.direprints.com
www.copyright.com

OCLC Online Computer Library Center
has acquired DiMeMa (Digital Media
Management), the organization that developed
and supports CONTENTdm, the digital man-
continued on page 76

Against the Grain / September 2006

<http://www.against-the-grain.com> 69
lists and costs, etc. We employ a variety of tools including an ERM system, for which we contract with a vendor other than our subscription agent, and other homegrown solutions. In the end, we removed approximately $1,000,000 from our annual renewal list and saved about $30,000 in service fees. We have numerous individual electronic subscriptions that we continue to allow our subscription vendor to handle, but we viewed the removal of our “big deal” e-journal packages from our annual renewal list as an effective cost-saving measure. Will our approach work for every library? Certainly not. Should all libraries cut out their subscription vendors (a “stick it to the man” attitude)? Again, certainly not. A subscription vendor’s services can be valuable for libraries large and small. In fact, for small libraries, cutting out the agent is likely a bad idea and will result in more work than a small staff can handle. However, I believe this approach is worth considering seriously at most medium-sized and large academic libraries.

New Services and Pricing Models

What new services and pricing might libraries expect from subscription vendors in the newly emerging world of managing “big deal” bundles? Negotiation services have already been discussed as a possibility. If a library does all the negotiating and up-front work, perhaps a lower service fee could be charged for that publisher’s package. Perhaps subscription vendors should provide libraries with an ERM system as part of the service fee instead of charging an additional fee. Libraries invest huge amounts of money, time, and human resources in maintaining and implementing ERM systems, and they have become necessities. In the past, subscription vendors developed tools to make managing print journals easier. These tools included complicated spreadsheets replete with subscription information, billing integrated with ILS acquisition modules, and Web-based administrative portals. It makes sense to me that ERM systems replace and supplement many of these older systems, but not for an additional fee. Libraries are performing different tasks with new and different systems, for the same managerial purpose. Perhaps subscription vendors should be maintaining OpenURL knowledge bases as part of their fee. Perhaps libraries should demand that publishers allow subscription vendors to activate online subscriptions. Maybe subscription vendors could offer an annual rebate for libraries that have a low number of service requests. These are simply ideas at this point; it is hoped that they will contribute to a long and productive dialogue with our subscription vendors.

Endnotes
2. Ibid.
5. supra n. 3.
I f you have been following our discussion this year, we are talking about the periodical weeding process in libraries. First and foremost, we are in need of keeping as many shelves or parts of shelves empty for expansion. Sometimes we make decisions about how many years of a journal to keep, thereby making the older issues unneeded in our collection. Sometimes we decide that specific titles are not needed any longer because their scope does not add to the information bank required for courses being taught today in our schools and universities, or our patronage interests have shifted in the public venue.

This issue's discussion revolves around the usage of microfilm as a substitute for print issues. The four by four boxes of microfilm or four by six inch fiche stored in cabinets, take up far less space than print issues on open shelves and they can be retained in the basier and more functional areas of the library. The 1930's saw the advent of the 35mm camera and possible use of both negative and positive film to record print in a much smaller format. Scientific and government reports were some of the first to be preserved on film and fiche. Now, we have scores of journals that are reproduced on microfilm and microfiche as a regular routine. It is still our best format for retention, lasting over one hundred years (digital has not proven its longevity yet — too young). Of course, those companies have to buy the privilege of being able to film the journals and resell them, but there seems to be adequate cooperation in that there. One of the few problems of microfilm is that reading and printing equipment have to be available to the user. Over the past five to ten years, technology has improved the capabilities of these machines as well. We have readers, we have printers, we have combination reader/printers, and we are now seeing the capability of the reader/printer that can send the visual information to a computer or to your disks, etc. This makes the data so much more useful and effective for reports, papers, articles and other presentiations.

We have been used to having newspapers on microfilm for years, but now even the most scientific and technical journals are being captured on film. Being a somewhat specialized library as well as academically oriented, we are conscious of the extensive use of our film and fiche as a substitute for older volumes of journal titles. This allows us to retain the latest five years of the print on our shelves (which is most heavily used for research), while offering another ten to fifteen years in a microform format that allows students to do more historical studies. We are a smaller sized library, but we pack a punch information wise.

Since we are adding to our microform holdings every day, we strive to keep our facilities clean, neat and the boxes in good repair. We have recently purchased five sets of arches that allow a central passageway with pull out upright drawers on each side of the walkway. We also have some microfilm and microfiche cabinets that expand our collection. Some of the cabinets house specific titles or masses of technical reports. The arches house journals on microfilm. When I arrived last year, the microfilm still had rubber bands on the reels, so we removed them in a quick but thorough project. Rubber bands tend to eat their way through film over the years of chemical changes within the packaging. (Best not to take chances on this one point). We have spent some time this summer going through all the boxes in those arches, making sure they are functional. When we find damaged boxes, we replace them with new ones. I personally like the acid free boxes that store flat and pop-up when you need them. These allow space for labels to be generated on the computer and applied to the appropriate boxes. This year has been a clean-up/fix-up time for all of our collections. The anticipation of gaining more microform holdings in our weeding process has excited us all. Many of our one to three year retentions will have microfilm backup for the older years. Perhaps, we can begin to move our reading/printing equipment to the new age of technology and allow students and faculty a chance to send them to disks and office/home computers. That is truly something to think and dream about!