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People Profile: Dan Tonkery

Editor
demand access to information, and libraries have responded by committing major parts of the library’s acquisition money to fund the users’ appetite for information.

And libraries aren’t the only ones feeling the push into the electronic age. In addition to the impact on the library, the lonely subscription agent who was the trusted partner in the print subscription world has also been caught up into this new race to support content to the users.

While the publishers have focused their energy in developing online manuscript submission and tracking systems, hosting services and automating the peer review process, agents have recognized the importance of the shift from print to electronic and have invested significant resources into developing a wide range of new services and features to help libraries manage the growth in electronic resources. The branding varies from vendor to vendor, but such services include:

- online e-journal management and registration applications
- consolidated access to databases
- linking services to connect users with access to content
- comprehensive online title lists
- e-journal update portals or alerts
- overlap analysis reports to identify unique and overlapping content.

In addition to meet the growing need, agents have refined their workflow to move orders and renewals faster, while developing new services to help manage and control publisher package deals that are now common in the library community.

Consider that the data elements needed for an e-journal order are three times that needed for a print order. Claiming missing issues has been replaced with electronic access support, and one can soon understand that the subscription agent has had to build an entire range of new services and features to help libraries manage the growth in electronic resources. The branding varies from vendor to vendor, but such services include:

- pre-verified invoicing
- information on access rights
- information on cost-per-title, with detailed invoicing
- automated invoice loading for package titles
- serial management package reports.

While much of the work that the library has to undertake can be supported by the subscription agent, I would not want anyone to believe that we have the magic bullet to make all the work disappear. Agents can and do play a valuable role in the access and management of e-journals. However, it is the library that is

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Dan Tonkery

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EARLY LIFE: Spent early life in West Virginia.

FAMILY: Married to Linda E. Tonkery and have three sons. John, Steve, and Andrew. Four grandkids.

EDUCATION: David Lipscomb University BA Biology and University of Illinois MLS. Postgraduate at National Library of Medicine.

FIRST JOB: Biology Science Teacher in Hendersonville TN.

PROFESSIONAL CAREER AND ACTIVITIES: National Library of Medicine 1970-79 — Head of Selection Acquisitions, Chief of Technical Services Division. UCLA Associate University Librarian for Technical Services; Senior VP the Faxon Company; Founder and President Horizon Information Services; President Readmore; President TDT Ventures; President Information Quest; President The Faxon Company; VP Business Development EBSCO Information Information Services.

IN MY SPARE TIME I LIKE TO: Play golf and travel.

FAVORITE BOOKS: Mysteries.

PET PEEVES/WHAT MAKES ME MAD: Slow play.

PHILOSOPHY: Golden rule — he who has the gold makes the rule. Live each day to the fullest.

MOST MEANINGFUL CAREER ACHIEVEMENT: Developer of a number of online and PC Based Systems for libraries including developed Orion at UCLA, REMO at Readmore, ROSS at Readmore, various systems at Faxon and helped with EBSCO’s A to Z system.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: To break 85 on the golf course.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: I think there is a big transition underway and we are all anxious to see where it falls out. Publishers are merging and facing major changes in scholarly communications and that is going to continue as the funding agencies are demanding change. Open access and other recent trends are starting to have an impact in our community. Subscription agents have invested in the future and libraries must face the changes as well.

Five years is a long time in the digital age and access and usage are up for grabs. Maybe we all will be working for Google!

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