And They Were There-Reports of Meetings

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report on "Building Leaders for a Changing Environment," co-authored with two other colleagues from New Mexico, discussed the University’s experience in adapting to this new model of librarianship.

In this sense, QQML represents the most current thinking in Librarianship, which is increasingly using data to improve and refine operations. It shows clearly that libraries are not passively observing new advances in methodology, but actively adopting and adapting them to further their mission. Attendees were presented a copy of the Abstracts from all the papers, running to 264 pages, at the conference registration, and the full proceedings are forthcoming. The abstracts plus additional information are also posted at the group’s Website: http://www.isast.org/.

As such, we look forward to QQML’s 5th International Conference which will be held in Rome, Italy in 2013.

**Book Expo America 2012, Largest North American Publishing Trade Show** — Javits Center, New York City, NY, June 2012

Reported by: Dan Tonkery (President and CEO, Content Strategies) www.contentstrategies.com

*Book Expo* is nearly a week-long effort held in New York City at the Javits Center in early June this year with over 1,300 exhibitors. The meeting’s main trust is to allow an opportunity for the independent booksellers to meet with publishers and authors. The meeting is not open to the general public and requires a registration. This year, with over 30,000 attendees the buzz at the meeting was very positive among the exhibitors. Several publishers I talked with thought that the booth traffic was up over the last few years. It certainly appeared that the robust attendance affected the in-booth author signing this year and caused significant traffic jams in the exhibit aisles. Often adjacent booths would have attendees lined up for author autographs on both sides of the main aisles, causing foot traffic to come to a standstill.

Part of what makes *Book Expo* interesting is the number of related meetings that occur during the main trade show. I was fortunate enough to attend the IDPF Digital Book Conference on June 4-5 and spent some time at BlogWorld & New Media Expo. There is a special emphasis on digital publishing at *BEA 2012*, and an entire exhibit area is reserved for the Digital Discovery Zone. It is somewhat ironic but mostly frustrating that while the topics at these sessions are always state of the art, the attendees are sitting in a room trying to capture notes and comments with slow, unresponsive Wi-Fi service. The poor Wi-Fi service is not just at the Javits Center; last week at the SSP meeting in Arlington, VA, I had the same poor connection issue. It just seems that hotels and conference centers have not geared up to support the online traffic. My recent Wi-Fi experience on Amtrak was even worse. Sorry for the digression. Now back to the meeting report.

The Digital Discovery Zone is an exhibit within the larger BEA exhibit where all the software companies providing a wide range of pre-publication, formatting, and conversion services for producing everything in electronic formats are located. The exhibitors included all the well-known companies like Apex CoVantage, Aptara, SPi Global as well as smaller companies like Publishing Technology. Any publisher looking for help in all aspects of producing eBooks could find an appropriate solution in the Digital Discovery Zone.

In addition to the large, well-established companies in the Zone, I found a number of small organizations offering some unique services. Autography, LLC from St. Petersburg, FL (www.autography.com) has a method of inserting an autograph into an eBook. Somehow the autographed page can include a photo of the author and consumer, and there is a way to export the photo to the customer’s social media. Slicebooks...
(www.slicebooks.com) is another new company which offers a solution to slice and remix eBooks in minutes. The librarian in me instantly decided that this slice and remix application might provide an easy way to produce custom course packs for academic course use. The technology is there to go out and slice chapters or more from a number of different eBooks and remix the content to produce a new eBook. Interesting idea, but not all of the copyright issues have been thought out.

While everyone knows that Amazon is the undisputed 600 lb. gorilla in the eBook world, supplying roughly 70% of the eBooks and readers, I was very impressed with Kobo. Kobo is a global leader in eReading with triple-digit growth with 8 million registered users in 190 countries. They have an inventory of 2.5 million titles. If I had to make a prediction, I believe that Barnes & Noble will split into two companies, and Microsoft will take charge of the Nook side of the business. I expect to see the brick-and-mortar stores sold off. At this point B&N is just not keeping up in the eReader race. Even with Microsoft’s recent investment I believe it is coming too little and too late.

What is clear from recent studies reported at the meeting, there is widespread adoption of tablets and mobile devices as the platform of choice for eReading. Kindles and a host of other reading devices are on the market, and consumers are making a switch from print to electronic in a rapidly-growing rate. The rapid growth of e-Readers has provided rich soil for what some are calling the “golden age of self-publishing.” According to Kelly Gallagher, VP for publishing services from Bowker, in 2011 there were 211,269 self-published titles. That is up from 133,036 in 2010. The most popular genre in terms of units is fiction (45%). The top players in the self-publishing space are Amazon’s CreateSpace at 57,602 titles; Authors Solutions 41,605 titles; and Lulu at 30,019 titles.

It is clear from talking to attendees and publishers at BEA that, while publishing is changing and sales are declining at the big brick-and-mortar stores, there is still a place in our society for the independent bookseller that has more to offer than just inventory. The small independent stores that survive are going to have to offer a community or environment for the reader that is engaging and interesting. Amazon has a commanding lead not because they are some evil empire out to control the world, but because of their technology and their paying careful attention to their consumers. They monitor and modify their systems based on the analysis of user behavior. They deliver services better than any other organization in our industry. Not only are they a big player in supplying traditional published works, but it is clear they have a strategy to capture the self-published works as well.

Attending Book Expo in 2012 is far different than when I was there in 1986 or even 1996. So much has changed, yet quality service, staying close to customers, and paying attention to details are still paying substantial rewards.


Issues in Book and Serial Acquisition, “Something’s Gotta Give!” Francis Marion Hotel, Embassy Suites Historic District, Courtyard Marriott Historic District, and Addlestone Library, College of Charleston, Charleston, SC, November 2-5, 2011

Charleston Conference Reports compiled by: Ramune K. Kubilius (Northwestern University, Galter Health Sciences Library) <r-kubilius@northwestern.edu>

Column Editor’s Note: Thank you to all of the Charleston Conference attendees who agreed to write short reports that highlight sessions they attended at the 2011 conference. All attempts were made to provide a broad coverage of sessions, and notes are included in the reports to reflect known changes in the session titles or presenters that were not printed in the conference’s final program. Please visit the Conference Website for archival information where a link to many presentations can be found on the 2011 Charleston Conference SlideShare Group Page. Permission was received from all of the plenary speakers to post their recorded sessions online, so they are added to the Video page on the Conference Website. The 2011 Charleston Conference Proceedings will be published in partnership with Purdue University Press in 2012.

In this issue of ATG you will find the fourth installment of 2011 conference reports. The first three installments can be found in ATG v.24#1, February 2012, ATG v.24#2, April 2012, and ATG v.24#3, June 2012. We will continue to publish all of the reports received in upcoming print issues throughout the year. — RKK

FRIDAY, NOVEMBER 4, 2011
MORNING PLENARY SESSIONS

Executives’ Roundtable: The Boundaries are Getting Blurred
— Presented by T. Scott Plutchak, Moderator (Lister Hill Library of the Health Sciences, University of Alabama at Birmingham); Paul Courant (University of Michigan); H. Frederick Dylia (American Institute of Physics)

Reported by: Fred Moody (National Institute for Technology in Liberal Education (NITLE)) <fmoody@nitle.org>

Digital technology and the demand for public access to publicly-funded research has brought on a chaotic academic information environ-
she explained that more resources are going to e-content. But the organizational constructs are embedded in physical facilities. Guthrie views the biggest challenges as the restructuring of relationships. He talked about a change in allegiances.

On the subject of vendor-institution relationships, Kenney explained that libraries are more than sales channels. She said libraries are also about issues including fair use. Guthrie focused on the business aspect. Regardless of whether subscription or open access, he said a big issue is how does the library value material it is getting. He said a big challenge for the community is how to figure out the value.

Kenney also raised the issue of access rights, explaining that libraries tend to want the same rights they had with physical materials. Publishers, she said, see it differently. Guthrie said it involves figuring out the new models. He said the concept of owning something has changed.

The Long Arm of the Law — Presented by Ann Okerson (Yale University); Jack Bernard (University of Michigan); William Hannay (Schiff Hardin LLP); Lauren Schoenthaler (Stanford University)

NOTE: Ann Okerson’s affiliation is now Director, Office of Scientific & Academic Publishing for the Association of Research Libraries (ARL)

Reported by: Catherine Giffi (John Wiley and Sons, Inc.)

Ms. Okerson began the plenary session with an overview of the relationship between lawyers and libraries, dating back to 1973. While not all copyright cases, it was noted that the 1990s was a rich legal decade for the library world.

The Committee on Copyright and other Legal Matters (CLM) was created to monitor the World Intellectual Property Organization (WIPO) and to represent the International Federation of Library Affairs (IFLA) at key meetings. It is now headed by Victoria Owen, Head Librarian at the University of Toronto Scarborough. CLM is working on a draft, “Treaty on Copyright Exceptions and Limitations for Libraries and Archives,” and that work is still in progress.


Bernard was second to speak, and he delivered a lively overview of copyright law. Specific topics covered included criteria for copyright, rights given, and the John Wiley copyright case. In August 2011, the 2nd U.S. Circuit Court of Appeals ruled that Supap Kirtsaeng, a Thai man studying in the United States, infringed upon John Wiley & Sons copyrights when he had his family send him cheaper foreign editions of Wiley textbooks, printed by Wiley Asia, that he then resold on eBay for a profit. At the time of the speech, no recommendation had been made in the case. As of January 6, 2012, the Supreme Court was asked to review the case of Kirtsaeng v. John Wiley & Sons, Inc., which could have major implications for the first sale doctrine. The key issues with the case raised by Mr. Bernard included the issue of manufacture — specifically, how do we know where something was manufactured? This could impact lending rights and potentially encourages publishers to outsource jobs in order to benefit from the definition of “manufacturing.”

Schoenthaler delivered an update of her presentation from the previous year, beginning with Cambridge University Press et al. v. Patton et al, also known as the Georgia State legislation. The case is still awaiting a decision. This lawsuit brought by several publishers against Georgia State University involves the use of copyrighted materials in e-reserves in higher education, but the impact of the case and its potential results may be far more reaching.

More resources on that case are available on the EDUCAUSE Website: http://www.educause.edu/policy/campus/resources/gastate.
The annual summary (including handout) by Kubilius provided an overview of health sciences trends and developments (some resonated at the conference). Blecic reminded attendees of eBook benefits: optimized access, multiple users, no weeding space issues, and the potential for future innovations. Challenges included: multiple interfaces, digital rights, single-use codes, missing content, “e” after “print.” “Ugly” aspects: loss of curatorial control by libraries. Her prediction? The digital divide will grow. Gallo, serving as moderator, also presented the aggregator viewpoint. She highlighted findings from several surveys (e.g., the 2011 “Point of Care Survey,” the 2011 “Global Student eBook Survey”). eBook availability has increased (but “where is the other 50%?”), there are more choices (but “waiting is the hardest part”), there are too many pricing and access models, and integration is a “work in progress.”

Tagler shared publisher industry association insights of note, e.g., no business model specifics can be discussed at meetings. eBooks benefits for publishers: new markets, data mining possibilities, links between books and journals, and re-usability of content. The short- and long-term outlooks are (still) very cloudy, and how do you count “sales”? Lively discussion, rhetorical issues, and questions included: people’s desire for data, publishers' guardedness, “shelf-like” browsing functions, and discoverability from a marketing standpoint.

**Am I Wasting the Library’s Money? Using Data to Assess Book Collections** — Presented by Clement Ho
(University of Nebraska, Lincoln)
Reported by: Alexis Linoski (United States Naval Academy) <adelinoski0812@yahoo.com>

This Lively Lunch focused on collection assessment using circulation statistics over a period of years (2002-2009) at American University. When the assessment began, the question was: What is acceptable use? For them, one use equaled success, and no use in five years equaled a bad buy. However, acceptable use will vary by institution. Overall, over 80 percent of their collection circulated, with older titles having higher usage. Ho did note they weeded aggressively.

Assessment was done by subject area and was used to identify gaps in the collection, review fund allocation, review book approval plans, and to help make individual book purchase decisions. A good portion of the session was discussion between Ho and the audience on a variety of things from the dates used in the calculations to how the data was pulled to the types of statistics that were being reviewed.

**Saving Time, Energy, Keystrokes and Sanity** — Presented by Julie Kliever, (Providence College); John Riley (BUSCA, Inc); Kenneth Hendges (BUSCA, Inc.)
NOTE: Lynne Branche Brown (SkyRiver) also joined the presenters. She and Kenneth “Charlie” Hendges participated via an Internet telephone service.
Reported by: Katherine Latal (University at Albany, University Libraries) <klatal@albany.edu>

After Riley introduced the presenters to set the stage, Kliever detailed how she collaborated with BUSCA and SkyRiver to automate her library’s primarily manual ordering and invoicing process. Stemming from the desire to improve efficiency, Kliever requested modification to BUSCA’s work form to permit use of an existing field for a different purpose. To achieve this, Hendges revised the form to accommodate entry of a key data element that, in turn, populates a field that is required for order record creation in Providence College’s consortially-managed ILS (Millennium). As orders are filled, BUSCA sends each shipment manifest to SkyRiver. Using the manifest, SkyRiver identifies the corresponding bibliographic records, appends the invoice payment information, and forwards the file to the library to overlay the brief records in their ILS. This is an excellent example of library-vendor-bibliographic utility cooperation and ingenuity. Although this process is still being refined, all of the presenters noted that they see benefits from this endeavor and it may spark other opportunities for customer-level technical and service customization. Interest in this development was evident by the number of questions posed by the attendees regarding de-duping, staffing changes, support of MARC format, and details of the new workflow.

**Grey House has published the 2012 edition of America's Top-Rated Cities: A Statistical Handbook, 2012 (four volumes—softcover, ISBN: 978-1-59237-857-7, $250.00) Libraries that have found prior editions useful will no doubt feel the same about the newest version. As in the past, this set offers “comprehensive statistical information in one … source on 100 cities that have been cited as the best for business and living in the United States.”**

Online database subscriptions are available for a single user at $550. An online and print combination is available at $700. For multiple-user and library Access, call 800-562-2139 for a quote.