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Francis Marion Update

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Against the Grain

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And They Were There continued . . .

European environment.
For sure, 1992 is a red letter year for Europeans. We need to be listening.

UKSG: Many of the issues are the same, the accents are different. Serials pricing and stagnant budgets, time management and motivation, performance indicators and measures of library services, education and training for the book and information world, and a discussion of the standardization of information on journal covers were some of the papers presented. Workshops were also included. The one I attended was "Journal Sales and Marketing," run by Harry Holt of Macmillan Press, Ltd. The room of publishers and vendors (I was the only card-carrying librarian, at least that admitted it . . .) was very interested in issues like marketing of publishers' products by vendors, use of publishers' catalogs by libraries, marketing to libraries (direct mail, distribution of sample issues) and the effectiveness of various methods.

Other visits made by Katina:

Pergamon Press on Headington Hill . . . with the gracious Brian Cox . . . Driving up in the snow in a taxi to a hill on the outside of Oxford to one of the haunts of the man who was recently listed as the eleventh richest man in England in the *London Times* . . . **Blackwells** in Oxford . . . with the incomparable John Merriman . . . **Heffers** in Cambridge . . . with the gracious Clive Connell and Andy Hall . . . **Sage Ltd.** in London with the urbane Ian Eastment . . . A visit and tour with the enterprising, vivacious, and energetic Dianne and John Coles in and around Oxford . . . And last but not least, a visit of the **Cotswolds** with Ina Merriman, invigorating and splendid tour guide. If you want to know more, write me . . . That's all I've got room for this issue!!!!

People ●●●

People ●●●

People ●●●

☞ **Dana Alessi** has joined Baker & Taylor as Director of Marketing, Academic Division and is located in Bridgewater, New Jersey.

☞ **Joel Baron** has joined The Faxon Company as Director of Publisher Services and Chief Publications Officer. Baron comes to Faxon from Little, Brown and Company where he was employed for 13 years.

☞ And **Jacqueline Thompson** has announced that she is joining John Wiley & Sons' library sales and marketing department.

☞ One of the most interesting people I've talked to recently was **Earl Coleman**, the gentleman who started Plenum Publishing Corporation in 1946 on \$100. Says Coleman: "It's the details of an operation that are important. Big problems can be solved only by approaching the little ones one-by-one." After leaving Plenum, he acted as a consultant to many publishers, including, lately, National Publishers in Elmsford, NY, which was recently sold to Prentice-Hall. Coleman is generally credited with starting the Russian Translation Program . . . He is currently applying himself to the serials pricing issue. His speech is salty, irreverent, sometimes startling, but always to the point. So, what's coming next, Mr. Coleman . . . ?

The Francis Marion --An Update--

I've never been psychic (thank goodness), but I want y'all to know that the Francis Marion Hotel closed its doors (except for the restaurant) as of March 1, 1989. We don't know when or if it will reopen and what will be its business of reincarnation. Time will tell.