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Papa Lyman Remembers

Women in Book Publishing and Selling — Part II

by **Lyman Newlin** (Book Trade Counsellor) <broadwater@agis.ag.net>

Mme. Editor has agreed to let me make good on my April *ATG* promise in which I understated my intention to write about more women I have known in publishing and bookselling. I should have written that I have enough material for not one but two more columns and even then there may be some unintentional omissions. So I encourage prompting from anyone whom I have not written about, for the September issue of *ATG*.

Anthea Disney was the first woman to be mentioned in my last column. She is the only woman in my list of 24 or so whom I have not met, but her job as CEO of Harper-Collins is probably the industry's largest female-held job. Ms. Disney made the front page of *ABA's Bookselling This Week* for May 20. The story concerns restructuring of her company's sales and marketing efforts. Coupled with the company's recent shedding of its educational business there is every reason to speculate that H-C is headed for more direct competition with the trade and mass market businesses while leaving the text and professional fields to **McGraw-Hill**, **Wiley**, **Academic Press**, **Elsevier**, **Springer-Verlag**, **Kluwer** et al. Now it appears that **Rupert Murdoch's** organization is leaving **Sumner Redstone's Viacom** (**Simon & Schuster**) as the sole megacompub with a strong grasp on both the trade and non-trade aspects of publishing.

Before I get on with this article may I urge every reader of *ATG* who is interested in the publishing industry to read *The Nation* June 3, 1996 issue. It is chock full of material of great import to anyone interested in books and their distribution. Of exceptional importance are articles by **Andre Schiffrin** ("The Corporatization of Publishing") and **Mark Crispin Miller** ("Free the Media").

Now on with the show ... **Judy Holoviak** is director of publications at the **American Geophysical Union**. I first came to know her when she was instrumental, along with **Fred Spilhaus** and **Mark Carrol**, in founding the **Society for Scholarly Publishing (SSP)**. I don't remember if she held the title of membership chairman, but I hold her responsible for enlisting me as a charter member. In the nearly 20 years of SSP's existence Judy has held just about every office, including president, secretary-treasurer, etc., etc. ... **Sybil Parker**, of **McGraw-Hill**, comes to mind as an expert in reference book publishing, currently my favorite branch of the industry. Our first meeting was an attempt on my part to interest M-H in taking over the distribution of the *Academic American Encyclopedia* for which I had been a marketing consultant to their office in Princeton. I don't remember the outcome of our negotiations but **Grolier** finally took over that item and Sybil proceeded with the Herculean task of producing the next edition of *Encyclopedia of Science and Technology* of which edition number eight is due May 1997. ... Sybil will get strong sales support for this project from **Rebecca Seger**, whom we have mentioned in *ATG*, Sept., '95, p. 14 and *ATG*, Nov., '95, p. 10. Rebecca's photo appeared in *Library Journal*, April 15, 1996, p. 14. ... **Phyllis Steckler** founded **Oryx Press** in 1976 (can it really be twenty years ago, Phyllis?). If ever a start-up publisher had the proper credentials she did — having served in executive capacities at **Crowell Collier Macmillan**, **Bowker** and **Holt, Rinehart & Winston**. I doubt there will be a single reader of this article who has not read one or more Oryx titles especially in library and information sciences. ...

Speaking of having publishing experience at start-up time, **Lynne Rienner** learned the trade from the late, great **Fred Praeger** as the associate publisher of his **Westview Press**. Lynne founded **Lynne Rienner Pub, Inc.**, in Boulder, Colorado in 1984. It was in the fall of that year or the next that we first met. It was at the **Frankfurt Book Fair**. The only argument I remember ever having with Lynne was as to whether she should employ true Germanic pronunciation of her name. Katina doesn't have to guess who won that one. Lynne has participated in several **Charleston Conferences** and always has contributed sub-

stantially to our meetings. ... **Marietta Chicorel** was an acquisitions librarian, **University of Washington**, when **Richard Abel** first introduced us. She then went into publishing where she was chief editor of *Ulrich's International Periodicals Directory* (**Bowker**) and later project director for **Macmillan Information Services**. She founded **Chicorel Library Publishing Corporation** in New York in 1969 which evolved into **American Library Publishing**. It was during the next decade that she and I had considerable association, when I worked for **Richard Abel & Co.** and later when I was a consultant for some of Marietta's projects. When Marietta moved her business to Sidona, Arizona, we lost contact but I have always prized the knowledge of reference book publishing which I gained from her. ...

Two more women come to mind when I think of Harper. **Lois Shapiro** was in charge of publicity at **Basic Books** until her death a few months ago. Our friendship began years ago when she was at **Dutton**. Whenever I had a problem with obtaining information from the publisher she was representing, I would go to Lois. I will miss her. ... I'm not sure where and when I met **Ginger Curwen**, presently Director of Marketing and Communications for **HarperCollins'** general trade group. My earliest recollection is meeting her in the New York office of **University of California Press**. For several years she was editor of *The American Bookseller*, the trade magazine of **ABA**. I notice that she is often the spokesperson for **HarperCollins** when the

continued on page 72

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Papa Lyman
from page 71

media tries to probe the Murdoch empire. ... **Virginia Martin** has completed a circle in publishing. After having been vice president and publisher at **Raven Press** she became publisher at **National Academy Press**, then head science editor at **Wiley** and now she's back as VP at **Lippincott-Raven**, a **Wolters-Kluwer** subsidiary. For several years, our only meeting place was the **Frankfurt Book Fair**. Now I'm trying to persuade her to participate in a future Charleston panel on sci-tech publishing. She's a whiz at it! ... Before we leave Pennsylvania I want to introduce **Nancy Schiffer**, executive VP of **Schiffer Publishing, Ltd.** In 1976, I believe it was, a publishers' sales rep, **Jim Beardsley**, suggested I get in touch with **Peter Schiffer** who had just started to publish books in Exton. **The Abel Company** had recently been taken over by **Blackwell** and I had opted to start a consulting business. I don't remember now whether Peter called me or I called him first. Exton was only a couple hours drive from our then home in New Jersey and I gladly accepted Peter's invitation to visit. I'm not sure if Nancy had her present (or any) title at that time, but it didn't take long for me to realize that she was of great importance to Peter's new venture which was probably inspired by the Schiffer family's respected antique dealership. Nancy had been trained in museum management and had experience in handling objects of art. Now, only twenty years later. Schiffer has about a thousand titles in print, a great many of these deal with art, architecture, antiques, collectibles and the kinds of books you'd expect from people who have been so deeply immersed in the arts. Look up Nancy when you visit an **ABA** or **Frankfurt** exhibit. You will meet one of the industry's smartest, yet most laid-back, arts publishers.

For years whenever I thought of STM editors, the name **Margaret Irwin** would come to mind. Maggie was an editorial director at **Wiley's** Science, Technical and Medical division after having been associated with **Halsted Press**, a **Wiley** subsidiary. Several months ago Maggie left publishing to start a new career in social work. Because I hadn't heard from her since she left **Wiley** last fall, I phoned her to be brought up to date. She's now working on a Master of Social Work degree at **Columbia** and does hands-on social work (she calls it "boot camp for social workers") in **Harlem**. Maggie is excited about her new career, but is quick to state that she enjoyed her career in publishing at **Wiley**. I have made a note to check again after she gets that MSW from **Columbia** and will relay the report in this column. ...

Inge Valentine is responsible if this item does not make the June issue of **ATG**. Just as I was completing copy, the news broke that **Wiley** was buying **VCH** where Inge has been marketing consultant for several years. I don't have a record of when I first met this remarkable lady. Was it at **Pergamon** or **Springer-Verlag**? I believe it was **Springer-Verlag**, but we became more frequently involved when she

and her mentor, the late **Otto Rapp**, promoted **Pergamon's** reference sets to library booksellers I have been associated with. Of course, Inge will not retire completely from the business, so when the **Wiley** acquisition took place with the uncertainties involved, Inge accepted the invitation of **Janice Kuta**, publisher of **American Institute of Physics**, to act as marketing consultant. They worked together at **Springer-Verlag** and Inge is particularly happy that her new workplace is in **Woodbury, NY** — a brief ten minutes from her home. It's impossible to close this without mentioning that Inge is the only book person I know who ever came out ahead in **Los Vegas**. She busted a slot machine when **ABA** met there some years ago. Believe it or not, this event was covered in **ATG**, see v.2 #3 (June 1990), p. 39. And we also told you about **Otto** and **Inge** in **ATG**, v.1 # 3 (September 1989), p. 17.

Lyman's Male Postscript — **Gene Dewey**, Coordinator of Acquisitions, **Memorial Library**, **U. Wisc.** Madison, has asked to be removed from my email promotion list because he is leaving the profession July 1. His letter lists several activities, including a scheduled trip to "down under," which should keep him so busy that he may forget being a librarian. He failed to include one item which *Who's Who in America*, 1996 lists as an "avocation" — furniture refinishing. I have a project for him but I haven't figured out how to get our baby-grand piano to him. It was scorched in our 1992 house-fire and needs more than Old English polish to bring back its original luster. With **Gene's** departure from **Wisconsin**, I have lost the last link in what I believe is my longest continuing connection with an academic library. The late **Louis Kaplan** was director at **Wisconsin** back in the early 1940s when he acted as associate editor and I was business manager of *Review Index* published by the **Follett Book Company**, **Chicago**. **Louis** was still director when **Fred Gullette** and I called on the library representing **Richard Abel & Co.** **Louis** introduced us to his acquisitions staff of which **Gene** was, I believe, chief. And, yes, **Gene** gave me a name to replace his on my mailing list; **Louis Pitschmann**. I don't recall that **Mr. Pitschmann** has attended a **Charleston Conference** ... so get busy, **Katina**. And good luck, **Gene!**

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Rumors

from page 14

Nicklin talks about new strategies (like marketing direct to students) that some publishers are using to bolster their stagnating share of the textbook market.

The following appointments of some of our favorite people have been made at **BH Blackwell**, effective 9 April, 1996. **Chris Tyzack** is Deputy Managing Director, supporting **Doug Fox**, Managing Director, in the day to day running of **BHB** and taking on the role of International Sales Director with direct reporting responsibility of the overseas sales offices and teams in **Australia**, **Singapore**, **South Africa** and **Germany**. **Suzanne Wilson Higgins**, will be head of Marketing Development, a new division, reporting to **Doug Fox**. **Chris Beckett** is Marketing Communications Manager with responsibility for cultivating public relations and facilitating internal/external communications. **Martin Marlow** is Electronic Services Manager with responsibility for the electronic services portfolio including **CD Complete**, **CONNECT**, and the new electronic journal distribution service currently in development. **Phil Coles** is Library Automation Man-

ager, **Andrew Hutchings** is Research & Development Manager and **Bernard Roberts** is Information Analyst.

And **Anne McKee** has joined **Blackwell's Periodicals Division** as Serials Specialist for the Western United States. **Anne** is currently Vice-Chair of the **ALCTS Serials Section Research Libraries Discussion Group** and Chair of the **NASIG Horizon Committee**.

The **Illinois Cooperative Collection Management Coordinating Committee (CCMCC)** currently representing 25 academic libraries, **Chicago Public** and the **Illinois State Library** has acquired two fulltext humanities databases from **Chadwyck-Healey, Inc.** — *Editions and Adaptations of Shakespeare* (contains the complete text of Shakespeare's works from the First Folio to the Cambridge Edition of 1863-66, as well as over 100 adaptations, sequels, burlesques, and contemporary printings of individual plays), and the *Database of African-American Poetry, 1760-1900*. (contains more than 2500 poems written by African-American poets in the late eighteenth and nineteenth centuries). If you want more details, try **Karen Schmidt**, Acquisitions Librarian, **Univ. of Illinois-Champaign Urbana** <karens@uiuc.edu>.

continued on page 80