June 1997

Sandra Whisler, University of California Press

Barbara Dean

Follow this and additional works at: <https://docs.lib.purdue.edu/atg>

Part of the [Library and Information Science Commons](#)

Recommended Citation

Dean, Barbara (1997) "Sandra Whisler, University of California Press," *Against the Grain*: Vol. 9: Iss. 3, Article 16.
DOI: <https://doi.org/10.7771/2380-176X.2141>

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact epubs@purdue.edu for additional information.

Profiles Encouraged:

Sandra Whisler

Assistant Director
for Electronic Publishing
University of California
Press
(510) 642-7485 (voice)
(510) 642-9917 (Fax)
<sandra.whisler@ucop.edu>

Peripatetic past: Childhood, southern Oregon; junior high, Sydney, Montana; high school, Billings, Montana. BA in Anthropology from University of Chicago, where I started working at U. of Chicago Press; moved to NYC in 1974 to be the founding managing editor at *Signs: Journal of Women and Culture and Society*; later worked at Springer-Verlag New York. Returned to U. of Chicago Press in 1983 and came to University of California Press in 1989.

First job (besides baby-sitting): Carhopping at a Dog 'N Suds Drive-in.

Current work goal: To successfully launch fulltext frontlist and backlist books on the Internet as part of SCAN (Scholarship from California on the Net), selling domain licenses and segments on demand.

Most recent personal accomplishment: Creating a wonderful Ceremony of Union with my partner of five years, surrounded by our families and friends.

Most recent professional accomplishment: Serving on the taskforce which drafted the "University of California Copyright Legislation and Scholarly Communication: Basic Principles."

Non-career interests: Gardening, silk painting, jewelry-making, wetlands, earth-based spirituality.

Best books read in past year: *Regeneration, The Eye in the Door, Ghost Road* (Booker Prize) — a trilogy by Pat Barker.

Most recent hopeful event: Receiving a signed site license for the SCAN project — downloaded from our Website and signed without any negotiation or discussion.

Favorite advice #1: The only disaster we are SURE of is the one that will happen if we cling to the past and do nothing.

Favorite advice #2: In times of rapid and continual change, pushing yourself until you burn out is irresponsible; manage your personal energy as carefully as you do your staff resources.

Publisher's Profile

Column Editor: **Matt Nauman** (Blackwell North America)

Routledge, Inc.

29 West 35th Street
New York, NY 10001-2299
Phone: 212-244-3336
Fax: 212-564-7854
World Wide Web: <http://www.routledge.com/routledge.html>

Orders:

Routledge
7625 Empire Drive
Florence, KY 41042
Toll Free Phone: 800-634-7064
Toll Free Fax: 800-248-4724

U.K. Office:

Routledge Ltd.
11 New Fetter Lane
London, England EC4P 4EE
Phone: 011-44-171-842-2001
Fax: 011-44-171-842-2298

ISBN prefixes: 0-415- All Other Routledge Titles
0-87830 Theatre Arts/Routledge

Officers:

Colin Jones, President & Publisher
Len Cornacchia, Vice President/Financial Director
Kenneth Wright, Vice President & Associate Publisher
Linda Hollick, Vice President/Sales & Marketing

Vital Statistics:

Number of Employees: 67
Estimated Number of New Books in 1997: 903
In print titles: 6,000 books/37 journals

175-year old **Routledge** is a unique company. Publishing a broad range of academic, reference and trade and distributing its books worldwide, Routledge, with offices in New York and London, is comparable to the top university presses, yet it differs from them in two important ways: it is a privately held company not beholden to a university board of directors or a single point of view, and it is dependent on maintaining a profitable bottom line.

Now a new dose of energy and dynamism is being injected into Routledge US, by **Colin Jones**, formerly Director of **New York University Press**, who was named President and Publisher of Routledge U.S. last fall.

Jones has two major goals. The first is to enhance Routledge's already formidable presence as a broad-based intellectual enterprise committed to scholarly excellence. The second is to firmly guide the house to fiscal soundness. Jones sees this happening within a very short time. "I'm not here to change, but restore Routledge to greatness," says Jones. As a part of this revitalization of Routledge, Jones has appointed several new publishing directors, including **Heidi Freund**, **Melissa Rosati**, and **William Germano**, to build an even more dynamic, high-grade academic/trade list that will range from important reference works to the innovative, imaginative, at-the-edge scholarship for which Routledge is greatly admired. Jones is starting a U.S. list in economics, business, and management, and is expanding in the area of reference publishing under the direction of Vice President and Associate Publisher **Kenneth Wright**. Soon Routledge will also be known for its growing list of must-have, American-based reference titles.

On the first day of his tenure at Routledge, Jones acquired several new works of particular note with the most prominent being the monumental two-volume *Jewish Women in America: An Historical Encyclopedia* edited by **Paula Hyman** and **Deborah Dash Moore** slated for a Fall, 1997 publication. "This is a prime example of the type of important, authoritative work I want Routledge to deliver in the future," says Jones.

With Colin Jones at the helm with a strong new group of publishing directors, editors, and marketing professionals, Routledge will move into the 21st Century as the premier nonfiction publisher of academic and trade titles airing various scholarly views, participating in scholarly debates, and tackling cutting edge issues. 🌱