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People Profile: Kent D. Lee

Editor

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KL: Our primary competitors in Russia and China are the domestic intermediary organizations — both traditional and newly-established. The traditional ones are more wedded to print and in most cases have not evolved well into handling digital materials. I don't think that any of them cover the spectrum of producer to end-user as well as we do. Half of **East View** is dealing with suppliers and producers, and the other half of **East View** is dealing with customers and end-users like librarians, researchers and scholars. Ultimately, much of what we do involves value-adding, including through the creation and provision of MARC records and other metadata, services for other intermediary players like link resolvers, digitization, and so on.

We have over 2000 direct and indirect customers, including virtually every ARL institution. Our fastest growth has been among Russian libraries — it's a good sign that Russian consumers buy our Russian products, which generally speaking were developed for western audiences.

As for the recession, we are girding ourselves for what will obviously be a challenging time for all markets — academia, public library, governmental, corporate. Flexibility and innovation will be key, as will constant communication with both our suppliers and customers. I'm optimistic. Over half of **East View's** employees have already been through a cataclysm of political-economic proportions, namely the collapse of the USSR. I think this was even rougher than the US Great Depression, comparatively. Not that we'd like to repeat either experience...

ATG: Please tell us about yourself. What do you like to read? Education? Family? Hobbies?

KL: I'm a voracious reader, but not enough of books. I sponge up most issues of the *New York Times*, the *Financial Times*, and the *Economist*. My wife is the love of my life and best friend. She also has worked at **East View** for the past 10 years as Director of Operations of **EVIS**. I am blessed to have four wonderful children, ages 17 through 22. I'm not sure

against the grain people profile

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Kent D. Lee

BORN AND LIVED: Minneapolis, MN.

EARLY LIFE: Oldest child of hard-working machine-shop owner and nursing supervisor. Grew up hunting and trapping before suburban sprawl took over family home. Formative job was night shift emergency room technician while going to college.

PROFESSIONAL CAREER AND ACTIVITIES: Running **EVIS** and **EVC**.

FAMILY: Wife **Zina** and four kids (**Sasha, Nadia, Alex, Rachel**).

IN MY SPARE TIME I LIKE: Pheasant hunting, mushroom hunting, skiing, winter camping.

FAVORITE BOOKS: *Zorba the Greek*, *Paradise Below Zero*, *Legacy of Ashes: The History of the CIA*.

PET PEEVES: Televisions.

PHILOSOPHY: The Golden Rule: do unto others as you would have them do unto you. It's a small world and what goes around comes around.

MOST MEMORABLE CAREER ACHIEVEMENT: Working to make the achievements of Russian cartographers known worldwide — Russians are to maps as the French are to wine.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Successfully execute the **EVIS** vision of becoming the preeminent intermediary in the "foreign" language information business.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: Better than the present. There will still be too many products, lots of language/metadata challenges, lots of funding challenges for libraries and other end-users, but intermediaries and publishers will still have a big role to play. 🍷

what was more challenging — not sleeping and changing diapers for years, or trying to put four kids through college. **EVIS** has an investment property in the Canadian Rockies and we try to get there as much as possible for skiing, climbing, caving, just general relaxation. One of my

aborted majors in college was fine arts (ceramics) and I hope one day soon to rebuild my old pottery kiln and start throwing pots again. I've got several tons of great stoneware clay slaking down in the garage, ready to become something useful as soon as I can get the time. 🍷

From the Reference Desk

by **Tom Gilson** (Head, Reference Services, Addlestone Library, College of Charleston, 66 George Street, Charleston, SC 29401; Phone: 843-953-8014; Fax: 843-953-8019) <gilson@cofc.edu>

Oxford University Press adds to its collection of exceptional works on African American History with the publication of the *Encyclopedia of African American History 1896-Present* (2009 9780195167795, \$595). Subtitled *From the Age of Segregation to the Twenty First Century* this work chronicles both the trials and tribulations that African Americans have endured as well as their successes and triumphs up to, and including, the recent election of **Barack Obama**.

Edited by respected scholar and specialist **Paul Finkelman**, these five volumes contain some 1,250 articles covering an impressive diversity of topics and issues from art and

architecture to laws and legislation; education and academics to radio, television and film; and racism and segregation to political and social movements. In addition, numerous biographical sketches are included. These entries cover the full range of occupations and professions from civil rights activists to minstrel show performers and from entrepreneurs and business professionals to religious leaders. The articles are descriptive and fact filled overviews offering solid factual information as well as a starting point for further discovery. As you would expect, each entry has a bibliography of relevant books and articles appropriate to the importance of the topic as well as "see also"

references to related entries. Each article is signed and black and white photos complement the text.

The *Encyclopedia* also offers numerous special features including a complete directory of contributors and their affiliations, a thematic outline of entries, a chronology, and a thorough and comprehensive index. As one examines this set, the overall impact is one of expert, but accessible, scholarship presented with quality production values focused on meeting the needs of readers. Scholars, students as well as interested lay readers will find this work both useful and appealing.

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