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On the Road

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even require that students own them. I am probably too old to be comfortable with the notion of a doctor at my bedside consulting a computer before deciding what to say to me, but it is the future. Will this also be the way of MBAs and JDs and Ph.Ds in geosciences? Probably, and that means we have to again rethink entirely how we organize and deliver information. How does a library relate to information delivered on such very personal information tools? And does that mean that scholarly publishers, who are used to expecting libraries to be their primary channels of distribution, have to change that expectation also to survive?

On what is now the more traditional electronic journal front, the battle as it were is now being fought over usage. As one of my new AP colleagues said last summer, "we want the eyeballs on our site." Products that survive via advertising have always had this perspective. What you are promising your advertisers is "eyeballs." Subscription products that carried little advertising had much less of an orientation toward usage figures. And usage figures for paper were, after all, notoriously hard to get.

But usage is now the name of the game. That means the usage figures have to be clear and accurate. It also would help if everyone

were talking the same language. The best effort recently to deal with usage figures has been that of the **ICOLC**. (I say that not just because our **ScienceDirect** usage reports conform to **ICOLC** guidelines — but they do!) What is now needed is a way to standardize definitions across services. At **Elsevier** we would like to see that happen. We are also responding to the notion of providing for an independent audit of usage data — again, something that publications with advertising have done for decades.

Finally, when looking back on survival issues, clearly an extraordinary number of companies did not survive the year unscathed. We have seen the dot.coms disappear with frightening speed. The collapse of **netLibrary** is an obvious example, but e-book initiatives have been pulled back one after another. This has the look of early pioneers — as you know, you can recognize pioneers by the arrows in their backs. I truly think this is a pause and retrenchment, not an end. But there sure are a lot of talented young people who suddenly think law and medicine look a lot better as careers than that start-up that might go for an IPO within 24 months.

What do I think will be required to survive in the next few years? That is clearly a much harder question. Good and very creative financial skills, whether you are a library or the publisher. Not "creative" in

the **Enron** sense. Just a lot of out-of-the-box thinking about how to reduce costs and spend money wisely. That has to be coupled with a serious ability to be flexible. While I am probably preaching to the converted, nobody is going to last who tries to cling to "but we've always done it that way." But I suspect those folks were flushed from the system long ago.

The need to be flexible is closely coupled to the need to listen. Listening to customers is something we are trying to do. This year within my company a new, explicit set of company values was introduced and these are being taken very, very seriously. One of these is to "value people." Another is to be "customer-focused." While "value people" has a strong internal orientation, it obviously also has to be turned toward your customers as well: authors, readers and librarians. I recall more than 20 years ago when I found myself really annoyed with one journal editor and a colleague of mine immediately stopped me and said, "You can't even think those things. You must always stay positive." Does that mean the old adage that the customer is always right? Not exactly, but it does mean that if the customer is unhappy, something is wrong.

So, going back to **Darwinian** principles again, it is survival of the fittest. We are just in the process as a community of redefining what it means to be the fittest.

On the Road

by **Alfred Jaeger** (Alfred Jaeger, Inc.,
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I know that a few columns of "On The Road" have not been published due to my hectic schedule, however, in view of the events that happened here in New York on September 11, 2001, I thought it was imperative to not only publish a story about travel, but also encourage those who have not flown since that date to continue your routine and travel with a renewed spirit. My first flight after the **World Trade Center** was two weeks later, flying to the **NELA Conference** in Burlington, VT. It was an uneventful flight from New York's **Laguardia Airport** to Burlington on **US Airways**. A normally crowded 52 seat twin engine plane only carried 8 of us passengers. The security at New York's **Laguardia Airport** was more intense, however, arriving at the airport 2 1/2 hours prior to flight guarantees getting through security and making it on to the plane in time. As previously mentioned, the flight was quite beautiful as the twin engine deHavilland propeller-driven plane flew at

a lower altitude, approximately 18,000 feet. Traveling north of Albany, New York, you could see the **Adirondacks** approaching on the left and to the right were the green mountains of Vermont. Finally, landing in Burlington over **Lake Champlain**, was a fitting conclusion to my first flight since the events two weeks earlier in New York City. Since then, I have had approximately eight other flights with no particular incidents, however, security has been tight in most airports, including **National Guard** to ensure everything is checked and any irregularities reported. One flight that I had recently was on an airline called **Jet Blue**, out of New York's **Kennedy Airport**, going to New Orleans, Louisiana, non-stop for a **Tri Chapter Medical Library Conference**. I had flown **Jet Blue** before and enjoyed their service which is marked by some interesting features such as first class seats throughout the cabin, in addition to assorted snacks comprised of their unique blue potato chips, a signature of **Jet Airlines**. The reason why I am

mentioning this flight is because **Jet Blue** is known for their investment in security, purchasing the first secure cabin door to the cockpit costing \$10,000 per installation. This was very comforting to me and many of the other passengers knowing that the door was in place for that flight. The cabin was approximately 1/3 occupied, which was better than my previous flight to Vermont, and included a few people that attended the same conference. In my same row seated next to me was another business traveler who had flown many times before as he mentioned in our brief conversation, however, approximately 1 hour into the flight I happened to look up from my newspaper and discovered that the cabin door had been opened by the stewardess who was engaged in conversation with the pilot and co-pilot through the opened door. Standing along side of her and observing the cabin was a slight sized steward, evidently seeing if anything might happen with the door open, at least I hoped that is why he

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was standing there in that situation. My particular gripe, especially with the heightened security nationwide, was that the door remained open for almost five minutes, and anybody who would want to hijack the plane or create any problems on board, could have done so at that point. Fortunately, there were no terrorists or insecure people on the flight to disrupt **Jet Blue Flight 79** non-stop to New Orleans. I do know that a number of other people observed the door open, maybe not for the approximately five minutes that I noticed it, but certainly it was a breach of security that should not occur, especially with the \$10,000 investment for this unique security measure. I personally think that the cockpit doors should remain closed at all times and perhaps even install a lavatory in the cockpit itself. I have always enjoyed flying, both for business and pleasure, and will continue to do so in the future, however, with a deeper sense of who is around me on the plane and the conditions in the cabin during the flight. Needless to say, a few winks of sleep were out of the question as I did want to be aware of the situation around me at all times. That flight was prior to air marshalls being installed on almost every flight for added security, however, it made me more alert for that flight and future flights. I do believe that any breaches of security, such as this incident on **Jet Blue**, should be reported to the airlines so that they could be more diligent in their efforts to protect us passengers in our travels and stop any potential events before they happen. What about the rest of you? I would like to hear about your travels, and not just the vendors and publishers, but also the librarians who travel to different seminars and meetings and board obligations you might have, including speaking engagements for the various library associations. Let us hear about your travels and experiences, many times comical, which I would be pleased to print. Please send it along to me at my e-mail address <jaeger@ajaeger.com> or to my mailing address at **Alfred Jaeger, Inc.**, 66 Austin Blvd., Commack, NY 11725. 🐼

Rumors
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Got an email from the-last-time-I-saw-him-he-was-learning-Dutch **Albert Prior** <OSCO@compuserve.com> telling me that he and **David Brown** have recently acquired the title *Scholarly Communications Report* from the dapper **Duncan Spence**.

Mary Page <mepage@rci.rutgers.edu> (Head, Acquisitions Department, Rutgers University Libraries) says she just got around to reading the Dec-Jan issue of *ATG* and is *thrilled* to learn that the **Charleston Con-**

ference will again take place in November in 2003. Every year, Mary says, she looks forward to the conference, of course, but her favorite pleasure is her annual trek to the **Bob Ellis** shoe store, where there is usually a fabulous shoe SALE!! What can I say? Y'all who come to Charleston know more about the place than those of us who just live here. In fact, **John Riley** <jdriley@mediaone.net> (that's a new email address so update your records!) and **Don Jaeger** <jaeger@ajaeger.com> were going to try to update the Conference Website (in their spare time) with little tidbits from the visitors to

Charleston. I'm looking forward to it!

And, speaking again of the awesome **John Riley** (above) he tells me that **Eastern Book** has moved to a bigger and better location. **Eastern Book Company**; 55 Bradley Dr.; Westbrook, ME. 04092. All phone, fax, email and Web info stays the same. He is also working on two articles, one by **Neil Jaffe** about **Print on Demand**. John himself is also working on an "On the Road" column about coffee shops and cafes in academic libraries. Excuse me, that reminds me, it's time for coffee. **Yr. Ed.** 🐼

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