April 2005

If Rumors Were Horses

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MLA, SLA, BOOK EXPO ISSUE

VOLUME 17, NUMBER 2

Against the Grain

c/o Katina Strauch
209 Richardson Avenue
MSC 98, The Citadel
Charleston, SC 29409

TM

APRIL 2005

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Against the Grain

"Linking Publishers, Vendors and Librarians"

Triskaidekaphobia No More

by **Ann-Marie Breau** (Senior Manager, Academic Services Development, YBP; Phone/Fax: 678-445-5720) <abreaux@ybp.com>

and **Ruth Fischer** (Partner, R2 Consulting; Phone: 603-746-5991; Fax: 603-746-6052) <ruth@r2consulting.org>

ISBNs serve as the lowest common denominator in the book industry.¹ They are used for identification (both to identify a particular work and to distinguish it from alternate versions), transactions (such as searching, ordering, and invoicing), and matching (for bibliographic records, deduplicating search results, marrying enhanced content with its corresponding record in the OPAC, and the like). By now you're probably at least somewhat aware that the ISBN is changing. We hope you had a chance to read **Eric Thronsdon's** excellent introductory article the December 2004/January 2005 issue of *Against the Grain* (p.84). In the current issue, we further explore ramifications of the new ISBN format with a suite of articles from a wide variety of book industry experts.

Overview

ISBNs are expanding to 13 digits, from their current 10. This is being done for a number of

reasons. The international pool of ISBNs is running low, and the ever-increasing demand for ISBNs to distinguish alternate formats such as electronic versions only hastens the drain. Similar to the growing use of 10-digit phone numbers in major metropolitan areas, increasing the length of ISBNs expands the available pool so that the book industry will not run out any time soon.

The more compelling reasons for the change are to bring the ISBN numbering system into conformity with international product numbering standards and to decrease the current book numbering systems from three to one. Some retail outlets such as supermarkets sell books via their 12-digit UPC codes rather than their ISBNs. Both the ISBN and the UPC codes will be re-expressed as 13-digit numbers, officially known as EANs. Colloquially, most booksellers continue to refer to that product number as

an ISBN, or as "ISBN-13" to distinguish it, for now, from its 10-digit counterpart.

ISBN-10s are constructed of a 9-digit number followed by a calculated 10th check digit which confirms that the preceding digits are correct and the ISBN is valid. ISBN validation helps to guard against transposed numbers and other ISBN formatting problems. All current ISBN-10s can be recalculated as ISBN-13s by removing the check digit, adding 978 at the beginning, and recalculating the check digit. Be-

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If Rumors Were Horses

How will we ever replace him? He was truly a whirlwind. I remember asking him if he would keynote a **Charleston Conference** and he said that he did not make public appearances. I never met him but I always hoped to. From the **Haworth Press** Website — "**Dr. William (Bill) Katz** passed away on September 12, 2004. Dr. Katz was Editor of the **Haworth** journals *The Acquisitions Librarian* and *The Reference Librarian* as well as *Magazines for Libraries*, *RQ* (the journal of the Reference and Adult Services Division of the American Library Association), and the "Magazines" column in *Library Journal*. In addition to his countless contributions to library science as an author and editor, he was a much-beloved professor in the **School of Information Science and Policy** at the **State University of New York at Albany** and a mentor to many of his former students in their professional lives. His association with **The Haworth Press** began in 1980 and lasted more than two decades. His steady hand, friendly guidance, and

steadfast leadership will be missed by all of us. May he rest in peace. "Memoria illius et nomen sepulchro effundet gloriam aeternam." "His memory and name shall shed an eternal glory on his resting-place." <http://www.haworthpress.com/newreleases/obituaries.asp>

After more than 33 years as **Vice President and General Manager of Walter de Gruyter, Inc.** Eckart Scheffler will retire as of June 30, 2005. After establishing **de Gruyter's** U.S. branch in 1971, **Mr. Scheffler** was responsible for building a successful operation in New York. Beginning with two people in a small office in the **Flatiron Building**, with book distribution being handled by **Adler's Foreign Books**, it soon became necessary to move to larger quarters. The 1976 acquisition of **Mouton Publishers** added

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1043-2094(200504)17:2:1-W

From Your (combating-technology) Editor:

It has been one of those months. Every machine in my life seems to be breaking down. First, it was the car which I have inherited from my daughter. The brakes didn't seem to be working. It cost money. Big money! to fix them. Second, my computer at work decided not to print. Nothing I (or even the techies) could do seemed to work. It was like there was some gremlin on my desktop. And, then, the last straw!! My answering machine broke! I mean it! My answering machine acted like it was taking messages if someone called it, but when I looked at messages left for me, there were none. (Sounds like an Agatha Christie mystery.) I threw up my hands and thought about retiring. But that would still take machines, I guess.

Meanwhile, back at the *ATG* world headquarters, *ATG* did not fail. There were articles and rumors coming in fast and furious. So, this issue is full of tons of great news and feature articles. This issue is guest edited by Ann-

Marie Breaux and has many perspectives on the upcoming **ISBN-13** phenomenon and how it will affect us. Also, there are interviews with **Troy Williams** about what's going on at **Questia** and **Eckart Scheffler** at **deGruyter** (this one on p.80). We have a new column by the energetic **Cris Ferguson**. The **Op Ed** is a reaction to an **I User** column, pretty great! **Legally Speaking** is on the top ten intellectual property cases of the last twenty-five years, **Biz of Acq** has some management tips for recent library school graduates, and **Back Talk** is on catastrophes in libraries. Speaking of catastrophes, my husband says the oven is not working. Our supper is not cooked. Jeez! I guess it's back to eating out. At least it's spring!

Yr. Ed.

Rumors from page 1

approximately 2,500 English language titles, and **de Gruyter** then handled its own distribution from a location in Elmsford N.Y. In 1978 Mr. Scheffler started a New York publishing operation with the acquisition of **Aldine Publishing Company**, and **Mr. Scheffler** successfully integrated this new venture. With a staff of 20 and a strong increase in sales volume, **de Gruyter** moved to much larger quarters in Hawthorne N.Y. In 1982 **Mr. Scheffler** acquired the rights to the reference work **American Universities and Colleges**, which had not been published for many years, and transformed it to the most successful title for **de Gruyter's** U.S. operation over five editions. In 2004 **Mr. Scheffler** handled all aspects of the successful sale of the **Aldine** imprint to **Transaction Publishers**, the sale of **American Universities and Colleges** to **Greenwood Press**, and the outsourcing of distribution to **Books International**. **Mr. Scheffler** will serve as a consultant to **de Gruyter** until the end of June 2005. We will miss him, but I hope he still slips to Charleston some day soon! Good luck, **Eckart** and don't rest too hard! And, be sure and see our interview with **Eckart**, which contains some hints about the future... This issue, p.80.

More on de Gruyter. As of March 2005 **Patrick Alexander**, presently Publishing Director, will be in charge of **Walter de Gruyter, Inc.**, in New York. For more than 250 years, the independent scientific publishing house **Walter de Gruyter GmbH & Co. KG, Berlin & New York**, has published titles ranging from the humanities, medicine, and biosciences to law. **De Gruyter** publishes more than 250 new titles every year, half of them in English, approximately 60 journals, and a variety of digital products. Hopefully, we will have an interview with **Patrick** upcoming in June. Stay tuned! www.degruyter.com/

In the February issue of *Against the Grain* (p.16), we told you that we would tell you more. The awesomely energetic **William Gosling** <wgosling@umich.edu> has announced that he is refocusing his energies after eight years in the top librarian position at the **University of Michigan**. **Bill** will take on a new set of responsibilities as of April 1, 2005. These new duties include serving as **Curator of the Children's Literature Collection** in the Special Collections Library. **Bill** will also continue to support Library fundraising programs. **James Hilton**, Associate Provost for Academic Information and Instructional Technology Affairs has been selected to serve as the Interim University Librarian on a part-time basis, pending approval by the Regents. Associate University Librarians **Brenda Johnson** and **John Wilkin** will manage the daily operations during this interim period. <http://www.umich.edu/news/index.html?Releases/2005/Feb05/r021705a>

Gene Waddell <waddelle@cofc.edu> tells us that **Wyrick and Company** in Charleston, SC, has just been sold to **Gibbs Smith, Publishers** which was begun in 1969. You'll remember that Gene wrote the book **Charleston Architecture: 1670-1860** published by Wyrick in November 2003. And, be sure and see his list of what he considers some of the best books in architecture, this issue p.53. www.gibbs-smith.com/

The **Smithsonian Institution** has named **Lonnie G. Bunch** as the first director of the Na-

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Letters to the Editor

Send letters to <kstrauch@comcast.net>, phone or fax 843-723-3536, or snail mail: **Against the Grain**, MSC 98, The Citadel, Charleston, SC 29409. You can also send a letter to the editor from the *ATG* Homepage at <http://www.against-the-grain.com>.

Dear Editor:

I attempted to use the online form on the *ATG* Website to send a letter to the editor but received an error message:

The page cannot be found. The page you are looking for might have been removed, had its name changed, or is temporarily unavailable.

Robert Behra

Science and Engineering Division, J. Willard Marriott Library
295 S 1500 E, Salt Lake City, UT 84112-0860

Editor's note: Y'all — we have been having problems with the *ATG* Website. But it is fixed now and updated. If you still have trouble, please

let us know. And the rest of this communication is in **Op Ed**, see p.40.

Yr. Ed. <kstrauch@comcast.net>

AGAINST THE GRAIN DEADLINES VOLUME 17 — 2005-2006

2005 Events	Issue	Ad Reservation	Camera-Ready
ALA Annual, AALL	June 2005	04/27/05	05/11/05
Reference Publishing	September 2005	07/27/05	08/10/05
Charleston Conference	November 2005	09/21/05	10/05/05
ALA Midwinter	Dec. 05/Jan. 06	11/23/05	12/07/05

FOR MORE INFORMATION CONTACT

Edna Laughrey, Ads Manager. Address: 291 Tower Drive, Saline, MI 48176;
Internet: elaughrey@aol.com; Phone: 734-429-1029; Fax: 734-429-1711.

tional Museum of African American History and Culture, effective July 2005. As the museum's founding director, Bunch will work to identify the museum's mission; develop exhibitions and public programs about the history, culture and contributions of African Americans; and coordinate the museum's fundraising efforts and budget development. Prior to his appointment as director of the **National Museum of African American History and Culture**, Bunch, 52, served as the president of the **Chicago Historical Society** (January 2001-June 2005). <http://www.si.edu/nmaahc>

Swets Information Services has appointed **Arie Jongejan** as Swets' new CEO. During an impressive career at **Elsevier**, Mr. Jongejan held a range of senior management positions. A member of **Elsevier's Board** since 1998, he has also served as the CEO of **Elsevier's Science & Technology Division**. As CEO, Mr. Jongejan was responsible for the commercial and technical innovation of **ScienceDirect** and **Scopus**, developing them into **Elsevier's** core business. "Electronic media has opened up new markets bringing innovative products and services to the industry," said Mr. Jongejan. "However, what hasn't changed is the need of institutional academic and corporate customers for one-stop-shop services that agents like Swets provide. I see great opportunities for Swets, a company that has both the right position and people, to extend its role into these new directions. It goes without saying that I look forward to working together with customers and publishers to help explore these shared interests." www.swets.com

More about Swets. **NRG Group Plc** and **Swets Farrington** have reached agreement on a takeover. **Swets Farrington**, located in Haarlem and Lisse, with approximately one hundred employees, is to be taken over in its entirety. The company, specializing in input and document management, will be operating in the **NRG Benelux** organization. **NRG Benelux** is also known under the sales brand names **Nashuatec** and **Rex-Rotary**. With over 1,450 employees, **NRG Benelux** has an annual turnover of 258 million Euros (2004). **Swets Farrington** is part of the **Swets Zeitlinger Group**, and has an annual turnover of 12 million Euro. With the new organization — by the name of **NRG Farrington B.V.** — on board, **NRG Benelux** is significantly strengthening its position in document management. **Swets Farrington** has over thirty years' expertise in the field of document management in general and input management in particular. During that time it has built up an excellent reputation inside and outside the financial and healthcare sectors. It is not for nothing that **Swets Farrington** is today an extremely strong market player in the field of automated and intelligent data and document entry. The acquisition of **Swets Farrington** strongly reinforces **NRG Benelux's** position in document production and management. The takeover fits within the development of the company from a traditional supplier of copiers into a player that supports the market in the input, throughput and output aspects of document management. The acquisition is therefore unique, not least because there have been few takeover opportunities in this market to date. Although a number of other players in the market (from other sectors) were also interested in **Swets**

Farrington, **NRG Benelux** succeeded in reaching a final agreement. With headquarters in London, the **NRG Group** is a leading provider of **Total Document Solutions**. Through its three sales brands **Nashuatec**, **Rex-Rotary** and **Gestetner**, it provides IT based hardware and software solutions for the document life cycle. **NRG** combines this with a range of Business and Professional Services, which includes ongoing customer support and consultancy. **NRG Benelux** is part of the **NRG Group Plc**, with headquarters in Brussels and -Hertogenbosch (the Netherlands). **NRG** is a wholly owned subsidiary of **Ricoh Company Limited**, a leading manufacturer of office equipment. www.ricoh.com www.swets.com

Atypen Systems Inc. has acquired **Extenza e-Publishing Services** from **Swets**. Active since 2003, **Extenza** currently offers a cost-effective, fully-managed journal hosting service for some 50 publishers. **Atypen** will maintain the **Extenza** brand as an additional e-publishing offering to **Literatum**, **Atypen's** current e-publishing platform. The transition of content to **Atypen** will be finalized by August 1, 2005. **Atypen's Literatum** manages content for eJournals and other digital media powering Websites such as **Blackwell Synergy**, **Annual Reviews** and the **University of California Press** and providing the basis for the **CrossRef** system. Swets' sale of **Extenza e-Publishing Services** reinforces their commitment to their core business. Read our earlier interview with **Georgios Papadopoulos**, *ATG*, v.16, #2, April 2004, p.50

Hey y'all! This announcement was made at the **Charleston Conference** in November and I *forgot* to include it in **Rumors!** Oops! Can you believe it? Excuse me. **Alexander Street Press** has acquired **Classical Music Library**. The acquisition of the Internet-based music listening service will allow **Alexander Street** to add the audio dimension to their text- and image-based humanities collections. "**Alexander Street Press** and **Classical International** have shared the same commitment to top-quality, discipline-specific Web products that are highly structured and indexed," said the incredible **Stephen Rhind-Tutt**, president of **Alexander Street**. "Classical's technical expertise in streaming music over the Internet, their relationships with more than 30 different record labels, and their understanding of music-related indexing will complement **Alexander Street's** expertise in text and image publishing. Libraries will be the big winners, as we launch new and expanded projects that bring together all of these elements." **Tim Lloyd**, who was CEO of **Classical International** before the acquisition, will move to **Alexander Street's** offices in Alexandria, Va. and assume a senior management position within **Alexander Street Press**. The awesome **Roger Press**, who has been in charge of developing content for **Classical Music Library**, will continue in that role. <http://alexanderstreet.com>

Heard from the awesome **Barbara Dean** <bdean@co.arlington.va.us> who is counting down to retirement in December 2010! Gosh! Barbara is thinking about post retirement and is studying accounting. Sounds like a good field for us acquisitions types. Hmmm ...

From 2005, **Taylor & Francis Group** will publish under just two imprints; **Routledge** (including **Psychology Press**), for all social science and humanities journals, and **Taylor & Francis**

for all science, technical and medical journals. Journals from the following imprints will be incorporated as appropriate: **Bios**, **Brunner-Routledge**, **Brunner-Mazel**, **Carfax**, **CRC Press**, **Frank Cass**, **Gordon & Breach**, **Marcel Dekker**, **Martin Dunitz**, **Parthenon Publishing**, **Spon Press**, **Swets and Zeitlinger Publishers** and **Taylor Graham Journals**. <http://www.tandf.co.uk/>

Which brings up another issue. Recently got an email from a faculty member at the **College of Charleston** who was attempting to reach **Stein & Day** (New York, NY) and **Keartland** (Johannesburg, South Africa) in order to get copyright permission. Found out (via **John Riley** <jdriley@comcast.net>, **Matt Nauman** <matt.nauman@blackwell.com>, and **Bob Nardini** <rnardini@ybp.com>), the three Musketters, all for one and one for all) that **Stein & Day** archives are at **Columbia University**. Still looking for **Keartland** (and searching Google). And I have written another expert — **Digby Sales** <digby@uctlib.uct.ac.za>. Stay tuned or if you know something, please let me know! Thanks! Are orphaned works relevant? See p.68.

All of the universities in Ireland have signed a two-year subscription agreement for **Faculty of 1000 Biology** under the **Irish Research electronic Libraries (IREL)** initiative. Faculty of 1000 Biology, a literature awareness service that highlights the most interesting papers published in the biological sciences, will now be available to all staff and students at the participating universities, **BioMed Central** has announced. In addition to subscribing to **Faculty of 1000 Biology**, **IREL** has subscribed to **Genome Biology** and signed up for **BioMed Central** membership. The Membership agreement covers cost of publication in **BioMed Central's** 130+ Open Access journals for all seven universities in Ireland for the next two years, whereby all staff and students at Irish universities can publish research articles without directly incurring the usual article processing charge. **IREL** is funded by **Science Foundation Ireland (SFI)** and **Higher Education Authority (HEA)**, who announced last year that they would invest 20 million Euro over the next five years to fund electronic information resources at a national level in all seven Irish university libraries. **Faculty of 1000 Biology** is published by **BioMed Central** <http://www.facultyof1000.com/about/press> <http://www.biomedcentral.com>

We have some columnists who have been travelin'. But they have settled down to produce this issue of *ATG*. **Ned Kraft's** portrayal of the oldest library codex, this issue, p.38 may recall Italy where he has just been.

Speaking of which, **Tom Leonhardt** (note new email address) <thomasl@admin.stedwards.edu> tells me that he has made four business trips in January and February already. Gives him plenty of time to sit around in hotels and read books, I figure. Read all about some of his reading, this issue, p.84.

And, we have to excuse **Debbie Vaughn** <vaughnd@cofc.edu> for having a short book review column in this issue, see p.53. In fact, we should be thanking her! Debbie has been very busy! Doing what, you might ask? Well, my husband **Bruce** and I went off gallivanting to Folly Beach a few weekends ago. Why? Well, because, of all things, the fabulous **Debbie** was getting

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married. And, gosh, what a huge wedding! Much fun was had by all. **Congratulations to Debbie and Bo Crader** who were married March 12, 2005, in Charleston, SC. Hoo-Ha!

Portland Customer Services has reached an agreement to handle order fulfillment and distribution of **Flipside**, a new magazine for teenagers (11-15 year olds) launched in January, on behalf of the **IEE (Institution of Electrical Engineers)**. **Flipside** covers everything from music and films to sport and adventure with a unique approach and stunning photography. **Flipside** is produced by the **IEE** with funding from the **National Endowment for Science, Technology and the Arts (NESTA)** for distribution through secondary school libraries throughout the United Kingdom and via personal subscriptions. It also has support from the top organizations in science, engineering, and technology, ranging from the **Natural History Museum** to the **Royal Society**. This agreement brings the number of journals handled by **Portland Customer Services** to 89 and is its first magazine aimed at a teenage market. Do you want to know what music people are downloading or weird foods that they are eating? Well, this is the place to start. **Portland Customer Services** is the fulfillment and distribution division of **Portland Press Ltd**, the wholly owned subsidiary of the **Biochemical Society**.

www.flipside.org.uk/
www.portlandpress.com

And, speaking of films. Remember the dapper **Ken Robichaux**, once with **Majors Scientific Books**, now retired and married to **Anne K.**

Robichaux <AWKR772@charleston.net>, the great **Books Are Us** columnist for **ATG** (see this issue p.74). Anyway, getting back to Ken, he has a **REALLY GREAT Website** about films from 1890 to 1960. It's full of all kinds of tidbits and information! Like, Wow!
www.pictureshowman.com/

The new **OCLC WorldCat Collection Analysis** service makes it possible for library staff responsible for collection management to analyze the age and subject content of their own collections, compare their collections with those of peer libraries, and compare, as a group, the level of overlap or uniqueness of their collections. The new service is designed to provide the most cost-effective way to routinely evaluate collections. It enables library staff to communicate collection decisions to faculty, boards of trustees and administrators, as well as demonstrate financial needs and responsible stewardship of library acquisitions, budgets and collections. **Phyllis Spies** is Vice President, **OCLC Collection Management Services** and **Glenda Lammers** is Product Manager. The **OCLC WorldCat Collection Analysis** service is now available to any library with its holdings in **WorldCat**, and that subscribes to **WorldCat** through the **OCLC FirstSearch** service. Libraries that would like to use the collection analysis service but do not currently have holdings in **WorldCat** can load their records into **WorldCat** at no charge. **WorldCat Collection Analysis** software is centrally hosted at **OCLC**. Pricing for the service is based on the number of holdings of an institution or group. Library staff members who want more information should **contact their regional service provider**, **OCLC Library Services** staff at <libservices@oclc.org>, or visit the **OCLC Website**. www.oclc.org/

The **American Chemical Society** is introducing new experimental policies that define how readers can view free digital versions of **ACS** articles beginning one year after publication. In response to public access guidelines recently released by the **NIH**, the **ACS** will post, for public accessibility 12 months after publication, the peer-reviewed version of authors' manuscripts on the **National Library of Medicine's PubMed Central** during 2005. The **NIH** policy encourages authors whose work it funds to submit their peer-reviewed manuscripts to **PubMed Central**, the agency's free digital archive of biomedical and life sciences journal literature. Commenting on this new service, **ACS Publications Senior Vice President Brian Crawford** said, "We understand that **NIH**-funded authors will wish to comply voluntarily with the **NIH**'s policy request. By introducing this service, the **ACS** will take on the administrative burden of compliance and at the same time will ensure the integrity of the scientific literature by depositing the appropriate author version of the manuscript after peer-review." www.acs.org/
http://acsjl-media.com/lrd0_AAI3QgAABJkB
http://acsjl-media.com/lrd1_AAI3QgAABJkB
http://acsjl-media.com/lrd2_AAI3QgAABJkB

First Lady Laura Bush presented the **2004 National Awards for Museum and Library Service** to three museums and three libraries in a March 14 ceremony. Recognizing the vital role of museums and libraries as leaders in a democratic society, the **Institute of Museum and Library Services** annually awards museums and libraries that exhibit outstanding service to their communities. The winners are as diverse as the cultural landscape of the country: small and large, urban and rural. They have one thing in common: each have found innovative ways of using their collections and programs to provide lifelong learning and address critical community concerns. It is the nation's highest honor for the extraordinary public outreach provided by museums and libraries. Institutions receiving the awards include: **Chicago Botanic Garden** (Chicago, Illinois), **Flint Public Library** (Flint, Michigan), **Mayaguez Children's Library, Inc.** (Mayaguez, Puerto Rico), **The Regional Academic Health Center Medical Library of the University of Texas Health Science Center** (San Antonio, Texas), **Western Folklife Center, Inc.** (Elko, Nevada), **Zoological Society of San Diego** (San Diego, California). Read all about these impressive undertakings! www.imls.gov/

Speaking of which, the **National Museum and Library Services Board** is an advisory body made up of twenty Presidentially-appointed and Senate confirmed members who advise the Institute on general policy with regard to museum and library services. Board members represent the museum and library communities and the general public. Through their collective representation, members contribute specific expertise and broad knowledge in their respective fields. Board members include: **Beverly E. Allen** (Marietta, Georgia), **John E. Buchanan, Jr.** (Portland, Oregon), **Gail M. Daly** (Dallas, Texas), **David A. Donath** (Woodstock, Vermont), **Nancy S. Dwight** (Lyme, New Hampshire), **Beth Fitzsimmons**, PhD (NCLIS), **A. Wilson Greene** (Petersburg, Virginia), **Mariam Mercedes Guillemard** (Dorado, Puerto Rico), **Peter D. Hero** (Palo Alto, California), **Donald S. Leslie** (Hudson, Wisconsin), **Thomas E. Lorentzen** (Redding, California), **Terry L. Maple**

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(Atlanta, Georgia), **Amy Owen** (Holladay, Utah), **Sandra Pickett** (Liberty, Texas), **Judith Ann Rapanos** (Midland, Michigan), **Edwin Joseph Rigaud** (Cincinnati, Ohio), **Harry Robinson, Jr.** (Dallas, Texas), **Margaret Webster Scarlett** (Jackson, Wyoming), **Katina Strauch** (Charleston, South Carolina), **Renee Becker Swartz** (Rumson, New Jersey), and **Kim Wang** (Torrance, California). www.imls.gov/

Building on the success of **Safari Tech Books Online**, **ProQuest Information and Learning** now distributes **Safari Business Books Online**, a growing electronic reference library of more than 500 titles, to the academic and corporate library markets. **Safari Business Books Online** covers a wide range of critical business skills ranging from communication and problem-solving to leadership, customer service and employee performance. The library includes imprints from publishers such as **Addison-Wesley**, **Alpha Books**, **Financial Times-Prentice Hall**, **Prentice Hall PTR**, **QUE**, and **Sams Publishing**. <http://www.il.proquest.com>

The **ALCTS Esther J. Piercy Award Jury** and **YBP Library Services** are pleased to announce the 2005 winner of the **Esther J. Piercy Award**. This award is given to recognize the contributions of a librarian with not more than ten years of professional experience in the areas of library collections and technical services. This year's winner is **Terry Paul Reese**, Digital Unit Production Head, Cataloger for Networked Resources at **Oregon State University** for his contributions in creating and developing the **MarcEdit** program. **MarcEdit** is an indispensable tool for

the manipulation of MARC records which is used by libraries, vendors, and utilities around the globe. One of his nominees stated it well: "Few, if any, make such a profound impact on technical services so early in their careers." **Terry** will receive a certificate and a generous award from **YBP Library Services** in Chicago at the **ALCTS Awards Ceremony**, June 26 at 5 PM.

The **Association for Library Collections & Technical Services (ALCTS)** is pleased to announce that **Scott Wicks**, Head of Acquisitions, Bibliographic Control and Government Documents at **Cornell University Library** has been selected to receive the **2005 Leadership in Library Acquisitions Award**. **Scott** represents a new generation of acquisitions librarians who are constantly seeking new solutions to old problems. His knowledge of and experience with the delicate relationship between acquisitions, cataloging, and collection development, as well as his vision and determination led him to develop **ITSO CUL**, an innovative system that supports one-stop selection, ordering and processing of library materials. The award, which is generously supported by **Harrassowitz**, will be presented in Chicago at the **ALCTS Awards Ceremony** on Sunday, June 26, at 5:00. Be there or be square!

And, speaking of **Scott Wicks**! Remember that *Against the Grain* (thanks to **Bob Nardini**) published his paper on **ITSO CUL** many months ago (see *ATG* v.16. #5, November 2004, p.82). And **Scott** also presented a panel and paper at the **2004 Charleston Conference — One-Step Shopping, One-Stop Shipping: Aggregation of New Title Sources and Harvesting the Acquisitions Decision**. Like, wow! Congratulations, **Scott** and good luck developing even more!

Speaking of **Charleston**, we are gearing up for **November 2005**. Have you made your hotel reservations yet? The primary conference hotel is the **Francis Marion** but we will also have meetings in the **Embassy Suites** downtown, just across the park from the **Francis Marion**. And, guess what? Friday evening we will have a reception and tour in the new **Addlestone Library** of the **College of Charleston**. Prediction: much fun will be had by all. The **Conference Website** is being updated and "developed" even as we speak. Also, see this issue, p.90. www.katina.info/conference

Anyway, people are asking about papers, panels, and participation in the **2005 Charleston Conference**. YES, is the answer, send in your proposals ASAP to either yours truly or one of the conference directors (see this issue p.90). November will be here before you know it!

CABI Publishing is on the verge of launching **CAB Abstracts Archive** which will provide researchers with access to more of the science of the 20th century, in more depth, than ever before. Covering the literature from 1910 to 1972, **CAB Abstracts Archive** will make over 1,860,000 records on every aspect of agricultural science, veterinary medicine, nutrition and natural resources, available electronically. The **Archive** will combine 17 printed abstract journals (the equivalent of 600 volumes) into a single electronic database. Previously only available in print, this data has been effectively forgotten or ignored by all but the most determined researcher. The **CAB Abstracts Archive** is due to be delivered on the **CAB Direct** platform in the second quarter of 2005 and on **Ovid** and **SilverPlatter** in the third quarter. The **Archive** will also be made available on other platforms. www.cabi-publishing.org/caa

Ex Libris (China) is pleased to announce that the **National Library of China** has selected the company's **MetaLib®** library portal and **SFX®** context-sensitive link server to manage the library's large collection of hybrid electronic resources and provide patrons with seamless access to the library's services. The **National Library of China** has collected a large number of electronic resources. Besides subscribing to more than 100 foreign-language databases and 50 domestic Chinese databases, it has established over 50 of its own Chinese databases, some of which represent unique collections. The total size of the digital materials in these 50 databases is about 100 TB, with more than one million metadata records. Established in 1909 and formally opened to the public in August of 1912, the **National Library of China** is a comprehensive research library with a history of rich and varied collections. Serving as the country's national repository, the library is dedicated to the collection, processing, storage, development, communication, and proliferation of knowledge and information. Among its holdings of more than 20 million items is a collection of ancient books and foreign publications for which the library is particularly well known. <http://www.exlibrisgroup.com>
<http://www.nlc.cn/english.htm>

A few weeks ago **OverDrive** announced the availability of hundreds of additional award-winning audio books to its collection of download titles through the Websites of public libraries—including **Sound Room Publishers, Inc.** complete version of the **King James Bible** which was awarded **Audio Best of the Year** by **Publishers Weekly**.

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Narrated by **Shakespearean** actor **George Vifiadis**, this recording of the *Bible* has been praised as a remarkable performance that brings the rich language of the *King James* translation to life. And there is more. With a simple visit to their library Website patrons can enjoy these titles, anytime day or night, by downloading directly to their PC, burning to standard CD, or transferring to a portable device. For a list of libraries offering download audio books from **OverDrive** visit <http://www.dlrinc.com/>.

NetLibrary News <news@netlibrary.com> has announced the **March eBook of the Month** — According to the **U.S. Bureau of Labor**, women earn a mere 80 cents for every dollar men earn. Why, forty years after the **Federal Equal Pay Act**, do women still get paid less than the guys on the job? In the **March eBook of the Month**, world-renowned gender issues expert **Warren Farrell**, Ph.D. argues that bias-based unequal pay for women is largely a myth, and that women are most often paid less than men not because they are discriminated against, but because they have made lifestyle choices that affect their ability to earn. Beyond urging women to stop seeing themselves as victims of discrimination, *Why Men Earn More* presents 25 concrete, measurable ways for any woman to increase her pay. **NetLibrary's eBook of the Month** is provided through the generous support of **Amacom Books**.
www.netlibrary.com/

For those of you who want to try your hand at some fiction, don't forget our **fiction contest** (stories about librarians, publishers, vendors, etc.). Deadline for the first round is **August 15!** Get out your writing uniform and write away. See this issue, p.40.

Wolters Kluwer has released its **2004 Full year financial results** showing top-line growth of plus 1%, a significant increase over its negative 2% last year. **Nancy McKinstry**, Chairman of the Executive Board, commented on the Company's performance over 2004: "... This first year of our three-year plan has established the groundwork necessary to leverage and sustain this early success. Operationally and financially we are a stronger, more vital company than we were a year ago. ... Strong growth was delivered by several businesses, most notably Tax and Accounting, Corporate Legal Services, Italy, Spain, Central Europe, France, and in Health's Pharma Solutions and Professional & Education units. ..." Read more at <http://www.wolters-kluwer.com/>.

EBSCO Publishing is offering the **Index to Jewish Periodicals (IJP)** via the **EBSCOhost** interface according to **Lenore P. Koppel, IJP Editor**, *Index to Jewish Periodicals* is the definitive index on Jewish history, activity and thought. This database provides a comprehensive guide to English-language articles, book reviews, and feature stories in more than 160 journals devoted to Jewish affairs. www.ebsco.com

Speaking of which, **EBSCO Information Services** and the **American Library Association** are pleased to announce the winners of the 2005 **EBSCO/ALA Conference Sponsorships**. They are: **Cynthia Bischoff**, Annapolis Area Library, Annapolis, Md.; **Michelle Boule**, The University of Houston Libraries, Houston; **Donna Erisman**,

Chartiers Valley Intermediate School, Pittsburgh, Pa.; **Marianne Fitzgerald**, Severna Park High School, Severna Park, Md.; **Marquita L. Harnett**, University of New Mexico, Albuquerque, N.M.; **Anne Hoffman**, Catholic Area Schools of Eau Claire, Augusta, Wis.; **Robin Imperial**, Cumberland Public Library, Fayetteville, N.C.; **Rowena Li**, Bayside High School Library, Bayside, N.Y.; **Nicole Schuler**, Whittier Public Library, Whittier, Calif.; **Joni Stine**, North Arkansas College, Harrison, Ark. The sponsorship provides each winner with \$1,000 to help pay for conference-related expenses in attending the **ALA Annual Meeting**. Award winners will be recognized at a breakfast held in their honor during the conference. www.ebsco.com

Was talking to **Terry B. Hill** <terry_hill@ncsu.edu> the other day. **Terry** has left **UNC-CH** for **North Carolina State University**, (but, hey, to an old **UNC-CH** alum **NCSU** is better than **Duke**.) Anyway, **Terry** is Collection Manager for Management and Social Sciences at **NCSU**. He collects for the **College of Management**, which includes Economics, Business, and Accounting and for Political Science, Public Administration, International Studies, and Operations Research. Next year **Terry** will begin collecting for Sociology and Social Work. A couple of tidbits — **Terry** has an MA in Political Science PLUS he connected with **Will Wheeler** at the **2003 Charleston Conference!** Moving right along, **Terry**, who is interested in eBooks and how we can promote their use, was talking favorably about the February eBooks issue of *ATG*, (Have y'all read it all, yet?) Hopefully, the conversation(s) will continue at **2005 Charleston**.

Speaking of eBooks and their use, be sure and read our interview with **Troy Williams** of *Questia* in this issue, p.42. **Troy** says that *Questia* is not a collection of eBooks, but an eLibrary database of books and articles. The wave of the future. His subscriber base is individuals. Read the interview. It's a very interesting point-of-view. Remember, this issue, p.42.

Paula Duffy, Director of **The University of Chicago Press**, has announced the appointment of **Anna Allegra Fleming** to the newly created position of **Library Relations Manager**. **Fleming's** mission is to survey the needs of librarians, understand their views on electronic and other strategic acquisitions and licensing issues, and keep abreast of the ever-evolving relationship among universities, libraries, and publishers. She will represent the views of librarians within the Press. **Fleming's** education includes master's degrees in Library Science and English from the **University of Washington** and a bachelor's degree in English and American Literature from the **University of California, San Diego**. The **University of Chicago Press** was established in 1891, making it one of the oldest continuously-operating university presses in the United States. More than a century later, the **University of Chicago Press** has three operating divisions — **Books**, **Journals**, and **Distribution Services**. The **Books Division** publishes approximately 250 books a year and has published 11,000 books since its founding. The **Journals Division** currently publishes 43 leading journals and five annuals in the fields of social sciences, humanities, biological and medical sciences, and the physical sciences. **Chicago Distribution Services** provides warehousing, fulfillment, and related services to 38 professional and schol-

arly publishers with over 30,000 titles in print. www.press.uchicago.edu/

The **Nominations & Elections Committee** of **NASIG** has just announced the results of the 2005 election. The awesome **Denise Novak** (Head of Acquisitions, Carnegie Mellon University) is Vice President/President Elect/. **Rose Robischon** (Serials Librarian, US Military Academy) is Treasurer. **Adam Chesler** (Assistant Director, Sales and Library Relations, ACS), **Katy Ginanni** (Training Specialist, EBSCO Information Services) and **Kim Maxwell** (Serials, Acquisitions Librarian, MIT) are members at large. These officers will assume their duties immediately after the adjournment of **NASIG's** annual conference to be held May 19-22, 2005, in Minneapolis.

Well, **BYMI** (this issue, p.86) has news about "omnigooglislation." Meanwhile, **Liblicense** (Monday, March 21) calls our attention to an article ("French Classics Enter Cyberspace" — cut line "Victor Hugo sent to fight Harry Potter in cultural warfare") in *The Times of London* (March 18, 2005) by **Charles Bremner**. Seems that French **President Chirac** and the director of the **French National Library**, **Jean-Noel Jeanneney** are concerned about British and American bias coloring the perspectives of future generations. To wit, the creation of the **European-wide virtual library**. Stay tuned. <http://www.timesonline.co.uk/article/0,,3-1530548,00.html>

On this same topic, see also article in the *Chronicle of Higher Education* online (subscription required). "France Plans to Digitize Its 'Cultural Patrimony' and Defy Google's 'Domination'" by **Aisha Labi**. chronicle.com/

Related from **liblicense** and **Denise Nicholson** <Nicholson.D@Library.wits.ac.za> just as we go to press — **Google's news service is being sued** by **Agence France-Presse**. Apparently, **AFP** filed suit in a Washington court seeking damages of \$17.5 million because of "grabbing and displaying [AFP's] media content on Google News for free, despite requests from AFP to stop publication of its material." http://www.finance24.com/Finance/Companies/0,,1518-24_1679075,00.html

From the incredible roll-with-the-punches **Thelma Diercks** <thelma@hawaii.edu> — After five months, the **University of Hawaii at Manoa Library** is cautiously reopening. **Thelma** says it's going to be a long haul to get to a point where life feels normal. <http://starbulletin.com/2005/03/21/news/story1.html>

Heard from **Bob** — of persistent data — **Molyneux**. <drdata@molyneux.com> who, remember, is now **Chief Statistician** at **Sirsi**. He says he bought a house on Monday, movers arrived on Thursday, he drove 705 miles on Saturday, set computers up on Sunday and is digging out of email every day. So — what do you do in your spare time, **Bob**?

Off of **Serialst** — The **Serials Release Notification (SRN)** subgroup of the **NISO/EDItEUR Joint Working Party (JWP)** invites participation (until April 30, 2005) in a review of the *draft* **Serials Release Notification** message. The **SRN** is an XML message based on **ONIX** for Serials structure, and is being developed with the intention of providing details of print and electronic journal releases primarily at the issue level, but also potentially at the table of contents or article level. Future versions of the **SRN** message may address other use cases such as sending advance

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notification for forthcoming journal releases, and providing advance notice of changes in journal release schedules. A copy of the **SRN Draft for Review**, along with a background statement and message examples, may be found on the **JWP Website** at <http://www.fccla.edu/%7Epcaplan/jwp/>.

Don't spread this around, please, but those who know me well, know that I have absolutely no sense of direction. If I was inside a paper bag, I couldn't find my way out. Anyway, I was recently in Washington, DC., alone, looking for a cab late at night (after the opening of the **WebWise Conference**) when what to my lost eyes should appear but two angel librarians from **Tennessee** who showed me where I should be going. Who were they? They are frequent attendees at the **Charleston Conference**. If these wonderful women happen to be reading this, please write and let me thank you again. Librarians are such wonderful people.

From **Peter Scott's Library Blog**: <bloglet@bloglet.com> — The 1871 census is available online, in full, for the first time. Thanks to a new initiative by **The National Archives** <http://www.nationalarchives.gov.uk/news/stories/60.htm?source=main> and *Ancestry.co.uk*, you can search the index by name and look at scans of original records of the famous, and not so famous. This latest launch means visitors to the **National Ar-**

chives Website will now be able to trace their families through four successive censuses, 1871, 1881, 1891 and 1901. Searching the index is free. <http://blog.xrefer.com>

During the week of April 4th, **Ingenta** will be completing the final work required to retire **IngentaSelect** and move all users over to the new site **IngentaConnect**. For specific questions, contact **Amel Abourachid** (Library Business Manager) <amel.abourachid@ingenta.com> or visit the Ingenta Website. www.ingentaconnect.com

Have you looked at *Future Libraries: Dreams, Madness, & Reality* by **Walt Crawford** and **Michael Gorman** (ALA, 1995) recently? The book is ten years old, can you believe it, and **Walt** says that he is going to reread it and publish an honest evaluation in *Cites & Insights*. To learn much more, read **Walt Crawford: A YBP Interview** at http://www.ybp.com/ybp/DomIndex.html?cites_interview.html&l.

With links to **Marylaine Block's 2002 Ex Libris** interview with **Walt**: <http://marylaine.com/exlibris/xlib160.html>.

And **Walt Crawford's** home page: <http://walt.crawford.home.att.net/>.

And, speaking of **Michael Gorman, President-elect of ALA**, (and a speaker who got a standing ovation when he spoke in Charleston), be sure and read **In My Humble But Correct Opinion (IMHBCO)** by **Rick Anderson**, this issue, p.92.

Heard from **Becky Fishman** <becky.fishman@xrefer.com> who has recently taken over the **PR responsibilities** at **Xrefer** from **Ellen McCullough**. Anyway, Becky sends news that **McGraw-Hill** has agreed to license some of its key reference titles for inclusion in the **Xreferplus** service. This brings the number of publisher partners currently working with **Xrefer** to 42. <http://www.xrefer.com/news/index.jsp?m=2>

From **OCLC Abstracts** (March 14, 2005) — Courtesy of **Alan Williamson's** blog — "The prime reason the **Google** home page is so bare is due to the fact that the founders didn't know HTML and just wanted a quick interface. • They listen to feedback actively. Emailing **Google** isn't emailing a blackhole. • **Google** uses the 20/5 rule. If at least 20 percent of people use a feature, they include it. At least 5 percent need to use a particular search before it will make it into Advanced Preferences. • The name **Google** was an accident, a spelling mistake for Googol. • The I Feel Lucky button is hardly ever used. However, in trials it was found that removing it would somehow reduce the **Google** experience. Users wanted it kept. It was a comfort button." <http://www5.oclc.org/downloads/design/abstracts/index.htm>

<http://alan.blog-city.com/read/1003011.htm>

Edge Hill College of Higher Education, in Ormskirk, U.K., has selected **Millennium** after an evaluation process which included visits to other

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WEBWORTHY

Column Editor: **Pamela M. Rose, M.L.S.** (Web Services & Library Promotion Coordinator, Health Sciences Library, University at Buffalo; Phone: 716-829-3900 x129; Fax: 716-829-2211) <pmrose@buffalo.edu> wings.buffalo.edu/~pmrose

Webworthy has reviewed 334 Websites to date! Are you reading this intro? If so, we'd like to know if you find this column useful! Email the editor at <pmrose@buffalo.edu> with your comments and any suggestions for improvement!

*Websites are chosen for uniqueness, depth of information, functionality and ease of access. Sites are organized by broad subject area and are visited just prior to publication. Please let the editor know of any broken links. Comments and suggestions welcome to **Pamela M. Rose**, Health Sciences Library, University at Buffalo, 3435 Main St., Buffalo, NY 14214-3002; 716-829-3900 x129; <pmrose@buffalo.edu>. Unless otherwise noted, Internet sites were also reviewed in *Science's NetWatch* column. — PR*

Chemistry

Giving Jane and Dick a real look at potentially explosive lab experiments before they enter the school lab, or use that chemistry set, is one of the advantages of **Creative Chemistry on the Internet (CCI)**, an initiative of the **Swiss Federal Institute of Technology** in Zurich. Some 200 experiments (147 of them have been translated into English) can be located by topic, keyword or element, and then viewed as a movie, slide show, or picture — all with accompanying text, chemical formulas, safety precautions and references. The movies show the reactions from several different viewpoints: looking down directly into the beaker or slide dish, from the side, and from an angle at the top. — <http://www.cci.ethz.ch/>

Science

Have advances in modern medicine put an end to human evolution? Can we really travel in time? Watch and listen to experts discuss these fascinating questions at **The Vega Science Trust**, a nonprofit group that broadcasts science programs over the Internet free of charge. The site also has a wonderful archive of children's workshops and downloadable school science packs for teachers. On a personal note they offer face to face interviews with notable scientists such as **Fred Sanger**, as well as a focus on outstanding women scientists. Links include other free science program sites. — <http://www.vega.org.uk/>

Taxonomy

Unlike other **Wiki** projects (see below), **Wikispecies** is aimed at the needs of scientific users: it hopes to create what no one has been able to accomplish in more than 200 years: a list of the world's known species. The project is still new, but includes data down to the Species level in Animalia, with more superficial entries in Rotifera, Insecta, and Rodentia, with entries needed for Plantae, Fungi, Archaea, Bacteria, and Protista. The project organizers hope that everyone from biologists to amateur birders will lend their know-how to adding 1.8 million different kinds of living things. (**Wiki** — originally based on a Hawaiian term wiki wiki which means superfast — is a term used to identify a Website that allows users to add content. The **Wikimedia Foundation** now oversees a number of free user-developed sites including **Wikipedia** — the free encyclopedia — **Wiktionary**, **Wikiquote**, **Wikibooks**, and now **Wikispecies**.) — http://species.wikipedia.org/wiki/Main_Page

NOTE: **Webworthy** previously reviewed the **All Species Foundation** initiative (see *ATG*, v.14 no.6, Dec. 2002-Jan. 2003, p.91), which has the same goal as **Wikispecies**. However, funding problems have called a halt to the project, which is down to one staff member and a dream. — <http://www.all-species.org/>

Triskaidekaphobia No More from page 1

change is that ISBN-13s will always end in a digit, never an X.

cause a new check algorithm is being used, one side benefit of the

Many people have been working hard to spread the word. The **Book Industry Study Group (BISG)** has issued guidelines aimed to make the transition period as stable and transparent as possible (<http://www.bisg.org/pi/index.html>). The **ALCTS Publisher-Vendor-Library**

Once the pool of 978 ISBNs is exhausted, new ISBNs will begin with 979. 979-ISBNs will not be backwards-convertible to ISBN-10s, since the 9-digit "core" (obtained by removing the 979 and the check digit) will duplicate the core of a different title's 978-ISBN.

The "due date" for this change is January 1, 2007. By then, all of our systems should be able to recognize ISBN-13s and to communicate using them exclusively. Before then, much work needs to be done to make our systems and transactions ISBN-13 compliant. Though all books must continue to carry ISBN-10s through 2006, ISBN-13s are already showing up. Publishers are beginning to assign them to forthcoming works, and the Library of Congress is starting to include them in CIP cataloging records. Several weeks ago, YBP's warehouse received our first book bearing only an ISBN-13. Fortunately we were able to calculate the 10-digit equivalent and find the appropriate record in our system.

Some recent examples, taken from title page versos and back covers of books in YBP's warehouse:

Library of Congress Cataloging-in-Publication Data
Wasserstein, Wendy.
Sloth / Wendy Wasserstein.
p. cm.— (The Seven Deadly Sins)
ISBN-13: 978-0-19-516630-9
ISBN-10: 0-19-516630-2

LIBRARY OF CONGRESS CATALOGING-IN-PUBLICATION DATA
Lydenberg, Steven D.

Corporations and the public interest : guiding the invisible hand / by Steven Lydenberg.
p. cm.

Includes bibliographical references and index.

ISBN-13: 978-1-57675-291-3

No ISBN-10 given

Library of Congress Cataloging-in-Publication Data available upon request
ISBN 0-312-33125-8
EAN 978-0312-33125-2

Relations Interest Group (PVLIR) recently sponsored an open forum on ISBN-13 at Midwinter. At that forum, representatives from a number of segments in the book supply chain presented ISBN-13 information from their particular viewpoints. In the following pages, those presenters along with several other stakeholders, provide a thorough portrait of the impact of ISBN-13.

Contributors to this Issue

First up is an explanation of Bowker's role as a regional ISBN agency, by John Krafty. Next is an article on implementation of ISBN-13 in the CIP and LCCN programs by David Bucknum of the Library of Congress. Following that, Greg Giblin from Wiley describes some issues publishers will need to consider when transitioning to the new ISBN standard. Wendell Lotz from Ingram presents the complexities facing materials vendors, and Terry Willan from Talis outlines the numerous ways ISBNs are utilized in integrated library systems. Glenn Patton from OCLC explains a WorldCat interim treatment for ISBN-13s. Some specifics related to EDI are covered by Eric Thronson of BISG's Internet Commerce Committee. Finally, Frances McNamara from the University of Chicago discusses ISBN-13s from a library's perspective. Elsewhere in this issue you'll also find Pat Harris's Technology and Standards column that offers a look at ISBN-13 from NISO's viewpoint. We'd like to thank each of our writers for their valuable contributions and insights.

We invite you to share your ISBN-13 stories by emailing either of us. Though we're all facing a bit of work in the coming year, we look forward to putting this conversion task behind us so that books will move through the supply chain as quickly and efficiently as ever.

Endnotes

1. Substantial portions of this article appeared first online as "ISBN-13 and YBP," *Academia*, March 2005, http://www.ybp.com/acad/features/0305_isbn13.html.

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U.K. institutions using Innovative systems. Edge Hill will be working with Innovative as a development partner in their Short Messaging Service (SMS) Initiative, which will allow the library to send text messages to patron's mobile phones to alert them that reserved items are on the shelf. Students will get an immediate notification from their mobile phone rather than waiting until they next

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Electronic Ordering and ISBN-13 — “How Will I Order Books in a 13-Digit World?”

by **Eric Thronson** (Chair, Internet Commerce Committee, Book Industry Study Group and Manager, Third Party Systems Integration, Baker & Taylor) <thronde@btol.com>

The night before our **PVLR Open Forum** I took some time to rehearse my presentation. Like most Americans, I seem to have the T.V. on regardless of what I'm doing. Therefore it should come as no surprise that I had the T.V. in my hotel room on — albeit muted — while I practiced my spiel. About halfway through the run-through I glanced at the screen and was greeted with the tag line for a product I would rather not see advertised, “When the moment is right, will you be ready?”

Despite my aversion to such programming, I got a chuckle out of how apropos those words were to my presentation. January 1, 2007 is the moment by which we must all be ready.

EDI (Electronic Data Interchange) has been a boon to libraries in the last several years by automating formerly manual processes. Electronically ordering saves time and prevents errors. The addition of electronic order confirmations and invoicing further eases the load.

The term “**EDI**” is actually an umbrella term that refers to a number of standards for formatting the data that is transmitted between systems. The book industry in North America relies on **X.12**, **EDIFACT**, and the **BISAC Fixed Field Format**. While much data is transmitted in an **EDI** document, it can be argued that the single most important item is the **ISBN** and of course all three formats carry it. Since the **ISBN** is changing, the **EDI** standards for these formats must likewise be adjusted.

The **Internet Commerce Committee (ICC)** of **BISG (Book Industry Study Group, www.bisg.org)** is tasked with creating guidelines and roadmaps for **EDI** usage in all segments of the book industry. To be more accurate, the **ICC** is part of **BISAC (Book Industry Standards And Communications)** which is the standards-setting arm of **BISG**.

The **ICC** has been grappling with **ISBN-13's** impact on **EDI** for almost two years. It was clear that before specific guidelines could be issued we had to settle on the conceptual approach to be taken. Ideas were floated, discussed and sometimes torpedoed. It came down to a choice of “flipping a switch” on the January 1st of the year in question, or of offering a more gradual process. Doubting that we could get every organization's **EDI** subsystem to simultaneously start using a **13-digit** — and only the **13-digit** — **ISBN** at the stroke of midnight, it became apparent that we had to add **ISBN-13** support to the existing **ISBN-10** support. Carrying both iterations of the **ISBN** for each item in an **EDI** document would allow organizations to migrate from **ISBN-10** to **ISBN-13** at their own pace (but before 1/1/2007). So, the general philosophy for **ISBN-13** and **EDI** is to continue to support **ISBN-10** while adding **ISBN-13** support and then transitioning to **ISBN-13** use exclusively. For those interested in the nitty-

gritty details, there is a paper on the **BISG** Website with the pertinent information (http://www.bisg.org/docs/BISG_EDI_Roadmap.pdf).

I want to reiterate that we need to think of the **BISAC EDI** format as obsolete. It has served us well over the years, but it is time to let go. The **BISAC** format was created in the 1970's and has limitations that reflect the punch cards in use at the time. **BISAC** (the committee) ended support for **BISAC** (the **EDI** format) in 1995. It is a rigid format and can not accommodate the need to add **ISBN-13** support while maintaining **ISBN-10** functionality. Rather than rigging some improbable workaround, it is time to retire it.

The good news is that the **X.12** and **EDIFACT** formats can easily handle the transition to a **13-digit ISBN**. Guidelines and supporting documentation have been issued and posted on the **BISG** Website for **X.12** and www.editeur.org for **EDIFACT**.

In practical terms, libraries currently using **BISAC** to transmit orders to suppliers need to talk to their **ILS** vendors to determine their options for migrating from that format to **X.12** or **EDIFACT**. This conversation needs to happen soon as there may be a charge to add this functionality and money will have to be budgeted. The upgrade needs to be scheduled and time allowed for testing and implementation.

Those using **X.12** or **EDIFACT** should not think that they escape unscathed. They too need to talk to their **ILS** vendor about their plans to support **ISBN-13**. When will they be ready? When will your library be up-

graded? Have they been coordinating and testing with your book vendors? Speaking of which, do you know what your book vendors are doing to prepare for **ISBN-13**?

I would counsel that you ask detailed questions of your **ILS** and book vendors. For instance, many **ILS** systems use the **ISBN** from the **020** tag when you wish to order additional copies of an existing title. However, **OCLC**

is releasing records with the **ISBN-13** in the **024** field. You may also have records with the **13-digit ISBN** in an additional **020** field. How will

your **ILS** system handle this admixture of digits and tags? Will it populate the correct numbers into the correct fields in your **EDI** order? How will the dedupe process work?

The questions don't end there. Will your order confirmations and invoices have the **10-** or **13-digit** number, or both? How will you **ILS** system process these inbound **EDI** documents? How will these incoming items match to existing bib and order records?

Obviously the change to a **13-digit ISBN** is a little more complex than just adding three digits. The **ISBN** flows from system to system and vendor to vendor. Systems need to be upgraded and tested. Sample **EDI** documents need to be exchanged to ensure compatibility between the upgraded systems. Time needs to be budgeted for working out the inevitable kinks. At first blush, January 1, 2007 may seem like a long way off; but when you consider all that needs to be done it starts to seem like it is very near indeed. So, when the moment is right, will you be ready? 🐼

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check their email. “This service is paramount for students, particularly as many are working alongside their studies,” says **Sue Roberts**, Head of Learning Services. “With this in mind we were keen to become associated with **Innovative**, which has built a strong reputation on their reliable and flexible software.”

www.iii.com

This comes courtesy of the clever **Ramune Kubilius** <r-kubilius@northwestern.edu> (NOTE address change!) — **The National Library of Medicine (NLM)**, a component

of the **National Institutes of Health**, has announced the release of a **PDA software tool** designed to help first responders when they arrive at a hazardous material (Hazmat) incident, such as a chemical spill. **WISER (Wireless Information System for Emergency Responders)** provides the emergency responder with critical information on hazardous substances. The operational versions of **WISER** for **Palm OS** and for **Pocket PC** are now available without charge for downloading to users' PDAs at <http://wiser.nlm.nih.gov>. More than 1700 copies of the **WISER** software have been requested and downloaded. A desktop version will be available later this

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Troy Williams Interview

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and article for future reference and documents, "virtual bookshelves" and even previous term papers and bibliographies can be saved online and organized in various folders.

Fourth, with today's mobile phones, PDAs and numerous other gadgets, people increasingly expect complete mobility. ELibraries such as **Questia** enable a researcher to access their personalized copies of books and journals as well as old term papers and current work-in-progress from anywhere — from **Starbucks**, from their parents' home on Thanksgiving break, etc. Researchers will have and will expect complete mobility. For all these reasons and more, I believe that eLibraries will become an indispensable part of education over the next decade or two and I believe **Questia** is well positioned to take advantage of these trends.

ATG: Who owns Questia? How many customers do you have? What type of customer are they?

Questia is a privately owned company, with individual as well as institutional (venture capital) investors. Over the past four years we have had nearly 300,000 paid members use the **Questia** service. We enjoy subscribers in more than 195 countries around the world and 2,000 college and universities in the United States. The majority of our subscribers are students, ranging from secondary school to post-graduate. We do not sell to college or university libraries, public libraries or companies. This is because our agreements with publishers prevent us from doing so and always have. However, **Questia** does sell to secondary school institutions and we are having much success.

ATG: So are you still more interested in the individual market than in the library market?

Absolutely. By the library market I'm assuming you are referring to selling institutional site licenses to libraries at universities. Again, **Questia** is not pursuing that market as it would conflict with our publisher agreements. A number of our publishers have their own electronic products they sell to the institutional market. In addition, many of them fear that if every student at a college had access to **Questia** (i.e., their own copy of every book) then the libraries would buy fewer of their books. As such, we are focused on selling individual subscriptions. The reason why individual subscriptions are key is because a **Questia** subscription is built for the individual user. A personal workspace and bookshelf and other totally customized tools like personal citations and highlights are the features that make **Questia** unique and powerful. In 2002, the **Pew Internet & American Life Project** released a study finding that 73% of college students say they use the Internet more than the library for research, while only 9%

said they use the library more than the Internet. I'm sure the percentages are even more dramatic three years later. For good or ill, students bypass their library collections and begin their research on the Web. We're already there with a powerful service to help them get the same high quality content online that is available in their libraries offline.

ATG: Do you have a supply of eBooks?

I am proud to say that **Questia** is the largest online library of books on the Web today. We have the full-text of more than 56,000 books and nearly 1 million articles available online. Every individual around the world can gain unlimited access to this massive collection of over 20 million pages of previously published content for a month for only \$14.95. Our subscribers get access to the complete text of over 56,000 books and 1 million articles for the price of just **one book**. Moreover, they can use the library and tools anytime, anywhere. They can personalize the books and they can have their bibliographies automatically generated.

We add new content on a continual basis to enhance the research experience we provide our subscribers. Like every other library, we have a team of collection development librarians who select the titles we want to include in the collection — those that are most frequently consulted and used by researchers in the humanities and social sciences. Then, a publisher relations representative contacts the appropriate publisher to negotiate a license to the titles.

Everyone who is concerned about the proliferation of content on the Internet from questionable sources and the inability of students and researchers to differentiate quality content from bogus content or propaganda should be interested in **Questia**. The editorial process, the peer-review process and the collection development process of libraries have been safeguards for generations. However, the Web, generally speaking, lacks them. We provide researchers on the Web with a place where they are guaranteed all the content is trusted, reliable, academically vetted, and scholarly from renowned publishers like **W.W. Norton** and **Cambridge University Press**. That's one of the compelling reasons why our subscribers belong to **Questia** — they know they can absolutely trust the **Questia** collection — because it is a "real library", not a Website with questionable content or links to other questionable sites. We are unique in this way. For a very large percentage of the

books in our library, **Questia** is the only place on the Internet that has the full-text copy. Your alternative, if you want one of these books, is to buy it on **Amazon.com** (for more money and wait a few days to receive it) or to visit a local library if they have a copy. For many of our subscribers in rural parts of this country and in the more than 195 countries in which we have had subscribers, there is no local library with this content.

ATG: Are you still working with a librarian advisory group? If so, who are they?

We do not have a formal librarian advisory group in place. However, the team that develops the **Questia** collection is a team of professional librarians that has decades of experience in collections management and did what they are doing now for **Questia** — building an academic collection — for brick-and-mortar libraries in previous lives.

ATG: Tell us about Troy Williams the person and what you do for fun. Family? Hobbies? Reading?

I have a passion for books and for education. Education made a huge impact on my life. I believe we can make an equally large impact by providing every child around the world with access to a vast, high quality academic library. I believe every child should have access to a library of scholarly materials regardless of whether they live in rural areas, foreign countries, or attend a community college with a sub-par research library. The Internet was created to democratize access to information and I believe **Questia** is part of the realization of that goal.

In my free time, I enjoy returning to my native New England (Mystic, Connecticut) and seeing my extended family. I am unmarried. I also enjoy researching the history of my New England ancestors, travel and am an avid reader. I generally read nonfiction books. I was a history major and the period of history I find most interesting is Colonial America between 1608 and 1763. There are 155 years of history there (and only 242 since) and yet, you almost never hear about this period of American history except for the Mayflower landing. It's a fascinating time in history and many of the seeds of much of what came afterward were planted during this period. I also subscribe to many magazines including *Foreign Affairs*, the *New Yorker*, the *Atlantic Monthly*, *National Geographic*, and *Architectural Digest*, among many others. Unfortunately, I rarely get through any of them given my constant business travel.

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spring, and a Web-based version is also being developed.
http://www.nlm.nih.gov/news/press_releases/wiserPR05.html

And there's more from NLM — An ex-

tensive selection from the papers of one of the twentieth century's greatest scientists, **Francis Crick**, is now on NLM's **Profiles in Science Website**. The name of **Francis Crick** (1916-2004) is inextricably linked to the discovery of the double helix of deoxyribonucleic acid (DNA) in 1953, considered the most significant advance in biology since

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From the Reference Desk from page 50

ures ranging from **P.T. Barnum** to **Edward Bernays** and from **Roger Ailes** to **Isobel Parke**. Numerous public relations concepts and terms are also covered. There are articles that treat subjects like validity, reliability and openness, as well as those that discuss spin, doublespeak, de-positioning and sound bites. In addition, there are entries on the theoretical underpinnings of public relations. Such articles cover theories like co-orientation, fantasy theme analysis, intercultural communication, perspectivism and semiotics. And while public relations is largely an American invention, international coverage is offered with entries on PR practice in individual countries like South Africa, Canada and the UK, and more broadly in Asia, Africa and Europe. The set is well produced and rich in added features. Besides an alphabetical list of entries, topical and general indexes, bibliographies, and cross-references, there are nine appendices. Two of these reprint the codes of ethics of the **Public Relations Society of America** and the **International Association of Business Communicators**. Other appendices include a chronology, a dictionary of public relations measurement terms, and lists of online resources and college and universities offering "substantial" programs in public relations. There is also a discussion of the evolution of the corporate annual report as a mainstay of business public relations.

The essential role that public relations plays in forging opinions in business, politics and other facets of our lives comes through as one examines these two volumes. An academic reference work that discusses the topic in a serious and professional way was needed. The *Encyclopedia of Public Relations* goes a long way toward meeting that need. It will be a natural candidate for academic libraries supporting communications and business programs.

Technology has brought momentous change during the last century. A new encyclopedia published by **Routledge's** places that change in light of its impacts on "people and their experiences with technology." The *Encyclopedia of 20th Century Technology* (2005, 1579583865, \$325) traces turn of the century technologies like the internal combustion engine through today's computer driven world and discusses technology's role in entertainment, medicine, construction, the environment, communication, transportation and warfare. It is a staggering history of incredible change.

The focus is on technology. There are no biographical sketches of pioneer inventors. Articles treating topics as varied as cryogenics, fax machines, dishwashers, and semiconductors offer descriptions of the technology, as well as tackle their historic development. But, there are also articles that offer thematic overviews on subjects like biotechnology, energy and power, agriculture and food, telecommunications, and technology and ethics. Intended for the lay reader as well as students, the writing attempts to be free of jargon and overly technical terms.

Each entry has a bibliography, many of which are more substantial than the norm for a two volume set. A thematic list of entries gives the reader a good sense of the content and a general index provides access to specifics. One minor complaint, the index lists only page numbers and does not differentiate between the two volumes. Although this seems to be a standard practice among some publishers, use of **bold** volume numbers or a page key would be useful.

Encyclopedia of 20th Century Technology will be a welcome addition to academic library collections supporting classes on the history of science and technology. It offers scholarly treatments that explain the technology of our modern world in a clear and understandable way.

The focus is specifically on technological development in the industrial United States and Europe. Those libraries interested in science and technology outside the West should also consider **Kluwer's** *Encyclopaedia of the History of Science, Technology and Medicine in Non-Western Cultures* (1997, 0792340663, \$522).

A couple of updated titles have come across my desk that are deserving of mention.

Libraries needing the most recent information about hazardous substances will be glad that **Wiley** has released the 11th edition of **Sax's** *Dangerous Properties of Industrial Materials* (2004, 0471476625, \$595). Since the 1950's **Sax's** has provided information about hazardous materials from food additives to pesticides and from preservatives to plastics. This edition adds more than 2,597 new entries to those listed in the 10th edition (1999), as well as updating many more. Each entry has an individual entry code and provides the substance name, hazard rating, **Chemical Abstract Service (CAS)** registry number, the **DOT** code assigned by the **U.S. Department of Transportation**, the molecular formula and weight, structural formula, properties, a list of synonyms, toxicity data, consensus reports, standards and recommendations, safety profile and references to **OSHA** and **NIOSH** occupational analytical methods. Author **Richard J. Lewis** provides a thorough

and comprehensive introduction that explains the structure of the entries and their relevant content. The first two volumes of this three-volume set contain the substance entries while the third is a collection of cross-indexes including those by **DOT** guide number, by **CAS** registry number and possibly the most useful, by synonym. The third volume also has a toxicological bibliography of the 2250 sources referenced in the first two volumes. Special and academic libraries that have found **Sax's** *Dangerous Properties of Industrial Materials* useful will want to give serious consideration to this new edition. By the way it is also available in CD-ROM in both single user and networked versions. Point your browser to <http://www.vonl.com/chips/cdroms.htm> for details.

Business librarians will be interested to learn that **Grey House** has published a 12th edition of the *Directory of Business Information Resources* (2004, 1592370500, \$195). Edited by **Richard Gottlieb**, this oversized paperback lists resources covering 98 industries from automotive, trucking and industrial equipment to broadcasting, insurance, and legal services. Within each of the 98 industries are lists of trade and professional associations, newsletters, magazines and journals, directories, databases, trades shows, Websites and international contacts. Entries include addresses, phone and fax numbers, Websites, key executives, and brief descriptions. In addition, for associations the number of members is listed and for publications, frequency, circulation and subscription price are included. While subject access is provided via the table of contents listing the 98 industries, there are also indexes by alphabetical entry and publisher name, as well as a magazine special issues index. Although hundreds of new associations have been added to this edition, by necessity much of the information is redundant. Libraries that have the 2003/04 edition may want to hold off on spending the \$195 asking price. However, for those who have not purchased the *Directory* in a while, this is a worthwhile purchase. (It is also available as an online database with subscriptions at \$495.)

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Darwin's theory of evolution. The insights of **Crick**, and his collaborator, **James D. Watson**, into the structure of DNA and into the genetic code made possible a new understanding of heredity at the molecular level. This latest collection on **Profiles in Science** represents a close collaboration between the **National Library of Medicine** and the **Wellcome Library for the History and Understanding of Medicine** in London, which holds the **Crick** papers. The **Crick** collection brings to 14 the number of notable researchers and public health officials whose personal and professional records are featured

on **Profiles**. The site is located at www.profiles.nlm.nih.gov.
http://www.nlm.nih.gov/news/press_releases/profiles_crick05.html

The **College Libraries Section of ACRL** developed one of the first electronic discussion lists, **COLLIB-L**, more than a decade ago. Since then, it has moved twice and developed a subscriber base of more than 1,000. **COLLIB-L** features lively discussions of a wide range of professional issues. Consider subscribing. Send the following message (nothing in the Subject line and no signature, please) — subscribe collib-l your name to <listproc@ala.org>.

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Little Red Herrings — “Well, There It Is”

by **Mark Y. Herring** (Dean of Library Services, Dacus Library, Winthrop University) <herringm@winthrop.edu>

If you missed the movie **Amadeus**, you missed one of those great lines in movie history. **Mozart** has just composed one of his brilliant pieces and plays it before **Emperor Joseph II**. His fictive nemesis in the movie, **Salieri**, made it so the **Emperor** will act unfavorably upon it. At the end of the piece, the **Emperor** looks at **Mozart** and says, “Well, there it is.”

Sometimes over the course of following politics in any state, not just South Carolina, one is forced, like the **Emperor**, to look at what has come to pass and declare, “Well, there it is!” When I heard that **PASCAL** funding was in trouble, it was all I could think to say. I hope by the time you read this, my article will be useless because the problem will have been resolved to the state’s satisfaction and well-being.

Like you, words could not begin to convey my undying, heartfelt thanks to our South Carolina legislators for their courageous support of **PASCAL** last year. The \$2 million support from lottery funds enabled, as you know, 56 public and private academic libraries in the state to aid the education of 150,000 students enrolled in our institutions of higher learning. What could be better than this from any point of view, not just a librarian’s? State-wide support, for all, equally.

You’ll recall that academic librarians were so eager to bring **PASCAL** to fruition we “taxed” ourselves first by creating a membership fee schedule. All academic libraries pay these membership fees because we wanted to underscore just how important **PASCAL** is to us, and to the state. Everyone rejoiced and the money has been put to excellent use, already allowing the state to see more than \$2 million in cost avoidance.

The reason **PASCAL** can make this astounding claim, as you know, is because the 56 academic libraries in the state buy a number of the very same electronic databases. By using this consortium, instead of buying these databases 56 times (and trying to get 56 individual good deals—an impossibility) **PASCAL** buys them on behalf of the state’s academic libraries and at bulk prices, avoiding costs while serving the state’s 150,000 students enrolled at its institutions of higher learning no matter where they are.

Governor Sanford has rightly cautioned the state’s agencies about the judicious use of the state funds. **PASCAL** does this like no other agency can, not only pooling resources, but also sharing them statewide! The potential cost avoidances are enormous. **VIVA**, Virginia’s version of **PASCAL**, won its governor’s award

for frugality by allowing that state to avoid costs to the tune of \$100 million over 10 years! Can anything you think of equal this in either cost avoidances or resource sharing?

That is why it is so heartbreaking to learn—“Well, there it is”—that neither the Governor’s budget, nor the House Ways and Means bill shows any continuation funding for **PASCAL**. Allow me a bit of space to explain how this funding benefited the library where I work. Before the **PASCAL** initiative, our library had fewer than 7,000 full-text, electronic journals. When **PASCAL** implemented its initiative in February 2005 for the first time, our ownership soared to more than 21,000 full-text journals! Moreover, because **PASCAL** knows that some institutions will want different kinds of journals, its buyers’ program allows institutions to choose certain programs to buy into or not. We did and we now have an additional access to over 2,000 journals in science that we never could have subscribed to before, owing to cost. By being a part of **PASCAL**, we can now share with students and faculty access to materials that was heretofore impossible. In our first full month of the **PASCAL** database offerings, our students made more than 17,000 searches!

Now here’s the thing. I know there are 55 other such stories. Some will be even better than ours, some not quite as good. But the point is, every library in the state, and every student attending any South Carolina college or university, public or private, has reaped the information dividends. So how could it not be in the budget for next year? “Well, there it is.”

South Carolina was the last state in the region to get a state-supported academic consortium. North Carolina, Virginia, Florida, Kentucky, Tennessee, Georgia, to name but a few, all have them and provide even more than what **PASCAL** is able to

provide to its academic libraries. With **PASCAL** in place, however, there is now clearly no reason why any student would want to look elsewhere for his or her college education. If its funding is discontinued, prospective students may well see better support at institutions in other states. **PASCAL** es-topped brain-drain, if

you will. If funding is not continued, we might well say the dike has once again been unplugged.

I need not focus on students in our colleges and universities, either. We see more than 1,000 community patrons in our library each week. I’m sure the other 55 libraries see many community patrons as well. Finally, they all have access to every kind of infor-

mation, from sophisticated health care materials to information about tsunami relief just by walking into any South Carolina academic library building.

I view **PASCAL** as the second **Gutenberg Revolution** in our electronic age. Its survival really must be guaranteed. Without state help, **PASCAL** simply will not continue. To those brave men and women in the South Carolina’s legislature who funded **PASCAL** last year, please, the state is counting on you to reinstate **PASCAL** funding!

If you haven’t written your representatives thanking them and asking them about next year, consider this your tongue-lashing and write that letter—now. 🍌

The APS Journal Legacy Content

SAVES you 200
Linear feet of
SHELF SPACE

14 Journals of the **American
Physiological Society**
www.the-aps.org

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And, last but definitely not least, just heard from the wonderful **Jim Mouw** <mouw@uchicago.edu>. He says that he just learned that his daughter “matched” with **MUSC** for the coming year. She’ll be doing a **pharmacy fellowship**. So, hopefully, **Jim** and his wife will be in Charleston a lot! Hooray!

That’s all for now, folks. See you in June! 🍌