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People Profile: Dan Tonkery

Editor

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demand access to information, and libraries have responded by committing major parts of the library's acquisition money to fund the users' appetite for information.

And libraries aren't the only ones feeling the push into the electronic age. In addition to the impact on the library, the lonely subscription agent who was the trusted partner in the print subscription world has also been caught up into this new race to support content to the users.

While the publishers have focused their energy in developing online manuscript submission and tracking systems, hosting services and automating the peer review process, agents have recognized the importance of the shift from print to electronic and have invested significant resources into developing a wide range of new services and features to help libraries manage the growth in electronic resources. The branding varies from vendor to vendor, but such services include:

- online e-journal management and registration applications
- consolidated access to databases
- linking services to connect users with access to content
- comprehensive online title lists
- e-journal update portals or alerts
- overlap analysis reports to identify unique and overlapping content.

In addition, to meet the growing need, agents have refined their workflow to move orders and renewals faster, while developing new services to help manage and control publisher package deals that are now common in the library community.

Consider that the data elements needed for an e-journal order are three times that needed for a print order. Claiming missing issues has been replaced with electronic access support, and one can soon understand that the subscription agent has had to build an entire range of new access and management services to meet the demands of the library.

With regard to these publisher packages, the agent is in a much better place to maintain records of what a library is supposed to have access to with a package deal or to even monitor the three year contract with a publisher. Agents are successful at auditing the annual invoice in the publisher deals that have been brokered.

It may not be a huge surprise, but I would say that the larger the publisher deal, the more that the library needs some trusted agent to help with monitoring the annual invoice if you are being billed directly by the publisher. I would challenge any librarian to find an invoice from a major publisher that was 100% correct.

The most asked question we hear in the field from libraries is, "Why can't the publisher give me an updated list of all the titles I am supposed to have access to?" The same publisher that has been highly successful with

against the grain people profile

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Dan Tonkery

BORN & LIVED: Born, Fairmont, West Virginia. Lived, Nashville TN, Urbana IL, Bethesda MD, Los Angeles CA, Boston MA, Morristown NJ, Birmingham AL, San Antonio TX, and Palm Harbor FL.

EARLY LIFE: Spent early life in West Virginia.

FAMILY: Married to **Linda E. Tonkery** and have three sons. **John, Steve** and **Andrew**. Four grandkids.

EDUCATION: **David Lipscomb University** BA Biology and **University of Illinois** MLS. Postgraduate at **National Library of Medicine**.

FIRST JOB: Biology Science Teacher in Hendersonville TN.

PROFESSIONAL CAREER AND ACTIVITIES: **National Library of Medicine** 1970-79 — Head of Selection Acquisitions, Chief of Technical Services Division.

UCLA Associate University Librarian for Technical Services; Senior VP the **Faxon Company**; Founder and President **Horizon Information Services**; President **Readmore**; President **TDV Ventures**; President **Information Quest**; President **The Faxon Company**; VP Business Development **EBSCO Information Information Services**.

IN MY SPARE TIME I LIKE TO: Play golf and travel.

FAVORITE BOOKS: Mysteries.

PET PEEVES/WHAT MAKES ME MAD: Slow play.

PHILOSOPHY: Golden rule — he who has the gold makes the rule. Live each day to the fullest.

MOST MEANINGFUL CAREER ACHIEVEMENT: Developer of a number of online and PC Based Systems for libraries including developed **Orion** at **UCLA**, **REMO** at **Readmore**, **ROSS** at **Readmore**, various systems at **Faxon** and helped with **EBSCO's A to Z** system.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: To break 85 on the golf course.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: I think there is a big transition underway and we are all anxious to see where it falls out. Publishers are merging and facing major changes in scholarly communications and that is going to continue as the funding agencies are demanding change. Open access and other recent trends are starting to have an impact in our community. Subscription agents have invested in the future and libraries must face the changes as well.

Five years is a long time in the digital age and access and usage are up for grabs. Maybe we all will be working for **Google!** 🐼



getting their content up and loaded in a timely fashion on a hosting service may not have the energy or interest in producing an invoice that is complete or correct. Agents typically see that a significant portion of the publisher invoices monitored for libraries have errors that impact the collection. It is not uncommon to find missing titles and titles on the list which were not contracted for. Often this process can take four or more times back and forth with the publisher to resolve.

So what additional services for package management are agents inventing? Basic package services include:

- tracking titles that change publishers or packages

- pre-verified invoicing
- information on access rights
- information on cost-per-title, with detailed invoicing
- automated invoice loading for package titles
- serial management package reports.

While much of the work that the library has to undertake can be supported by the subscription agent, I would not want anyone to believe that we have the magic bullet to make all the work disappear. Agents can and do play a valuable role in the access and management of e-journals. However, it is the library that is

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