

June 2010

## If Rumors Were Horses

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# Against the Grain

*"Linking Publishers, Vendors and Librarians"*

## The Continuing Saga of the Google Book Settlement

by **Ann Okerson** (Associate University Librarian, Collections & International Programs, Yale University)  
<ann.okerson@yale.edu>

Sometimes it feels as if the **Google** book digitizing project has been with us all of our professional lives, and the **Google Book Settlement** not much less than that. In fact, **Google** began its digitization program early in the decade; the **Authors' Guild** lawsuit was launched in 2005, and the **Settlement** was proposed in late 2008. A great deal of the Settlement story remains to be written, to say nothing of its impact on many individuals, organizations, society, and the future of books. It seems that everyone connected to learning and knowledge production — not just attorneys and

authors — has a view about **Google's** activities, offerings, and strategies. The **Google Settlement** has even become a topic of conversation among strangers seated next to one another on long airplane flights.

Is the **Google** digitization program a boon for all, leveling the playing field for have-not users, fostering creation of new knowledge, accelerating the research process, saving libraries money, and much more? Is it a fiendishly crafty way for **Google** to make even more money than so far? Recently **Michael Cairns**, former president of **R.R. Bowker** and Managing Partner, **Information**

**Media Partners** published a paper titled "Database of Riches: Measuring the Options for Google's Book Settlement Roll Out." In it he estimated that **Google's** annual subscription revenue for licensing to libraries could approach \$260 million by year three. Some of our airplane conversations address matters such as:

- Will **Google** enjoy a monopoly unlike any heretofore seen in the publishing world?
- Will **Google** exploit its tremendous digital assets within the blessing of legal precedent?

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## If Rumors Were Horses

So much is going on it's hard to know where to begin!

First up — We at the **College of Charleston** are advertising for the position of **Assistant Dean of Technical Services and Library Systems**. The incomparable **Bob Neville** who has been in that position for over 25 years is retiring June 30. No, I am not applying for the position (my plate is full up) but I am on the search committee and am currently the **Interim Dean**. So — if you (or someone you know) is/are interested, send us your application. Here is the link to the job description. <http://www.against-the-grain.com/2010/05/employment-opportunity-assistant-dean-for-technical-services-and-library-systems/>

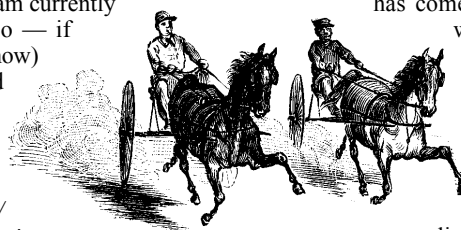
We told you in the **ATG Broadcast** a few weeks ago but maybe you missed it, that the deserving and wonderful **Adam Chesler** has a new job! It's official. He is the **Director of Content Management** at **ASTD** (American

Society for Training and Development). **Adam** is on the **Charleston Conference Planning Committee** and he says he will continue to be involved with all of us.

Want to take a minute to tell you about the **ATG Broadcast**! This is the bam-zowie **Leah Hinds'** creation! **Leah** is sending out the **Broadcast** as an email newsletter to **ATG subscribers** after the print edition of an issue has come out. The **Broadcast** will have some up-to-the-minute news that was not included in the latest issue as well as links to some of the articles from that issue that are available in full text online for subscribers only.

And speaking of the **Charleston Conference**, forgot to mention last time that the **2009 (29th) Charleston Conference** (theme: **Necessity is the Mother of Invention**) got fabulous coverage in **Information Today** (v.27#1, January, 2010, pp. 25-26. The doesn't-miss-

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## From Your (grandmotherly) Editor:

I sort of know what it must be like to be a sales rep I have been doing so much travel lately! And my favorite trip was to Dallas where I met my new granddaughter (**Georgia Helen**, named for my mother) and was reunited with my son (**Raymond** who is a Major in the Army) and who was allowed to come home from Iraq for two weeks to meet his new daughter. What a joy! Stayed with the in-laws and saw a friendlier side of Dallas which up until now had just been a sometimes-frustrating airport-changing experience. **Georgia Helen** (pictured here with her father) is gorgeous and very active and gurgling up a storm. Son is happy and looks great. **Lindsay**, wife, is holding up well and brother, **Trifon**, is very attentive and gentle with his new sister. Can you believe that he is already two and a half years old?

Still, back at **ATG** headquarters, we were working away to get the June issue out for **ALA Annual** in Washington. What a great issue! Guest edited by



the incomparable **Ann Okerson**, this issue is on the **Continuing Saga of the Google Book Settlement**. There are articles from many perspectives by **Ivy Anderson**, **James O'Donnell**, **Jonathan Band** and **Tricia Donovan** (actually a chart), **Pamela Samuelson**, **Paul Whitney**, and **Stuart Hamilton**. The **Op Ed** is by **Fred Kameny** and is about documenting sources in the electronic environment. We have three special reports this time and our interviews are with **Rich Rosy**, **Michael Cairns**, and **Helmut Schwarzer**. **Biz of Acq** is about Byte 181 (technology, of course), **From the University Presses** revisits Open Access, **590 Local Notes** is about Sustainable Libraries. Plus there is much more!

Well, gotta go! Seems that there is a big sale at the **Citadel Bookstore** and there are all sorts of knick-knacks that I can buy 75% off for the grandkids! Here I go! Happy spring and Happy **ALA** and see y'all next time!

With much love, Yr. Ed. 🐾

## 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>.

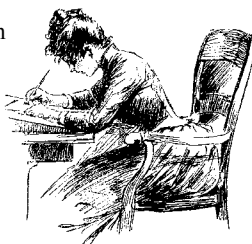
### Dear Editor:

I have the Special ERM issue (**ATG** v.22#2, April 2010) on my desk — it's beautiful! However, I do have one question for you:

**Elizabeth Lorbeer** is not mentioned as the co-guest editor in the TOC on page 4. If you post any articles from the ERM section online, can you be sure to include her name as co-guest editor? I did mention her in the introduction to the issue article, as she did serve as the co-guest editor and library expert.

Thanks, **Heather Klusendorf**

(Media Relations Coordinator, EBSCO Corporate Communications) <hklusendorf@ebSCO.com>



**Dear Heather**, Our sincere apologies to you and **Liz** for this oversight. We did not purposely leave out **Liz's** name. We have corrected the error in the online version of the TOC and are printing notice of our error here in this issue. Please forgive us! — Yr. Ed. 🐾

## AGAINST THE GRAIN DEADLINES VOLUME 22 — 2010

2010 Events	Issue	Ad Reservation	Camera-Ready
Reference Publishing	September 2010	06/30/10	07/21/10
Charleston Conference	November 2010	08/11/10	09/01/10
ALA Midwinter	Dec. 2010/Jan. 2011	10/30/10	11/10/10

### FOR MORE INFORMATION CONTACT

**Toni Nix** <justwrite@lowcountry.com>; Phone: 843-835-8604; Fax: 843-835-5892; USPS Address: P.O. Box 412, Cottageville, SC 29435; FedEx/UPS ship to: 398 Crab Apple Lane, Ridgeville, SC 29472. 🐾

### Rumors from page 1

a-trick **Don Hawkins**, information technology and database consultant at **Information Today** and his lovely wife **Pat** attended the **2009 Conference**. Check it out!

The **OCLC Global Council** elected a new member to the **OCLC Board of Trustees** and new leaders for next year during its first ever meeting April 19–22 in Dublin, Ohio. Delegates representing libraries from 17 countries heard presentations and participated in discussions about the focus and shared values of the **OCLC** cooperative. **Global Council** elected **Brian E. C. Schottlaender**, The Audrey Geisel University Librarian, **University of California, San Diego Libraries**, to the **OCLC Board of Trustees**. **Mr. Schottlaender** will be seated on the Board in November. He has been University Librarian at **UC San Diego** since September 1999. Prior to joining **UCSD**, his 20-plus year career in libraries has included positions at the **California Digital Library**; **UCLA**; the **University of Arizona**; **Indiana University**; and **Firma Harrassowitz** in Wiesbaden, Germany. And guess what? **Brian** is one of our keynote speakers at the **2010 Charleston Conference!** [www.oclc.org/](http://www.oclc.org/)

More news about elections the **OCLC Board of Trustees**. **James G. Neal**, Vice President for Information Services and University Librarian at **Columbia University**, has been elected to the **OCLC Board of Trustees**. A librarian for more than 35 years, **Mr. Neal** served as the **Dean of University Libraries** at **Indiana University** and **Johns Hopkins University**, and held administrative positions in the libraries at **Penn State**, **Notre Dame**, and the **City University of New York** before his appointment at **Columbia**. **Mr. Neal** was elected to a four-year term by the **OCLC Board of Trustees** on April 19. The **OCLC Board of Trustees** is made up of 13 to 17 members elected by **OCLC Global Council** and by the Board itself. With the election of **Mr. Neal**, 10 of the 16 trustees currently serving on the Board are librarians. [www.oclc.org](http://www.oclc.org)

Don't want to leave a key member of the **OCLC Board of Trustees** off here. The wonderfully awesome **Tony Ferguson!** As always, **Tony** has his **Back Talk** in this issue! It's about the hot topic of cloud computing, p. 86.

Just learned that the awesome **Alicia Wise**, CEO of the **Publishers Licensing Society** which is co-owned by **ALPSP** and the **Periodical Publishers Association** will be leaving after five years. Her part-time secondment (that's British for temporary transfer) to **The Publishers Association** as its Head of Digital Publishing will also come to an end at that time. **Alicia** is joining **Elsevier** in June to take the newly-created post of Director of Universal Access. **Nick Fowler**, Director of Strategy at **Elsevier**, noted: "Elsevier is committed to achieving the goal of sustainable universal access to published journal articles and to other content that is vital for our many stakeholders to achieve their desired outcomes. Given **Alicia's** background, her enthusiasm

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Column Editor: **Bruce Strauch** (The Citadel)

**Editor's Note:** Hey, are y'all reading this? If you know of an article that should be called to *Against the Grain's* attention ... send an email to <kstrauch@comcast.net>. We're listening! — **KS**

### READING WHILE WALL STREET BURNS

by **Bruce Strauch** (The Citadel)

The now **Bloomberg**-owned **Business Week** gives us a list of five top novels about "banking culture" as appropriate reading for the financial meltdown: (1) **F. Scott Fitzgerald**, *The Great Gatsby*; (2) **Tom Wolfe**, *Bonfire of the Vanities*; (3) **Bret Easton Ellis**, *American Psycho*; (4) **Kate Jennings**, *Moral Hazard*; (5) Adam Haslett, *Union Atlantic*.

See — **Ira Boudway**, "Bond Writing," *Bloomberg Businessweek*, May 24-30, 2010, p.74.

### DYING LIKE BLOCKBUSTER

by **Bruce Strauch** (The Citadel)

Estimates have eBooks rising to 20-25% of the market by 2010, and **Barnes & Noble** is taking the threat seriously. Already hammered by on-line booksellers' price-cutting, the famous bricks-and-mortar bookstore then got a one-two punch from **Amazon's Kindle** and **Apple's iPad**.

Publishers are suddenly convinced eBooks are for real, and have established an agency model with them getting 70% and the eBook sellers as their agent 30%. **Barnes & Noble's** revenue dropped 45% in 2009, and its stock value is half of what it was in 2004. eBooks are selling for less than half the price of a hardcover.

For those of us who still love to hold books, brother of **B & N** founder **Steve Riggio** promises they aren't going away. But the superstores are now selling baby blankets, Art Deco flight clocks, stationery, and adult games like *Risk* and *Stratego*. And they're going to experiment with consumer electronics.

See — **Jeffrey A. Trachtenberg**, "E-Books Rewrite Book-selling," *The Wall Street Journal*, May 21, 2010, p.A1.



### STEVE JOBS' MARKETING COUP

by **Bruce Strauch** (The Citadel)

**Apple's iPads** and **iPhones** will not carry pornography apps in the App Store. This has outraged at least one blogger who engaged in a testy exchange about his notions of freedom. **Jobs** replied he was doing it for parents of children. Not to mention all the corporations that will see this as a solution to a major problem. And perhaps even our dear federal government, where the employees seem to log so much time with Internet smut.

See — **Eric Felten**, "Steve Jobs In the Garden of Good and Evil," *The Wall Street Journal*, May 21, 2010, p.W9.

### TO FORGE OR NOT TO FORGE

by **Bruce Strauch** (The Citadel)

In 1795, the 19-year-old **Henry Ireland** worked as a drudge in a lawyer's office in London. Longing for respect from his pompous, antiquity-obsessed father, he used old paper and seals from legal documents to forge first letters from **Shakespeare**, then fragments of plays, and finally an entire play *Vortigern*. **James Boswell** and other worthies were completely fooled.

**Richard Brinsley Sheridan** scented a forgery and thought the play pretty lousy. But he had big debts from expanding the Drury Lane Theater and knew a discovered **Shakespeare** would fill the house nightly. The play bombed, and **Henry** 'fessed up. But his father refused to believe his dunce of a son could have pulled such a hoax and went to his grave insisting it was all genuine.

See — **Doug Stewart**, "To Be ... Or Not," *Smithsonian*, June, 2010, p.72.

### Rumors

from page 6

for improving access, and her in-depth experience of professional publishing, we are delighted to welcome her to the **Elsevier** team." [http://www.alpsp.org/ngen\\_public/article.asp?aid=24005](http://www.alpsp.org/ngen_public/article.asp?aid=24005)

Continuing to talk of the 2010 (30th) **Charleston Conference**, we have been getting several proposals for papers. Have you turned yours in yet? Registration should be open early in June for the **Conference** and you can see a list of many other speakers up on the Website.

<http://www.katina.info/conference>

Just saw the incredibly energetic **Debbie Vaughn**, one of our **ATG**

book review editors, on the **College of Charleston** campus. **Debbie** is pregnant with **Helen's** sister who is due November 5th, just in time to catch the end of the **2010 Charleston Conference**! Can you believe that **Helen** is twenty-one months old?

Speaking of which, **Cris Ferguson** has no column this time around. She is two weeks and two days away from her due date, and she is understandably spending all of her time trying to wrap things up at work. By the time you read this, **Cullen** will have a brother or sister!

More pregnancies! **Todd Carpenter** <[tcarpenter@niso.org](mailto:tcarpenter@niso.org)> and his wife are expecting their second child, a daughter, sometime soon. In fact she may already be born! That's one of the main reasons why **Todd** wasn't able to get a standards column in the June issue. As we might imagine, **Todd** has been very busy! And he says he will be out most of early June spending time with their newest family member. He hopes to have an update for us soon not to mention a column in the September issue!

Even more! A little bird told me that **Heather Klusendorf**, the guest editor (with **Elizabeth Lorbeer**) of the April issue of **ATG**, is pregnant. **Heather** is 6 ½ months pregnant right now and is planning to attend **ALA** in Washington next month! **Heather** says it will be good exercise for her and she is looking forward to **ALA** as her last hurrah before the last month of pregnancy. **Heather**

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### Future Dates for Charleston Conferences

Preconferences and  
Vendor Showcase      Main Conference

2010 Conference	3 November	4-6 November
2011 Conference	2 November	3-5 November
2012 Conference	7 November	8-10 November



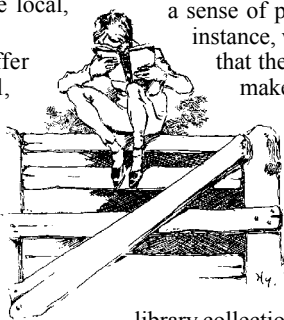
# 590: Local Notes — Developing Libraries which are Sustainable, Engaged and Vibrant

by **Steve McKinzie** (Library Director, Corriher-Linn-Black Library, Catawba College, Salisbury, NC 28144; Phone: 704-637-4449) <smckinzi@catawba.edu>

**C**harles Dickens may have nailed it when he whimsically summed up all of the greatness and squalor of the 18th century as simply the best of times and the worst of times.<sup>1</sup> For librarians wading into the early months of the new millennium's second decade, **Dickens's** words have a hauntingly prophetic ring. We live in what may well be the greatest time for the library profession and yet possibly its most dangerous. On the one hand, like **Dickens's** 18th century, libraries ride on the crest of a wave of improvements. We have excellent facilities, vast print holdings, better trained librarians and an entire array of online sources and databases. On the other, librarians collectively face greater doubts about themselves and their library's place in the academic enterprise than ever before. The extraordinary versatility of the Web and **Google's** massive monographic digitization projects leave many of us wondering if there is any real future for traditional college and university libraries — at least as we have known them in the past.

Now, I have no pat answers or easy solutions to this growing *angst* among librarians. (Who knows? Perhaps these are the worst of times.) I do, however, have a recommendation — a plan of action, a way of coping with whatever frustrations or fears we may be facing. I suggest we return to our roots, to our core values, to the things that have characterized libraries from time out of mind. As a model for how we may engage in this restoration, I offer an unlikely source of inspiration for libraries: the sustainable agricultural movement.<sup>2</sup> Whatever may be your particular take on the back-to-basics movement among local food producers and consumers, they have an approach worth imitating for us in the library world. If we are to mimic the chief characteristics of this alternative, we should be about creating libraries that are local, vibrant, and engaged.

What would this mean? I offer three possibilities. First of all, like the sustainable agricultural movement which fosters open-air farmers' markets<sup>3</sup> and innovative food coops, (techniques designed to build networks and a customer base), we should take seriously our core constituents, our base — the students, faculty, and community members who stand to benefit



the most from our services. This first step is simple. Beef up your information literacy programs, energize your departmental liaison relations, and explore high-tech social networking or low-tech P.R. to get the word out about what the library has to offer. Of course, in a great many places, librarians and their staff are masters at these kinds of efforts, so it is less a matter of learning new techniques as it is a matter of keeping at what you have likely been doing all along.

Secondly, emphasize your local collections — the things that your library provides that your patrons can get their hands on: archives, monographic holdings, proprietary databases, and journals in whatever formats. Like the sustainable agricultural movement that values regional produce, things locally grown and locally sold, we should champion the value of our own readily accessible materials. Of course, any given library's collection of books likely mirrors another library's holdings. What grows at one farm likely grows at another. But all of this (both in agriculture and information sources) reflects strengths and benefits rather than drawbacks or downsides. These sorts of duplications illustrate what **Keith Engwall** and others have called a built in "distributive redundancy."<sup>4</sup> In the case of libraries, these varied, local collections offset the drawbacks of a massive googlization of the world's holdings and the dangers of those holdings being consolidated in only few hands. In the case of agriculture, local, small scale, organic producers counter the ill effects of the massive production of food by large agricultural corporations. For both libraries and agriculture, keeping things local means diversity, creativity, and greater sustainability over the long whole.

Thirdly, I believe we need to seek a balance, a sense of perspective. The futurists, for instance, who claim that print is dead or that the whole world is going digital, make the same mistake that the agricultural corporations make when they claim that massive, mechanized food production will always give us healthier and cheaper food. A more balanced perspective would mean that we value both the Web and traditional library collections, just as we cherish the qual-

ity of local produce and the convenience of the nearby supermarket.

Personally, I still frequent stores to buy grapes from Chile and bananas from Ecuador. It is usually the fastest and best way to get them. I also rely on the Web almost exclusively for a whole host of information needs. It is usually the quickest means for finding out what I need to know. Neither approach, however, causes me to give up supporting local organic farms or forsaking the regional academic library. In either scenario, seemingly opposite options have their place. Both alternatives have their purpose.

All of this is why for those of us who work in academic libraries, a return to basics, a re-visitation of core values, may be, in the final analysis, the surest anecdote to that nagging sense of *angst* that occasionally overtakes us. We should consider taking our cue from the sustainable agricultural movement. We should cherish our patrons, embrace the strengths of our collections, and maintain a sense of balance. Doing so would empower us to weather these best of times and worst of times. It would also enable us to create and maintain libraries that are local, sustainable, and vibrant. 🍷

## Endnotes

1. **Charles Dickens**, *Tale of Two Cities*. Philadelphia: *Running Press*, 1999, p. 1.
2. The sustainable agricultural movement defies easy definition, but it generally involves some form of environmental stewardship, small-scale production, and local farming communities. **Michael Pollan's** best-selling *Omnivore's Dilemma* provides a classic introduction to the movement.
3. A colleague of mine, **Valrie Davis**, Outreach Librarian for Agricultural Sciences at the **University of Florida**, points out that farmers' markets have an additional educational role. Such venues enable farmers to connect with consumers by a one-on-one assistance with food at the point of interest. She notes that her cheese provider, for instance, talks about his goats in a way that is provocative and interesting — making her want to support his profession. Librarians, she contends, do much the same thing when they engage their users about information sources.
4. **Keith Engwall**, comments on the list-serv Collib-I. Friday, April 23, 2010 2:07 PM.

## Rumors from page 12

will also be coming to **Charleston** while she is on maternity leave. She says that will give her husband time alone with the new daughter!

And speaking more of babies, my husband and I visited our new granddaughter, **Georgia Helen**, in Dallas Texas last month. A good time was had by all! And, by the way, she continues to be a genius! (see *ATG* v.22#2, p. 85)

Heard that **Steve McKinzie** <smckinzi@catawba.edu> is a **gramps** many times over

and is doing lots of driving to go see the new ones. From Pennsylvania, daughter-in-law, **Bria**, gave birth to a baby girl, **Lillie Mae McKinzie**, in Carlisle, PA on Easter, April 4th, at 10:40 PM (or thereabouts). (6lbs. 15oz.) Not long afterwards, daughter, **Jane**, gave birth

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## The Continuing Saga ... from page 1

- Will other businesses rush to do the same, following **Google's** precedent, thus introducing useful competition into the digital marketplace?
- Will **Google** enhance the role of libraries as the new destination? Will libraries become passé?

Many have views about these matters, and *Against the Grain* thought to solicit and represent some of them for its readers. Here you will find **Ivy Anderson's** opening piece, in which she argues the benefits of having millions of books available to readers and responds to several key librarians' and scholars' concerns (such as long-term preservation). **Pamela Samuelson** offers an author's viewpoint, based in her legal expertise; as a classical scholar, **James O'Donnell** values **Google**, but he does not want to lose the added (and enormous) metadata value that librarians add. The international view is not often heard in the United States, so *ATG* invited **Paul Whitney** to write from the perspective of one of the U.S.'s major partners, Canada, our neighbor to the North. **Stuart Hamilton** provides a broad international view, grounded in his work as policy advisor for **IFLA**. Finally, **Jonathan Band** has given us permission to reproduce his "March Madness" flow chart, showing possible paths forward for the **Settlement**. Perhaps by the time this *ATG* issue is published, some of the paths forward will be clearer, but by no means will the Judge's ruling be the end of the story. You will read more in these pages as time passes. And you will be better informed for your next plane trip! 🌍

## Rumors from page 14

in Philadelphia to **Meredith Jane Pettersons** at 12:55 AM, April 5th. (8lbs. 15oz.) The births were only a few hours apart. Almost seems like they were coordinated to allow the grandparents time to be there! Whew! Everyone is healthy and doing well. **Steve**, his wife **Anna**, and son **Will**, hung around for a few days, and **Anna** even stayed on a week with **Jane** to help out!

**Steve** was telling me that he was chatting with an old **Dickinson** colleague, **Valrie (Val) Davis** who is now at **Florida University**. And **Valrie** plans to attend the **Charleston Conference** this fall and has submitted a proposal for a paper. Hoo-ha! <http://www.uflib.ufl.edu/msl/about/faculty/vdavis.html>

This whole talk of pregnancy and travel and youth reminds me of how young and crazy my husband and I were once instead of the mature, intelligent human beings we are now. We traveled all over **Greece** when I was 5 ½ months pregnant with our daughter **Ileana**. We didn't even have hotel rooms booked. I remember a nice older lady renting us her bedroom so we would have a place to sleep for the night, I think it was on the island of **Skiathos**. Youth! Isn't it grand!

## against the grain people profile

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**BORN AND LIVED:** Hallein, Austria; lived in US, Canada, and UK.

**IN MY SPARE TIME I LIKE TO:** Pursue, wherever I may be, the following: dark chocolate, cupcakes, French macaroons (I bought my first computer in the 80s to create a database of chocolate shops).

**FAVORITE BOOKS:** For spare-time reading, I enjoy mysteries, particularly with an international setting. I could list many, but here are a few favorites: **Colin Cotterill** (Coroner Dr. Paiboun, Laos); **James Church** (Inspector O, North Korea); **Henning Mankell** (Sweden or Africa); **Eliot Pattison** (Inspector Shan, Tibet); **Lisa See** (China); **Xiaolong Qiu** (Inspector Chen, China). Well, let me stop here and hope at least one of these authors is new to you. And email me for more suggestions!

**PET PEEVES:** Drivers speaking on cell phones. Young people smoking. Don't they know the statistics? People who need to speak on cell phones wherever they may be and don't care who listens to whatever they're saying (sometimes really private stuff).

**MOST MEMORABLE CAREER ACHIEVEMENT:** Starting **NERL**, the **NorthEast Research Libraries Consortium**.

**GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW:** Less obsessive about working so much of the time? But, then, I do love it!!

**HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS:** For the librarians, I see enormous opportunities to deliver information to our readers in many new, different ways and to adopt a flexible, innovative mindset. Things we do will keep changing — no standstills. I think (hope) we will be visibly closer to solutions for reliable digital preservation, so that the shift to e-content needn't be so worrisome for scholars and librarians. This will allow us to think about how best to manage and consolidate our physical collections. Many traditional physical library spaces will be repurposed or else shrink/go away. The library will be wherever readers are. We will be five years closer to the vision of a universal digital library, as each of our institutions continues to play its part in making that wonderful future happen. 🌍



Have been traveling a lot this spring. Noticed in the Delta in-flight magazine, *Sky*, a big spread on Brussels, Belgium, where the 12th **Fiesole Retreat** was held (actually the **Retreat** was in Leuven, but nowhere is far in Belgium). Seems that Brussels is the birthplace of **Hergé** (the artist of **Tintin**) (real name **Georges Rémi**) and the inspiration for much of the artwork in the **Tintin** comics of which there are over 24 titles translated into over 50 languages. But why am I telling you all this? Apparently, **Steven Spielberg's The Adventures of Tintin: Secret of the Unicorn** is due to hit movie screens next year. Reportedly **Spielberg** bought the rights in 1983 but was waiting for animation technology to become good enough to film the adventures. You heard it here!

And, the 13th **Fiesole Retreat** will take place in St. Petersburg, Russia, May 12-15, 2011. If you are interested in receiving an invitation contact me or **Becky Lenzini**

<rlenzini@earthlink.net>. <http://digital.casalini.it/retreat/retreat2010.html>

Had a great visit from the handsome **Courtney Little**. Learned that **Courtney** and his lovely girlfriend who is completing her Residency in New York are planning to get married soon and they are also expecting. **Courtney** says they plan to live in the Big Apple.

Was talking to the she-who-seems-to-never-rest **Gail Schlachter** <GailSchlachter@rspfunding.com> the other day. She was telling me about **Reference Services Press'** new book, *How to Pay for Your Degree in Library and Information Studies 2010-2012*. This is the first biennial edition and I know that **Joey Van Arnhem** <vanarnhemj@cofc.edu>, one of our reviewers, is anxiously looking forward to reviewing the book. **Joey** is getting ready to go to library school in between all her other duties.

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a Web citation into a print citation obviates citing the URL, and that a generic citation like one of the following will suffice:

Website of the World Health Organization

Website of the World Health Organization (visited 1 May 2007)

Website of the World Health Organization (printouts on file with author)

Website of the World Health Organization (visited 1 May 2007; printouts on file with author)

I even regard the access date as optional, because just as I am not really concerned whether the author has read *The New York Times* on paper or on the Web, I am not concerned whether the author has visited a given Website on 1 May or 10 May, especially if there is a hard-copy record of the site. Again, the counter-argument is that citing the URL and the access date is a matter of scholarly thoroughness; and again, my counter-counter-argument is that thoroughness always has its limits. When we cite a widely available printed book or journal, we do not cite the repository where we used it; neither do we indicate which printing of a given edition of a book we have consulted, even though there can be important differences between printings. Similarly, when we cite a telephone interview, we give the name of the person interviewed and the date of the phone conversation; we do not give the telephone number at which the person was reached or the time of day when the call was made, nor do we specify whether the telephone was “corded,” cordless, or cellular (and yet, as with the contact lenses, that distinction could be relevant to how accurately the interview was transcribed).

Well, you might ask, what about Websites that are constantly changing? A colleague of mine mentioned the example of a newspaper’s Website on election night: the site changes every few minutes, whenever there is a significant number of returns from previously unreported precincts. In my view, examples like this only strengthen the case for printing out Web pages. They also demonstrate that once we start down the road of exhaustive electronic citation, we will never get to the end of it: if the newspaper’s Website changed thirty or forty times on election night, it does little good to tell the reader that you accessed the site on 5 November: you will also need to specify at what time you accessed the site — of course remembering to specify as well whether you mean Eastern or Central or Mountain or Pacific time, or something else.

One reason why I disapprove so strongly of hyper-correctness in electronic citation is that the standards for print citation (and other kinds of documentation) have been getting so lax. If a hardcover book was published in 1960, I know many scholars who will think nothing of citing the paperback edition published in 1962 without even mentioning the original hardcover, simply because the paperback edition is the one that they happen to have in their office — a bibliographic lapse that to me is completely unacceptable. And for some really questionable advice we need look no further than the *Chicago Manual of Style*: among the practices that it condones are quoting from foreign-language sources only in translation, as if **Plato** has written in English; omitting the initial article in names of works to “fit the surrounding syntax” (resulting in references to **Joyce’s** *Dead*, **Faulkner’s** *Hamlet*

and other absurdities); and silently changing the capitalization of the initial letter of a quotation. I find it incomprehensible that authors and publishers are willing to countenance this sort of editorial high-handedness, while at the same time insisting that anyone who cites a Web source without including the URL is a bad scholar.

I have made these arguments before, and one answer I often get is that the problem I am battling will soon take care of itself, because digital object identifiers (DOIs) and Websites like **tinyurl.com** and **Webcitation.org** will make serpentine citations like the ones at the beginning of this piece a thing of the past. Websites will be archived, so that readers will no longer need to worry about dead links; and identifiers will become shorter and easier to use. That seems like a happy prospect. But if one believes as I do that it is a shoddy practice to cite Web editions of readily accessible print documents, and that Web sources in general are being cited too indiscriminately, having more usable Web citations might make our problems worse, not better. So I continue to advocate three basic principles: First, cite the source, not the medium through which access to the source was obtained. Second, if citing the medium is unavoidable, choose a stable medium rather than an unstable medium — it is perverse to do otherwise. Third, if the source exists only in an unstable medium, translate it into a stable medium and then cite it.

There may be an added benefit. Cut-and-paste citation has contributed to cut-and-paste scholarship of a broader sort. More and more I am seeing manuscripts that cite sources like **Wikipedia** — the scholar’s equivalent of the journalist’s “Some say . . .” Perhaps being more rigorous in how we cite will make us more discerning in what we cite.

Some years ago **Judge Frank Easterbrook** of the U.S. Court of Appeals published an article called “Cyberspace and the Law of the Horse.” This was at a time when the Internet was in its infancy and technological utopianism was rampant. We were assured that the Internet was going to change everything. It may be recalled, for example, that the old ways of valuating businesses were said to be obsolete — this time things were different. Even our legal system, several centuries in the making, would need to be completely reconfigured. **Judge Easterbrook’s** article suggested that, at least in the legal realm, these speculations were nonsense. Legal rules would be applied to new sets of facts and circumstances, but the rules themselves would not change: just as there was no law of the horse, there was no law of the Internet. Eventually this prediction was borne out, as the legal system accommodated the technological advances of the late twentieth century without needing to be discarded wholesale. Yet academic writers and editors still seem to be in thrall to the dot.com propaganda of the 1990s: in this view we are on the frontier of changes so momentous, so unprecedented in scale, that all our assumptions and conventions will need to be overturned.

This way of thinking seems to me deeply misguided. As long as writers have been citing sources, the process has adhered to some fundamental precepts, all premised on the writer’s obligation of good faith toward the reader: the citation must be correct, unambiguous, informative, and concise, and the reader must be able to retrace the author’s steps, or at least be able to understand why doing so is impossible. Nothing about the digital world alters these simple truths. To believe otherwise is to lose sight of some of the basic principles of scholarship. 🐾



## Rumors from page 16

And, I understand that **Gail’s** daughter, **Dr. Sandra Hirsch**, is the new **Director of the San José School of Library and Information Science**. As we know, **Sandy** is a second generation librarian whose library experience dates back more than 25 years, when she worked as a library assistant in an academic library. Later,

she worked as a librarian in academic and special libraries, including a law library and a corporate library. More recently, she chaired the **Palo Alto (California) Library Advisory Commission**, which created a long-range library plan for the city that resulted in a voter-approved bond measure for improved libraries in Palo Alto, even in the midst of difficult economic times. **Sandy** holds a Ph.D. in Library and Information Science from the **University of California, Los Angeles (UCLA)** and a **Master of Information and**

**Library Science (MILS)** from the **University of Michigan**. **Sandy’s** appointment with the School will begin in August 2010. Current **SLIS Director Ken Haycock** will be retiring from **San José** at the end of this academic year, although he will continue working with other academic units on strategic planning and supervising doctoral students in the **San José Gateway Ph.D. Program**. I will never forget **Gail** telling me the story that she gave **Sandy** a

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**From the Reference Desk**  
*from page 48*

ing for “comprehensive model of information seeking” directs the reader to “uncertainty management theories.”

Perhaps to reduce costs, these two volumes do not include photos or other illustrations. Readers will need to seek out other resources for illustrations of models or theoretical concepts introduced in this set.

In summary, **Sage Publications** has provided an important resource that primarily is designed for communication students and scholars. Any academic library at a university with a communication or journalism program should add this set to their buy list, as the *Encyclopedia of Communication Theory* will quickly become a leading resource for students in communication courses, along with students enrolled in other courses in the humanities and social sciences that have a communication component. The editors and publisher should be commended for providing a new resource that complements already existing efforts without duplicating them. 🌿

**Rumors**  
*from page 43*

fax machine for a wedding or was it a graduation present! A fax machine! Isn't **Gail** a trip!? <http://slisweb.sjsu.edu/people/happenings/2010/happenings2010apr28.htm>

Speaking of daughters — didn't tell y'all that when daughter **Ileana** and I were visiting my favorite person in the world **Becky Lenzini** in Taos where she has a beautiful new place, we went to **Sabroso** for a drink and appetizers. We knew that this was **Mike Mellinger's** restaurant. Remember **Mike**? He used to be the owner of **Data Research Associates** which was acquired by **SIRS** in May 2001. Anyway, **Mike** and his wife **Polly** have retired to Taos and opened this cool and very tasty restaurant there. **Mike** has lost a lot of weight and looks great. He is still flying his airplane everywhere. We took pictures and are planning to put them up on the **ATG NewsChannel** shortly.

Recently got a proposal for the **2010 Charleston Conference** from **Michael J. Foley** of **Oxford University Press**. The proposal was about an initiative called **ORCID**, the **Open Researcher and Contributor ID**. As librarians (especially catalogers) already know, name ambiguity and attribution are persistent, critical problems imbedded in the scholarly research ecosystem. The **ORCID** Initiative represents a community effort to establish an open, independent central registry that is adopted and embraced as the industry's de facto standard. The goal is to resolve the systemic name ambiguity, by means of assigning unique identifiers linkable to an individual's research output, to enhance the scientific discovery process and improve the efficiency of funding and collaboration. We are looking forward to the **ORCID** presentation during a concurrent

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Speaking of the **Charleston Conference**, it's sad to realize that **Jerry Cowhig** won't be here this year because, after 15 years, he is retiring from **IOP Publishing**. However, we are happy to see that **Steven Hall** is the company's new **Managing Director**. **Steven** has worked at **Macmillan Press**, **Chadwyck-Healey**, **ProQuest**, **Blackwell Publishing** and **Wiley-Blackwell**. **Steven** will become managing director on July 5th. **Dr. Robert Kirby-Harris** is Chief Executive of the **Institute of Physics**. <http://www.iopblog.org/managing-director-iop-publishing/>

Talked recently to **Corrie Marsh**. It's hard to keep up with this fast-moving power woman! **Corrie** returned from Hong Kong last fall and is working on a project at **University of Texas-PanAm** to establish a campus-wide copyright educational services center. She is working with faculty this summer to set up their new institutional repository and faculty publishing licensing strategies. Meantime she is also working closely with digital media course content. **Corrie** is disappointed travel to Mexico has been warned against but the hot climate is ideal for year-round gardening. (oh and she

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and visualized volumes of history and other information for you. I have always thought that to be fascinating, but it could just as easily be memories created by odors from sticks or vials. We might even develop our minds to communicate for us without speech, like some Star Trek episodes I've seen. Will we be ready to accept those changes? How will the people staffing the library change to command those new devices or techniques? Is it the human being in the equation that continues the knowledge of information and how to find it? I still believe the human "x" factor is the most important to our definition of library and, no matter how virtual we get, we will always need someone to explain things to us. Our 24/7 reference service for distance education works a lot like that. The interviews and help come over the electronic email to the inquirer, and information leaps time and space to get there. The transference of information to another person not even in our contiguous space is amazing. The librarian must still be alert to the kinds of information transmitted and the needs from so many different cultural backgrounds and places of study. It is a challenge every day to keep up with those needs, and the various barricades we raise in the communication process require human beings to be the bearers of the information and explain the innuendos. It is a different, more diverse world these days and a challenge to keep "library" as the purist's image of knowledge. I find myself grieving the loss of our ivy-covered, leather-filled, quiet studying students in the Halls of Information. It is indeed past midnight, and the glass slipper has been lost. Perhaps we will need to think about our new and varied roles and how our definitions have changed to meet the world's challenges for us. What do you think? Virtual? Real? Both? 🍄

## Rumors from page 49

finally fulfilled her secret dream and is now the proud owner of a cute havanese puppy named Moondance.) And, in case you missed it, **Corrie** guest edited the highly cited *Serials Review* v. 35 #3 on IRs.

Talk about fast-moving! **Dan Tonkery** has left **EBSCO** and is working with **Content Strategies** which "is experienced in buying and selling content at the company, database, or product level. We are uniquely qualified to help identify targets for acquisition, participate in the due diligence process, or help you create successful long-term strategies for a changing market." And I recently got around to reading the **Dan Tonkery Profile** in *Serials* (March 2010, v.23#1). A fascinating piece of history complete with a picture of **Dan** with his granddaughter **Hailey**. <http://www.e-contentstrategies.com/>

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# Library Perspective, Vendor Response

Column Editors: **Robin Champieux** (Vice President, Business Development, Ebook Library) <[Robin.Champieux@eblib.com.com](mailto:Robin.Champieux@eblib.com.com)>

and **Steven Carrico** (Acquisitions Librarian, University of Florida Smathers Libraries, Box 117007, Gainesville, FL 32611-7007) <[stecarr@uflib.ufl.edu](mailto:stecarr@uflib.ufl.edu)>

*Column Editors' Note: This column for Against the Grain is devoted to discussing issues affecting library acquisitions, library vendors, and the services and products they supply to academic libraries and the publishing marketplace as a whole. It is an ongoing conversation between a book vendor representative, Robin Champieux and an academic librarian, Steven Carrico. — RC and SC*

**Steve:** Robin, in our last column I made a point of saying that publishers were behind the times when it comes to issuing, licensing, and selling their e-books to academic libraries — the old revenue models being used just aren't acceptable to today's library users. It's occurred to me that libraries are just as guilty of clinging to the past as publishers are, and they don't have the profit making incentive.

**Robin:** When speaking to libraries about eBook publishing, I often note that I don't think we're going to see significant progress on some issues (not all), until this revenue stream starts outpacing that of print sales. In some ways, I think this is true for libraries, as well. If eBooks are on the periphery in regards to collection development and acquisitions policies and workflows, then it is not surprising that some institutions struggle with how to successfully address this format. But, this is changing rapidly in both environments.

**Steve:** Fair enough, but now I have a question, as you work with many academic and college libraries, large and small: how often do you see libraries following organization structures that aren't always the most effective and workflows that aren't always the most efficient?

**Robin:** Umm, no comment. Though seriously, this happens in all types of organizations. I have witnessed it in both libraries and companies for whom I have worked. Hey, if you look at **R2's** customer list, you'll see that it's not just you guys with whom they are working. That being said, in library school I took an organizational management course with **Bob Holley**. We compared organizational change in for-profit and not-for-profit institutions. In for-profit institutions, change and re-organization happen often and quickly. This is not because they're better at recognizing the need for or implementing change, I don't think. Rather, health and success in for-profit organizations is primarily measured by revenue. This seemingly unambiguous indicator can make the need for change more obvious and easier to

implement. Moreover, measuring success in a library is difficult and it often takes a great deal of research to determine what is not working and to find solutions.

**Steve:** Lessons from library school again! Maybe you should teach library classes... anyway it seems that once again it's a profit incentive pushing the envelope. For libraries, a not-for-profit institution if there ever was one, this reluctance to embrace change so often permeates the organization itself. For an example that's near and dear, the Acquisitions Department at **UF**: as with many acquisitions departments in academic libraries, we are still a part of technical services but really belong in the same division that is home to collection building. Until recently acquisitions probably did belong in tech services, when acquiring print serials demanded a continuous collaboration between serials cataloging and other tech service areas, such as preservation that handled the binding of the issues. Print monographs were purchased in large quantities and demanded hands-on cataloging and processing, so workflow necessitated close proximity and constant communication. But print serials are an endangered species and **UF's** print monograph budget is half what it was, while a large percentage of the books we receive come in shelf-ready and circumnavigate the Cataloging Department altogether. Acquisitions nowadays has more daily contact with collection managers than other staff in tech services. In fact, with so much of the budget wrapped up in consortially purchased, bundled journal packages requiring little if any selector input, one could argue that acquisitions is every bit as important to collection management as the subject specialists in our library.

**Robin:** Just to be clear, I'm not implying that a profit motive is the best way to lead change! But I definitely see what you describe at **UF** reflected in my everyday work. At one institution I will be working primarily with Collections, at another Technical Services, and yet another Acquisitions. The work of acquisitions, technical services, and collection development is changing dramatically and rapidly. And, what this work will evolve into is still being negotiated. I believe that many models will emerge. Were you at or have you read **Susan Gibbons'** working paper "Time Horizon 2020: Library Renaissance" presented at the **ALCTS Symposium at ALA Midwinter**? It is wonderful and offers a very persuasive articulation of the emerging landscape — both technologies and services

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## Little Red Herrings from page 74

for its premium online content. Meanwhile all other newspapers have reduced pages, staffs, the size of their pages, and the length of their stories. If newspapers are not dead yet, they are doing a very good impression of it. Magazine publishers are also either cutting back or falling by the wayside. The **University of Michigan**, a widely respected academic publisher, announced not long ago that they would print no more. Once more, neither libraries nor librarians are central for information access.

**Patron Perceptions.** Patron perceptions, too, are now running against us. More and more of the people we serve are finding other means for locating their information. **Google** searches often bomb, and no one knows this better than librarians who help the frantic who have spent half-an-hour or more trying to find useful information. But the trouble is, those for whom it bombs are fewer and fewer. And for all the bad that online activity fosters — and I have written a great deal about it — it matters less and less. The very people we serve are looking elsewhere and finding, more or less, not necessarily what they want, *but what they are willing to accept.* Meanwhile, libraries are closing, librarians are being laid off, publishers are disappearing, and books are disappearing, too. The generation that built our great libraries has left them to generations that do everything over a phone. That generation neither understands the value of libraries nor wants to pay for them. Once more, neither libraries nor librarians are central for information access.

Is this enough to make you nervous about our future? Granted, there are extenuating circumstances. The *Ithaka Report* consists of a small number of responses. We've heard over and over again that print is dead, but never before have we seen this many bodies. **Google** still has many copyright hurdles to clear, and the arguments against the brain drain fostered by online activities are indeed very, very real. Besides, libraries have always weathered various storms. My fear is that this happens to be the proverbial perfect one. I fear there is a very important debate going on about libraries, and librarians aren't in on it. More importantly, are we even aware it's taking place?

So why not a nationwide conversation about our future? Let's talk about the future of libraries and librarians, and *let's fashion the argument for them in a manner that anyone can understand and support.* I have ideas about how we reestablish our centrality in the information calculus but I bet you do, too. Moreover, I bet yours are better than my own. If you're interested in talking about — even and especially if you disagree with any or all of these presuppositions — email me at <herringm@winthrop.edu>.

If enough of you want to discuss it, we'll take our conversation online.

Of course. Where else would we do it? 🍷

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## Rumors from page 66

Another fast mover and shaker! **Aaron Wood** is moving from his current position of **Assistant Head of Technical Services & Metadata Librarian** at the **University of Calgary** to **Director of Software Product Management** at **Alexander Street Press**. In a nutshell, **Aaron** will be championing the user perspective for discovery projects (OpenURL, federated search, library discovery services, **Google**, and product-to-product linking with other vendor systems) and overall search

functionality and leading developments in these areas. **Aaron** says that his aim is to leverage, to the maximum extent possible, the metadata behind **Alexander Street's** products in order to drive discovery and enhance user experience. **Aaron's** email address is <aawood30@yahoo.com>.

Lots of moving and shaking going on and I missed this! The fabulous **Dr. Elaine Yontz** <yontzm@ecu.edu> has joined the **Department of Library Science** at **East Carolina University** as **Professor and Chair** in January 2010. **Elaine** is a long-time

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## Pelikan's Antidisambiguation from page 79

period at my Local Public Library is fourteen days. Now the DRM **Rube Goldberg** machine kicks in. The copy of Adobe Digital Editions on your computer is authorized — that means registered — with **Adobe**. There's a login involved. Since the **Sony** eBook store sells eBooks protected by **Adobe** DRM, the **Sony** Reader Library software prompts for your **Adobe** password when first opened. Thus, you tie your **Sony** Reader Library Store account (your **Sony** login) to your **Adobe** login. This, in turn, permits a single sign-on to serve both masters. It all works without having to open both the **Sony** and the **Adobe** packages to complete a transaction or manage the collection.

This same linkage persists on the borrowed books side of things, as well. If you've already installed the **Sony** Reader Library software and the **Adobe** Digital Editions software, you need only log into the library's eBook service (again, managed by **OverDrive**), and you're good to go.

To the end user, the experience is very much like any online purchasing transaction: you search, browse, and select items to go into your "cart." When you're ready, you check out, and the items download. Look in your Reader collection, and voila — there are your borrowed books.

I realize that big time contracting and wheeling and dealing has happened to make this all possible. My purpose here, on the one hand, is to marvel at and celebrate this accomplishment from the perspective of an end user, and secondly, to point out as energetically as I can that the Age of the eBook did not begin with the **Kindle** nor under the New Empire of the **iPad**.

By the way, have you tried reading on an **iPad** yet? I mean really read? A colleague (who has had to endure blistering attacks alleging fanboyism for his origination of a purchase request for an **iPad** to evaluate) has made some of the most scathing comments I've yet seen about the Reading Experience on the new device.

A few days ago he circulated an iconic photograph he took of the **iPad** while waiting for a bus. The picture shows him, taking the picture of the **iPad** with his **iPhone**, perfectly reflected on the mirror-like screen of the **iPad** that he's holding. You can also juuuust make out, amidst the glare, in the background of the screen, some washed-out textual content, completely blown away by the shininess of the screen's surface. One wag who saw the photo commented to the effect of, "Wow! You even get a free giant **iPod Touch** with your six hundred dollar mirror!"

Truthfully, one thing the **iPad** simply is not designed to do is to disappear in your hands the way a good book, or for that matter, a good eBook reader, so beautifully does. The designers don't want to let you forget that you're using it — indeed, they want to remind you at every possible juncture. They probably thought users would get a kick out of seeing themselves reflected in the **iPad** screen using the **iPad**.

But back to the marketing commentary: I don't expect that there will be a version of the **Adobe** Digital Library software or the **iPad** anytime soon, given the depth and sheer bitterness of the bile that has emerged between **Apple** and **Adobe** over the virtues of each other's banner products. Similarly, unless **Amazon** is getting ready to admit that there's a world beyond **Whispernet**, don't expect to see the **Kindle** play ball in this arena, either. If either come to the table, you'll have to be prepared to play on their terms or be left out of the game.

So here's the question of the month: why would anybody with a brain do anything except buy either a **Kindle** or an **iPad** — or both? What in the world can possibly go up against the world's biggest online book retailer or the manufacturer of the world's shiniest lifestyle product line?

The answer is hidden behind the words, "or both." Y'see, what **Amazon** and **Apple** are both trying to do is to lock you, and as much of the private parts of your information as you'll permit them, into their own voracious, all-consuming, all-gratifying content streams. Given the fact that information

about use patterns is, by far, the most valuable commodity transacted on the Internet, my question is this: why are these guys charging us for the privilege of giving them the right to collect hyper-detailed information about our browsing, reading, listening, viewing, shopping, and purchasing behaviors?

Forgive me, but I disagree with the widely held idea that privacy is dead. If privacy were dead, we wouldn't have to click through ginormous screens of tortuous licensing language so we could start using all this great stuff. All that legal gobbledygook is there precisely because we have to give these guys explicit permission to follow whatever it is they want to follow about our behavior patterns — they just want to make it as painful as possible actually to read the license and as painless as possible to click through it and say, "Whatever. Just let me join the club!"

So even though I know that the **Sony** folks and the **Adobe** folks are probably just as voracious as the good folks at **Amazon** and at **Apple**, I'm kind of glad that for the time being I can "borrow" bestsellers through my Local Public Library, download them to my computer, and enjoy them on my current eBook reader of choice — currently the most prosaic of them all: the humble **Sony Reader PRS-300 Pocket Edition**.

Imagine. **Sony** and **Adobe** will gladly let me buy or borrow licensed content under their auspices — but, tethered to my computer, the non-wireless eBook readers of the world — and there are many — will let me combine purchased and borrowed content seamlessly with open digital content I've collated and transformed using well-supported open-source tools.

Some of these digital objects have been in my possession for many years now. My **Project Gutenberg** edition of *Moby Dick* is as well-worn, familiar, and comfortable as my **Penguin Classics** edition. If **Father Mapple** doesn't shiver your timbers as he takes you through **Jonah**, you're not paying attention — and forgive me, **Dr. McLuhan**, but the medium here is not the message. 🍷

## Rumors from page 75

**Charleston Conference** supporter! As we know, she comes to ECU from **Valdosta State University**, where she was Professor in the Master of Library and Information Science Program. **Elaine** holds a PhD in College Teaching from the **University of Florida**, an **ALA**-accredited Masters degree from **Florida State University**, and an MFA in Music History, Literature, and Criticism from the **University of Florida**.

Speaking of changing jobs, **Jack Fisher** resigned from **Valdosta State** as of March 31. His email still works, though, because he will be teaching a class for the library school program in the summer term. **Jack** says that

he and **Elaine** are both hoping to continue their work with the **Charleston Conference**! Whew!

Talking of Library School bam-zowie types, **Heidi Hoerman** has left the classroom to form **Heidi Hoerman LLC Information Services** ([www.heidihoerman.com](http://www.heidihoerman.com)), providing contract book indexing, grant writing, cookbook and recipe editing, and the like. **Heidi** has taught indexing and overseen student index projects for the last fifteen years and she says she is looking forward to putting her indexing skills to work! Referrals are welcome!  
[www.heidihoerman.com](http://www.heidihoerman.com)

And the wonderful **Leonard DiSanto** <[ldisanto@hwwilson.com](mailto:ldisanto@hwwilson.com)> has moved from Atlanta to Anderson, SC. He says that he loves the SC upstate. Bet it's definitely different

from Atlanta! And **Leah Hinds**, my right-hand woman for the **Charleston Conference** and **ATG** is in Anderson too! Great minds!

Did you know that **Ginny Gilbert** <[gashgil@gmail.com](mailto:gashgil@gmail.com)> has retired from **Duke**? But not to worry, **Ginny** is going to be a **2010 Charleston Conference Mentor**! Thank you, **Ginny**!

Was talking to I-wish-I-had-her-energy **Julie Arnheim** recently. Instead of the **Charleston Conference** last year, she went to a **Scopus advisory board meeting** in Cape Town (what a gorgeous place, can't blame her for that!). Then son, **Richard**, joined **Julie** for a **Botswana safari** for six days (sounds better and better!). **Robert** has graduated from the **College of Charleston** (math) and has moved to Indianapolis. Daughter

*continued on page 83*

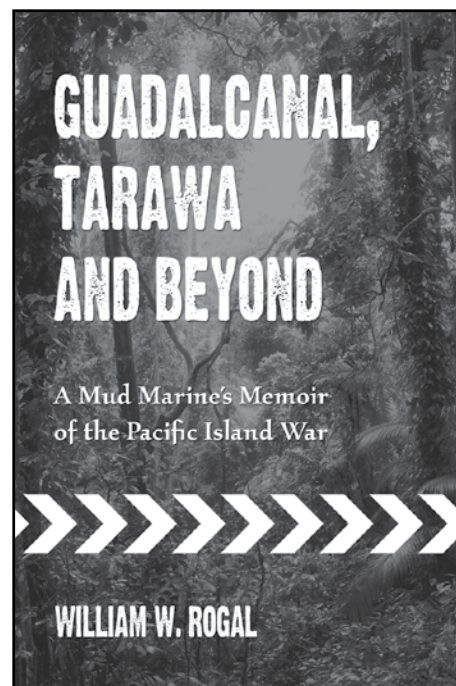


Amazon, Barnes and Noble, *The New York Times*, and other vendors of e-content are utilizing huge computer servers that draw a significant amount of power: approximately 1.5% of the entire electricity usage for all of the United States goes to power data servers. About half of this energy is coming from coal fired energy plants which is very dirty and is responsible for huge amounts of greenhouse gas emissions. What is often forgotten in the debates over the effects of coal fired power plants is the coal mining process itself. Much of the coal that we are burning today, especially in the southeast part of the country, comes from a mining process called mountain top removal where coal companies literally explode entire mountains to expose coal seams. This process is utterly devastating to the local environment and, because it requires so few people, is equally devastating to the local economy.

The bottom line for those truly concerned about the environmental impact of books, magazines, and newspapers there is little solace. Until our energy, paper, and e-readers come from clean, renewable sources, publishing will have a negative effect on the environment. For those who want to minimize the impact today, consider walking or riding your bike to your local lending library. 🌱

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#### Rumors from page 80

married her partner on April 3. **Julie** says she is definitely coming to the **Conference** in November. Can't wait to see her!

Just heard that **Doug Henderson** director of the **Loudoun County Public Library** in Leesburg, Va. since 1997, will be moving to Charleston this August to become executive director of the **Charleston County library system**. **Henderson**, a veteran with 34 years of library service, is filling a vacancy created in late 2008 by the death of **CCPL's Executive Director Thomas Raines**. **Henderson** has a two-year contract. Since **Raines'** death, **Cynthia Bledsoe** has served as the library's acting director and will continue to serve as the deputy director.

Just back from the **Timberline Acquisitions Institute** in Timberline, Oregon. Talk about spectacular places! **Timberline Lodge** was built by the **WPA** and dedicated by **FDR** in 1937. It was also cold! (I had a fireplace in my room and you better believe that I used it!). Even though it was 90 degrees in Charleston, there was snow on the ground in Timberline. People were skiing and snowshoeing! The **Institute** was opened dramatically by a bagpiper (**Andrew Hart**). I love bagpipes so I was charmed! Anyway, saw people I knew. **Joan Petit** gave an invigorating presentation about social networking. And I found out that she and **Mathew Ismail** <[mdismail@aucegypt.edu](mailto:mdismail@aucegypt.edu)> (see **ATG** v.19#2 April 2007, and **ATG** v.21#2 April 2009) used to work together in Cairo! In fact their children used to play together! Small world, these libraries!

The **Institute** is run by **Scott A. Smith** (**Alibris** and also in library school at **Kent State**), **Faye A. Chadwell** (**Oregon State University**; did you know she has North Carolina roots?), and **Nancy Slight-Gibney** (**University of Oregon**, who is big on budgeting and benchmarking). The **Lodge** has a very inviting and friendly atmosphere and what a different place the West is from **Charleston** and the East! **ATG** has been running advertisements regularly and we hope to have a report in

*continued on page 85*

## Back Talk from page 86

(Controlled Lots of Copies Keeps Stuff Safe) we work with libraries and publishers in an Open Access environment to keep multiple copies of e-journals and other forms of electronic content on “dark” servers, which can only be accessed when a journal stops being published. I spoke about this sort of library Cloud Computing at our **Leadership Institute** in Beijing. **HKU’s Library** is one of 11 libraries worldwide to have a **CLOCKSS** box in which the content is stored.

So, in the future when speaking of clouds, be gentle — most of the intellectual output of everyone in our university is now or will be in the cloud. ☁

## Rumors from page 83

one of our upcoming issues. <http://www.timberlinelodge.com/>

Oh! Y’all be sure and read the great **Forum** on this issue, p.8 & 10! It’s about what five prominent librarians (**Rick Anderson**, **Kim Armstrong**, **Steve Carrico**, **Tony Horava**, and **Tony Ferguson**) have to say about what they expect from their bookseller! We are interested in **doing more Forums on important topics** so — let us know if you have a topic to suggest! <kstrauch@comcast.net>

There is so much more to tell you but I am out of space! I am going to put the leftovers on the **ATG NewsChannel** under **Rumors**. BTW, have you been to the **NewsChannel** lately? There has been an interesting exchange there about **advertisements on Facebook**. [www.against-the-grain.com/](http://www.against-the-grain.com/) ☘

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The Conference Directors for the **2010 Charleston Conference** include — **Beth Bernhardt**, Principal Director (UNC-Greensboro) <beth\_bernhardt@uncg.edu>, **Glenda Alvin** <galvin@tncstate.edu>, **Adam Chesler** <adam.chesler@cox.net>, **Cris Ferguson** (Furman University) <cris.ferguson@furman.edu>, **David Goodman** <dgoodman@princeton.edu>, **Chuck Hamaker** <cahamake@email.uncg.edu>, **Heidi Hoerman** <hoerman@sc.edu>, **Tony Horava** (University of Ottawa) <thorava@uottawa.ca>, **Ramune Kubilius** (Northwestern Health Sciences Library) <r-kubilius@northwestern.edu>, **Corrie Marsh** <cmarsh12@hotmail.com>, **Heather Miller** (SUNY-Albany) <hmiller@uamail.albany.edu>, **Jack Montgomery** (Western Kentucky University) <jack.montgomery@wku.edu>, **Audrey Powers** (UFS Tampa Library) <apowers@lib.usf.edu>, **John Perry Smith** (Total Information Inc.) <jps@totalinformation.com>, **Anthony Watkinson** (Consultant) <anthony.watkinson@bopenworld.com>, **Katina Strauch** (College of Charleston) <kstrauch@comcast.net> or [www.katina.info/conference](http://www.katina.info/conference).

Send ideas by **July 31, 2010**, to any of the Conference Directors listed above.

Or to: **Katina Strauch**, MSC 98, The Citadel, Charleston, SC 29409  
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# Back Talk — Cloud Computing

Column Editor: **Anthony (Tony) W. Ferguson** (Library Director, University of Hong Kong; Phone: 852 2859 2200; Fax: 852 2858 9420) <ferguson@hkucc.hku.hk>

Normally when we speak of “clouds,” the meaning ends up being negative. Sunlight grows things; sunlight is associated with bright and cheery things. Clouds, on the other hand, cloud or block out the sunlight. Cloudy days often mean rain, or in Hong Kong’s case, the air-born mega city muck that we too often have to breath and that we blame on factories in Guangzhou, sandstorms from the Gobi, the container ships coming to our port, or the idling air-conditioned cars, buses, and taxis that enable us to think we are living in Finland instead of south China. Then there are the phrases uttered by fathers the world over: “get your head out of the clouds” — which cross their lips when their child wants to study drama instead of business, or they want to take a summer job on a cruise ship instead of doing something useful like spending June to August with **Goldman Sachs** learning useful life skills.

Of course then there are phrases like “every cloud has a silver lining.” One of my favorites is a quote by someone named **Jason Hutchison**: “Eagles may soar in the clouds, but weasels never get sucked into jet engines.” <http://littlecalamity.tripod.com/Quotes/NOP.html>

But the word “cloud” is the new, hot thing in computing and libraries. I **Google’d** “Cloud Computing” AND libraries and came up with 375,000 entries and the suggestion that I also try Cloud Computing 2009; Cloud Computing and saas; google docs Cloud Computing; google apps Cloud Computing; Cloud Computing iphone; facebook Cloud Computing; Cloud Computing platforms; elastic Cloud Computing. We seem to be obsessed with the whole phenomenon. I must say, if we need to be obsessed with a computer science whiz-bang idea, I

much favor Cloud Computing over grid computing which I could never really envision.

Actually Cloud Computing isn’t new, but calling it “Cloud Computing” has given it new meaning and a way of talking about it. This topic came up at **HKU Libraries’** just completed **8th Annual Library Leadership Institute** in Beijing. This year it was organized in conjunction with the **National Science Library of the China Academy of Sciences**. See <http://lib.hku.hk/leadership/2010.html> for information about the **Institute**, speaker Powerpoints, and pictures of all the fun we had. But back to Cloud Computing; one of our speakers, **Ms Nieh Hua**, the Deputy Director of the **Peking University Library**, provided a useful primer on this topic. She noted that basically it refers to moving all sorts of services and content up into the cloud/the Internet and away from your desktop computer or the computer system of your organization. When you come to realize that is what is meant by Cloud Computing, you are tempted to say, “Oh, you mean relying upon the Internet for services and information, or what most of us do most of the time — e.g., I just went on the Web to find a florist in my mother’s home town in Massachusetts and ordered some Mother’s Day flowers; OR I just uploaded pictures of my vacation to Cambodia to **picasaweb.google.com** so that all my friends could see them; OR I just bought an **iPhone** by going to the **Apple** Website; OR my library decided to no longer host its

own servers to store data but instead use something like **www.rackspace.com** to arrange with them to keep my data “up there” in the cloud. Whether we call it Cloud Computing or doing business on the Web, it is pervasive in all aspects of our lives. Another of our **Institute**

speakers, **Andrew Wong** from **OCLC**, spoke about **OCLC’s** new **WorldCat Local**, another example of cloud computing in which common integrated library services are provided from the cloud, but mixed in with access to the information from online full-text and bibliographic content repositories.

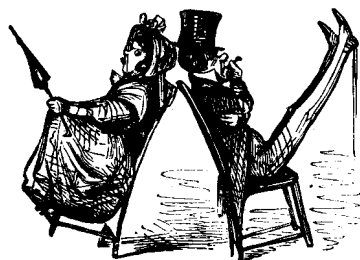
For libraries, we rely upon the cloud for almost all of the electronic content we provide to our readers. For example, while we do maintain a few servers to store a half-million or so Chinese eBooks and another half-million Chinese e-journals, we recently paid to access a collection of 800,000 **SuperStar** eBooks located on a server in Beijing — up in the clouds (For more details, see <http://www.aardvarknet.info/access/number52/month-news.cfm?monthnews=02>). Another example, when you go to our **Dragon** online catalogue in search of the journal “Accounting Forum” and then click on it to find an article, you are linked to a server somewhere else in the world — up in the cloud — to find what you want.

Of course paying for and relying upon content “up in the cloud” requires a whole new mindset about topics like the preservation of information. In the old days, 30 years ago, we paid for printed journal subscriptions, we got them in the mail, and we bound them in nice red or green bindings with gold lettering and put them on the shelf. When the auditor asked us to prove that we had what we paid for (like most libraries in those days we spent more than half of our budget on journals), we could point to the shelf. When the publisher decided to stop publishing the journal, we still had what we paid for on the shelf.

What happens when the journal content is up in the cloud? Like most other librarians I have tried to make it clear to faculty members, who trust what is on our shelves and not even what is on other libraries’ shelves, that we just need to rely upon the publisher to store and provide access to the content. Another common alibi is to point to shared printed repositories. Like other librarians worldwide, we here in Hong Kong are also working together to store at least one bound copy of all of all our journals in the **Joint University Research Archive (JURA)**, a 7.4 million-volume automated storage and retrieval warehouse which we hope to break ground on next fall. This cooperative activity is a global phenomenon. And, of course, since we librarians seem to have cooperative genes, we are busy cooperating on our cooperation. Recently, **CRL** has been bringing like minded librarians together to create a **CRL Print Archives Network** <http://www.crl.edu/news/6646> so that all of these archives are aware of each other.

In addition, however, we have a digital alternative to shared print archives up in the cloud: one in which **HKU’s** library participates is **CLOCKSS** <http://www.clockss.org/clockss/Home>. Another is **Portico** <http://www.portico.org/digital-preservation/>. In **CLOCKSS**

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