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Profile-Mike Arnold

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video explaining the library's resources, nor a Facebook post about new databases will bridge this gap. Librarians intending to reach patrons through every means possible risk losing touch with the real needs of the patrons. Molding to and using each technological trend can make a librarian feel like information is flooding him/her like water pouring on a saturated sponge. Imagine how the patron might feel. In this instance, for our patrons, I am not sure if the word would be "technophobia" so much as tech-overload. I particularly like the advice of **Alexandra Levit**, a *Wall Street Journal* columnist, who blogs about four guidelines to deal with social networking overload; I would recommend that librarians use these four guidelines when deciding to join any trend: Ask Yourself Why, Consider Your Purpose, Create Boundaries, and Communicate Your Plan (<http://mashable.com/2009/07/30/social-networking-overload/>).

Libraries face an uncertain future — uncertain in that we are unsure how the library will evolve, not that it will cease to exist. There will always be a need for libraries, but we, as information professionals, need to determine how we evolve and make sure we keep our eyes on the real information needs of the patron and not only on the current trends that may make the information literacy void even larger. Trends and advancements certainly often lead to a better library and a better experience for the patron; however, information managers must remember that some trends come and go, but there is a place for traditional, tried-and-true methods of communication and information management for libraries. 🌱

Elaine Robbins is a Reference and Instruction Librarian at The Citadel in Charleston, South Carolina and earned an MLIS from the University of South Carolina in 2007.

Rumors from page 38

the **Charleston Conference**, right **Tony**?) has stirred up another controversy with this issue of *ATG*. In his **Back Talk**, p.86, **Tony** takes on the issue of the **OCLC/SkyRiver lawsuit**. AND your crack *ATG* team has a response to his column from **Leslie Strauss** of *SkyRiver*. See this issue, p.85.

And speaking of ARL-types, was talking to **Tom Leonhardt** <thomasl@stewards.edu> the other day to see if he was lost in Retirement (instead of Lost in Austin). **Tom** says he is not retired but events related to retirement have occupied him since May when he returned to Oregon for the annual visit with family. **Tom** and his wife found a house that they liked and could afford and bought it. All very spontaneous. Now the Austin house has to be sold and **Tom** is

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against the grain people profile

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Mike Arnold

BORN: Evanston, Illinois

EARLY LIFE: I lived in Evanston until leaving for Albuquerque, NM to attend college.

PROFESSIONAL CAREER AND ACTIVITIES: **Stechart Macmillan**, a vendor for foreign materials in the academic library 1976-1980. **Moore-Cottrell Subscription Service**, a periodical vendor to special and medical libraries 1980-1982. **Scholarly Book Center**, a vendor supplying approval plans, serials, and firm orders to academic libraries 1982-1989. **Academic Book Center**, a vendor supplying domestic and UK approval plans, serials, and firm orders to academic libraries 1989-1999. **Blackwell**, a vendor supplying domestic and UK approval plans, serials, eBook, and firm orders to academic libraries 1999-2009. I am now with **YBP Library Services**, a vendor supplying domestic and UK approval plans, serials, eBooks, and firm orders to academic libraries.

FAMILY: My wife **Eileen** and I have one son — **Martin**. **Eileen** has three children from a previous marriage that are a major part of our family and have given us 5 grandchildren — 2 handsome boys and 3 beautiful girls.

IN MY SPARE TIME I LIKE TO: Many people will tell you that watching sporting events is what I do in my spare time. My physical activity in the past several years has been to jog with my friends **Hannah Bucholz** and **John Laraway**. I enjoy reading all kinds of books. My wife gets me out into the garden in the summer. We are both busy with our animals which include two dogs, three cats, outside fish in our pond, inside fish in our aquariums, and many wild animals including every kind from hummingbirds to raccoons. I enjoy reading books of all kinds.

FAVORITE BOOKS: I will read anything about **A. Lincoln**. In fact, the book I am reading now is titled *A. Lincoln*.

PET PEEVES/WHAT MAKES ME MAD: Much of my time doing my job is spent driving a car. There are too many pet peeves to list in this space when I am driving. Basically it is people who are either going too fast or too slow and are in my lane.

PHILOSOPHY: "Tomorrow is not promised to anybody."

MOST MEMORABLE CAREER ACHIEVEMENT: One does not forget the first of anything. My first major sale to an academic library was the serial business at the **U. of Notre Dame**. I was in Toronto when I heard the news so I celebrated by myself. I remember thinking that my job was safe for at least one more year in the academic library world. That was in 1976.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: **YBP Library Services** has a number of features that many libraries are taking advantage of right now to help them more easily manage the acquisition of electronic and print monographs.

YBP will be introducing new features in the next several years. My goal is to make sure my accounts have a true understanding of all these features.

HOW DO YOU SEE THE INDUSTRY IN FIVE YEARS: Academic libraries have accepted e-monographs. The e-monograph format is growing and becoming an accepted part of the collection. Patron Driven Access and Print on Demand are now entering the academic library. Both will have a large impact on academic libraries from collections to workflow.

The library OPAC will be changed as we see more options coming into the market. The ILS vendor now competes with "Non-Profit" agencies as well as private companies for discovery tools. The Internet company search engines are now getting better and will challenge or help the library.

The library material supplier is becoming more involved and will be much more involved in supplying workflow solutions that cover everything from discovery to the receipt of the information.

Friends outside of the library world ask me what I do and I tell them I sell books. At one time that is what I did. Those days are long gone. I am much more of a consultant on workflow today. These are very interesting times. 🌱