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ATG Interviews Tina Feick, Director of Sales and Marketing, Harrasowitz Booksellers & Subscription Agents

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Director of Sales and Marketing, North American Library Services Office HARRASSOWITZ Booksellers & Subscription Agents

by **Katina Strauch** (Editor, *Against the Grain*) <kstrauch@comcast.net>

ATG: Tina, you retired from Swets a few years ago, right? You have worked for several other companies, right?

TF: Let's start with the second question first — I am very fortunate to have worked for three great companies. After being Head of Serials at Princeton University, I went to work as a Regional Sales Manager for Blackwell's Periodicals Division (Oxford, England). This was in 1984. In 2000, Blackwell's Information Services (new name) merged with Swets and I went along with the merger and held positions in Customer Service and by 2005, I was Vice President for Customer Relations at Swets Information Services in the New Jersey office. So, in reality, with living through company name changes and mergers, I can say that I worked for 24 years for the same organization — just different names, management and operating systems.

I have also been fortunate to be involved in several organizations — such as NASIG (North American Serials Interest Group) and SISAC (Serials Industry Systems Advisory Committee).

Truthfully, I left Swets in March 2008 in order to spend time with my husband. He had retired at the beginning of the year and we decided to

take a little time to explore what we wanted to do with the rest of our lives. I knew that eventually I would have to get a job at some point — too young for Medicare and Social Security.

ATG: When and why did you decide to start again with Harrassowitz?

TF: After three months of traveling and visiting family and friends, I decided that I needed to start exploring job options. My one requirement was that I wanted to work from home.

I had not even started looking when I got a call from Dr. Knut Dorn, Managing Partner of HARRASSOWITZ, the bookseller and subscription agent based in Wiesbaden, Germany. He wondered if I could be coaxed out of "retirement" and come to work for HARRASSOWITZ.

As you know, Dr. Dorn can be very charming and persuasive. Of course, I had always admired HARRASSOWITZ, especially while I was working at Princeton. I was deeply honored to have been offered a position and I gladly accepted. I started in June 2008 as the Director of Sales and Marketing.

ATG: Tell us about your job at Harrassowitz. What new initiatives are being planned.

TF: As Director of Sales and Marketing for North America for HARRASSOWITZ, my

position includes development and implementation of sales and marketing strategies for North America.

I am very pleased to be again part of a sales team. It is a terrific experience to be able to meet with our customers and help continue HARRASSOWITZ's reputation for quality service along with the support of such great staff.

As you can imagine, with the focus on high quality service, HARRASSOWITZ is constantly evaluating and enhancing its service offerings. Over the past year, the subscription part of the company, for example, has launched **OttoSerials Renewal Management** (online renewals) and **HARRASSOWITZ E-Stats**, consolidated COUNTER usage statistics with acquisitions and cost information. Both projects were requests from customers.

On the monographic side of the house, and I am so excited to be working with books again, HARRASSOWITZ has been developing eBook services including partnering with several platform providers. Being both a subscription agent and a bookseller, HARRASSOWITZ is well placed to handle subscriptions for eBook packages and also facilitate individual eBook purchases.

For monographic approval plans, HARRASSOWITZ has added the Scandinavian and Benelux regions to the geographical coverage — due to customer demand. The music score service has also been enhanced to include scores from North America.

I am still surprised that some librarians are not aware that HARRASSOWITZ is truly global for subscriptions (both print and electronic) plus having European coverage for monographic services.

HARRASSOWITZ also continues to proudly pass the requirements for the ISO 9001:2008 quality standard. This is one of the reasons that I joined the company.

ATG: Your husband was a librarian — what does he do in retirement?

TF: Yes, my husband, Howard Zogott, was a public library director and his last position was Director of the Cranbury Public Library which is located not far from Princeton, New Jersey.

He writes amazing poetry, directs plays locally, cooks me breakfast lunch and dinner, and in general keeps me balanced as much as that's possible. We both love book collecting and when we travel we end up in used bookstores. We have a fairly extensive poetry collection and over 1,200 Asian cookbooks.

Howard also teaches adjunct at the University of Arizona School of Information Resources and Library Science (SIRLS). In the past he has taught the "Public Libraries" course and this past summer he taught "Reference Services" — totally online. And he journeys with me to conferences in order to keep up with the library happenings and meet up with old friends.

ATG: I understand you have been traveling — where to?

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Tina Feick

BORN AND LIVED: Born in West Chester, Pennsylvania — west of Philadelphia. Grew up in Cheyney which is in Chester County — the Mushroom Capital of the World (really!).

EDUCATION: BA in Sociology (Anthropology) from Allegheny College (Meadville, PA), MA in Librarianship from the University of Denver and an MBA from Temple University in Philadelphia.

FIRST JOB: Head of Gifts and Exchange, Free Library of Philadelphia — running book sales and buying/selling rare books. Then on to Serials jobs.

IN MY SPARE TIME I LIKE TO: Read and collect books, go to the theatre and opera, and visit museums.

FAVORITE BOOKS: Mystery books — the latest Kathy Reichs.

PHILOSOPHY: Trust goes with respect

MOST MEANINGFUL CAREER ACHIEVEMENT: Winning NASIG's first Champion Award in 2005 for helping to found and support NASIG through the years.

GOAL, I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Getting all of our 20,000 books recorded in a database.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: Partnerships. 🌱

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TF: Howard and I just returned from a two week trip to Ireland. We had a great time and managed to get to about fifteen bookstores in various cities and towns. We also saw two plays at the **Abbey Theatre** in Dublin including **Alan Rickman** starring in an **Ibsen** play.

This trip was for our tenth anniversary, so we celebrated by spending two nights in a castle — one from the 1200's. Though it rained a bit every day, the weather was gorgeous including seeing six rainbows — now if only there was a pot of gold to take home.

We did spend time in **Trinity College's** library and saw the famous *Book of Kells* and had the great fortune to see the **Yeats'** exhibit at the **National Library**. The reading room was fantastic.

Ate too much — potatoes are off the menu for awhile.

ATG: So, when you really retire, what will you do?

TF: Well, that is a good question. I have a few more years left in me.

Howard and I first met back in 1974 when we both worked at the **Free Library of Philadelphia** — I was in Acquisitions. He worked part-time in the bookstacks while also directing plays in the Philadelphia area. In 1975, I acted in a play that **Howard** directed — **Thornton Wilder's** "A Happy Journey to Trenton and Camden." I would love to do more theatre but just have not

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David Kochalko

BORN AND LIVED: Born in Michigan and have lived in Germany, Israel, Pennsylvania, and now reside in California.

EARLY LIFE: As far as we know, early life formed in the oceans, moved to the savannah and now holds condo mortgages in Miami Beach that are again underwater (financially).

FAVORITE BOOKS: Anything by **Cormac McCarthy**, **Joseph Heller**, and **Stephen Colbert**.

PET PEEVES: That I have them.

PHILOSOPHY: One of my favorite subjects in college, but am distressed hearing from **Stephen Hawking** that philosophy is now dead.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: There are so many interesting facets or dimensions of our industry, so I'll answer from the perspective of an information publisher for global research institutions. We will be beyond the debate over open access and arrive at a consensus that it's vibrant, useful, and not dis-intermediating conventional publishing. Or, are we already? We will be comfortable in the belief there is a future for the library (and librarians!) beyond serving up a caffeinated, comfortable space for project teams to work, and they will not be made obsolete by **Google**. New technologies will continue to expand what scholars and scientists are able to accomplish with digital resources. Change will be relentless, making our roles more technically demanding. Perhaps the new "masters of the universe" will be those among us who are most adept at knitting together the "matrix" of evolving resources and tools that land in our palms to advance science and scholarship. 🐼

Something to Think About — Libraries are Dangerous Places!

Column Editor: **Mary E. (Tinker) Massey** (Serials Librarian, Embry-Riddle Aeronautical University, Jack R. Hunt Library) <masse36e@erau.edu>

I guess I've worked in libraries a little over forty years, and there have been a lot of problems and dangerous situations from the earliest of times. My biggest problem when I first started working was not having a ladder to gain access to the higher-shelved materials. I used desks, chairs, trash cans, and all manner of boxes. Almost invariably, I would end up six feet below in the middle of a trash can full of papers. Well, at least it was a soft landing.

We also had occasion to rescue some of our student workers from electric pencil sharpeners, electric eraser burns, scalpels removing fingertips and not old signage or call numbers, irons to put on labels or take off old ones, and even the typewriters that would catch unwary typists trying to unstuck the keys or loosen the new balls. I hated the extra large/heavy-duty staplers that would catch you off-guard when you put pamphlets together. THEN, we acquired "Compact Storage," first with manual controls and then those with electric controls. Sometimes it wasn't the controls, but a way to move boxes from the shelves onto dollies without wrenching your back into knots so tight that you couldn't feel your toes anymore.

I can remember a few years when we gave up the unusual machines and dangerous stuff to just sit back and enjoy the dust of eons scattered around us. No band-aids! No splints! No crutches! It was heaven! Then, the electronic age drifted in and we began again finding out what could hurt us. Yet...there were still some old items around that could get you good. Libraries have all kinds of dangerous situations, and we never realize it. A week ago, I stopped to help a patron find some titles he needed and then returned to my business of measuring titles we were about to move. As I came around the corner of some shelving, I ran into something. From the noise and heft of the piece, I knew it was a Kik-Step, our friendly step stool that has wheels on the bottom to move when it is attacked. Whoops! It didn't move and I went flying over the top step and down on the floor behind it. Crumpled beyond belief, my first thought was why didn't it move? I heard the jangle as it sprang up from my bodyweight. I just stayed on the floor expecting someone to come to my rescue and help me. Nope! A room full of people, and no one to help. If only they would call Circulation?! Nope! Get up, you fool! You need to get out of the aisle. It's like falling in the middle of the street, you're afraid you'll get run over if you stay there. If there's one thing I hate, it's paperwork. I hobbled into the Secretary's office and began filling out the papers, then I was filling them out with a policewoman. Where did she come from? In shock, I was answering questions from everyone, **Scott** was bandaging my leg so I wouldn't bleed on everything, and I was getting worse from the loss of blood sugar, having not eaten at the proper time. Our resident EMT ran for the glucose tablets, then went to my car for my cane. As I sat there, I watched a large goose egg rise on my right leg, and my left knee was swelling into a permanently fixed appendage which wouldn't bend even a micron. I won't bother you with the craziness of the rest of the afternoon. It always reminds me of a clown circus filled with prat falls and all kinds of idiocy. I survived and still look forward to seeing what's around the next corner. I think retirement is not too far away!

Watch out for the cranky chairs and the unruly foot stools! They'll get you every time!! I should have thought about that one quicker!!

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had the time. This year we did do a poetry reading at our local library and last year I acted in a one act play that **Howard** directed for the **One Act Play Festival** in New Jersey.

I look forward to volunteer work — maybe even in a library! And oh yes, continuing to collect and read books.

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