People Profile: Sue Polanka
against the grain

people profile

Sue Polanka

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BORN AND LIVED: Cincinnati and Dayton, Ohio areas, Austin, Texas for a short stint.

PROFESSIONAL CAREER AND ACTIVITIES: Reference and instruction librarian and a writer, editor, and blogger for reference and eBook topics.

FAMILY: Nice nuclear family with an Alaskan Malamute named Moon.

IN MY SPARE TIME: I travel as often as possible, preferably with family and friends and enjoy life to the fullest.

FAVORITE BOOKS: Love the legal thrillers and mysteries, but have no time to read them.

PET PEEVES: Bad service and the statement “we’ve always done it that way.”

PHILOSOPHIES: Everything happens for a reason, the more you give, the more you get, and work hard, play harder.

MOST MEMORABLE CAREER ACHIEVEMENT: Receiving a trademark on No Shelf Required. The idea for a blog to discuss electronic reference and eBooks was suggested to me by a reference publisher in 2008. I took the idea and ran with it, developing the content and brand over time. For me, No Shelf Required is the perfect intersection of my experience as a librarian and my education in communication and marketing.


GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Professionally – create the ultimate research environment for library users, whether a digital tool, collection of services, or a combination of the two. Personally – Visit the three continents still on my bucket list with my family and friends.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: I hope to see authors, artists, publishers, and libraries much more in-tune about licenses, DRM, and business models. Ideally, we will be settling into good practices based on collaborative efforts amongst our groups, all to provide the best access and service to end-users.

HISTORY AND BRIEF DESCRIPTION OF YOUR LIBRARY: Named after the world-famous Wright brothers, Wright State University in Dayton, Ohio, continues their spirit of innovation. The university serves nearly 18,000 students, offering more than 100 undergraduate and 50 Ph.D., graduate, and professional degrees.

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and Tintin in the land of the Amish. Are you ready for the upcoming Spielberg movie about Tintin? Did you know that the creator was from Belgium?

The he’s-all-over-the-place Rick Anderson gives us a glimpse inside the ALCTS Collection Development Forum at ALA Midwinter. (this issue, p.40) And Bob Nardini mentions the same Forum in his column, this issue, p.76.

Bob also sends the following news about new staff at Ingram. Marc Roberson joins Ingram Content Group as Director of Sales, Public Libraries. Marc comes to Ingram from the library systems market where he spent the last ten years in sales management. Marc can be reached at Ingram at <marc.roberson@ingramcontent.com>

Janet Walsh, is Coutts new Area Manager for the Southeast U.S. Janet comes to Coutts from American Baptist College where she was the library director. Prior to working at American Baptist, she was the Assistant Director of Library Services at Fisk University. Janet also has a wealth of sales and training experience gained from working for the library system vendors NRA and SIRSI. Lisa McDonald is an MLIS degree librarian with a strong background in sales and account management. Lisa worked for ten years at OCLC where she held a variety of positions including Contract Cataloging Consultant, Project Manager and Metadata Specialist. Lisa will be responsible for the U.S. Central territory. Welcome, everyone!

Seems like this month has been a month of traveling to meetings. Now I sort of know what it’s like to be a sales rep. Not really, but I can pretend. Anyway, attended ACRL in Philadelphia at the end of March. It too was great! I approached ACRL with fear and trepidation figuring that all my friends would have retired and I wouldn’t know anyone. Wrong! Guess who was the first person I saw when I walked in the exhibits? Carl Teresa, General Manager of Wolper Subscription Services! Carl looks as great as he used to when he was at Ballen Booksellers (Carl and Ballen used to handle the

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