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Charleston Conference 2011

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2011 Charleston Conference — 31st Annual Issues in Book and Serial Acquisition

Call For Papers, Ideas, Conference Themes, Panels, Debates, Diatribes, Speakers, Poster Sessions, Preconferences, etc. ...

2011 Theme — Something's Gotta Give!

Wednesday, November 2, 2011 — Preconferences and Vendor Showcase

Thursday-Saturday, November 3-5, 2011 — Main Conference

Francis Marion Hotel, Embassy Suites Historic District, and Holiday Inn Historic District, Charleston, SC


If you are interested in leading a discussion, acting as a moderator, coordinating a lively lunch, or would like to make sure we discuss a particular topic, please let us know. The **Charleston Conference** prides itself on creativity, innovation, flexibility, and informality. If there is something you are interested in doing, please try it out on us. We'll probably love it...

The Conference Directors for the **2011 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>, **Joyce Dixon-Fyle** (DePauw University Libraries) <joyfyle@depauw.edu>, **Chuck Hamaker** <cahamake@email.uncc.edu>, **Tony Horava** (University of Ottawa) <thorava@uottawa.ca>, **Albert Joy** (University of Vermont) <albert.joy@uvm.edu>, **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>, **Anthony Watkinson** (Consultant) <anthony.watkinson@btopenworld.com>, **Katina Strauch** (College of Charleston) <kstrauch@comcast.net>, or www.katina.info/conference.

Send ideas by **July 31, 2011**, to any of the Conference Directors listed above.

Or to: **Katina Strauch**, MSC 98, The Citadel, Charleston, SC 29409

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Pelikan's Antidisambiguation — On the Legitimization of "Mobile"

Column Editor: **Michael P. Pelikan** (Penn State) <mpp10@psu.edu>

No doubt about it, these are heady times! Lo, we have lived to see the days in which eBook readers, and now, small-form factor tablet computers, have been "legitimized."

So this summer, as we all head off to our many and various professional conferences of choice, we will find compelling evidence of this legitimacy in at least three ways.

1. We will see the devices everywhere, indeed, competing devices, some now mainstream, some in the process of adoption, and some flourished with the practiced nonchalance of the first adopters of the Newest Things.
2. We will see academic and professional presentations on conference programs breathlessly tackling the challenges of providing services to, or the opportunities to address the challenges of, or best of all, the pedagogical implications of (enter device type here).
3. We will be inundated on the vendors' display floor at the conferences by a dazzling display of wares, hard and soft, from vendors as well-known as your least-favorite relatives-by-marriage, some as new and trustworthy as a teenaged suitor.

The message delivered, across the board, will be "The Long-Awaited Future has Arrived! Don't get Left Behind! Better Buy Now!"

So Deans, Department Heads, and Supervisors will arrive home ready to demand answers to the question, "What are we doing about (enter device type here)?"

And junior members, aspirants, and supplicants will arrive home ready to ask the Dickensian question, "Please, Sir (or Madam), may I do something about (enter device type here)?"

And all because **Amazon** legitimized eBooks and **Apple** legitimized tablets!

Dear readers (both of you!), this is nothing so much as a combination of saying that a leading luggage company legitimized air travel, and that the Yellow Pages legitimized the telephone.

Let's see — how far back should we go? Well, the Babylonians impressed cuneiform figures into clay tablets, some of which, no doubt, were of convenient size. But perhaps that's too much of a stretch, even for Antidisambiguation! We must treat the real questions at hand with The Gravitas They Deserve.

All of these devices center, fundamentally, on the portability of information, and in that sense, differ in no great degree from their more technologically primitive forebears, the paperback book and the clipboard. The World Wide Web was created in 1994 and then just sat there, despite endless home page redesigns. To this day, many Web sites offering access to essential services are still entirely weighed down with large bodies of text containing tiny links amidst huge images; all mired down in fixed-width pages, devoid of the readily-available means to discover what sort of browser is trying to access them, and then adapting flexibly to accommodate the presentation — in other words, a whole lot of Websites are essentially useless for mobile devices. Warnings about the strategic need to de-couple content from presentation stretch back into the 1990s. Many organizations are struggling only now to climb on board the mobility bandwagon — and climbing onto a moving passenger train ain't easy!

Meanwhile, the customers left long ago. As soon as we had computers the size of sewing machines, and at the same time, we already had

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