

2016

## Charleston Conference 2016--Issues in Book and Serial Acquisition

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# 2016 Charleston Conference — 36th Annual Issues in Book and Serial Acquisition

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

## 2016 Theme — “Roll With the Times or the Times Roll Over You”

Preconferences — Tuesday-Wednesday, November 1-2, 2016

Vendor Showcase — Wednesday, November 2, 2016

Main Conference — Thursday-Saturday, November 3-5, 2016

Charleston Gaillard Center, Francis Marion Hotel, Courtyard Marriott Historic District,  
Embassy Suites Historic Downtown, Charleston, South Carolina

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 **2016 Charleston Conference** include — **Beth Bernhardt**, **Principal Director** (UNC-Greensboro) <beth\_bernhardt@uncg.edu>, **Glenda Alvin** (Tennessee State University) <galvin@Tnstate.edu>, **Adam Chesler** (AIP) <adam.chesler@cox.net>, **Ed Colleran** (Triumvirate Content Consultants) <ecolleran@triumvirateconsultants.com>, **Cris Ferguson** (Murray State University) <cferguson13@murraystate.edu>, **Rachel Fleming** (Appalachian State University) <flemingrm@appstate.edu>, **Joyce Dixon-Fyle** (DePauw University Libraries) <joyfyle@depauw.edu>, **Tom Gilson** (*Against the Grain*) <gilson@cofc.edu>, **Chuck Hamaker** (UNC-Charlotte) <cahamake@email.uncc.edu>, **Bobby Hollandsworth** (Clemson University) <hollan4@clemson.edu>, **Tony Horava** (University of Ottawa) <thorava@uottawa.ca>, **Albert Joy** (Retired) <albert.joy@uvm.edu>, **Ramune Kubilius** (Northwestern Health Sciences Library) <r-kubilius@northwestern.edu>, **Erin Luckett** (Readex) <eluckett@newsbank.com>, **Jack Montgomery** (Western Kentucky University) <jack.montgomery@wku.edu>, **David Myers** (DMedia Associates) <dave@dmediaassoc.com>, **Ann Okerson** (Center for Research Libraries) <aokerson@gmail.com>, **Audrey Powers** (UFS Tampa Library) <apowers@lib.usf.edu>, **Anthony Watkinson** (Consultant) <anthony.watkinson@btopenworld.com>, **Meg White** (Rittenhouse) <meg.white@rittenhouse.com>, **Katina Strauch** (College of Charleston) <kstrauch@comcast.net>, or [www.charlestonlibraryconference.com](http://www.charlestonlibraryconference.com).

Send ideas by **July 15, 2016**, to any of the Conference Directors listed above. The Call for Papers form is available at <http://www.charlestonlibraryconference.com/participate/call-for-papers/>.

Or send ideas to: **Katina Strauch**, MSC 98, The Citadel, Charleston, SC 29409 • 843-723-3536 (voice) • 843-805-7918 (fax) 843-509-2848 (cell) • <kstrauch@comcast.net> • [www.charlestonlibraryconference.com](http://www.charlestonlibraryconference.com)



## @Brunning: People & Technology



### At the Only Edge that Means Anything / How We Understand What We Do

by **Dennis Brunning** (Director, The Design School Library, Arizona State University) <dennis.brunning@gmail.com>

#### Annals of Organizational Advice — *The Moment You Can't Ignore: Why Big Trouble Leads to a Great Future* (NY: Public Affairs, 2014)

Right at the beginning, authors **Dornfeld** and **O'Connor** give us a blow-by-blow account of an operating room accident or battle — it all depends on what you know. A celebrated and senior GE surgeon is closing up a patient after a 7-hour emergency resection of a perforated colon. This is a life and death moment and it's a day at the office most of us don't experience. As the scrub technician does inventory, he counts fewer surgical sponges out than went in. He challenges the surgeon who proceeds with the stapling procedure — closing up. It's everyone's responsibility to heal the patient but it's the scrub's job to count instruments and everything that goes into or out of the patient. The scrub told the surgeon a sponge was missing.

The next thing anyone remembers is a sailing surgical stapler. An OR out of control.

The authors are consultants and ethnographers. And fairly courageous to step into the big trouble of a dysfunctional surgery unit at a major hospital. The situation, the environment, the players — are all high stakes, high risk, high stress, high talent and skills.

**Barry Dornfeld** and **Mel O'Connor** work for **CFAR** — the **Center for Applied Research** — a research company that started up at the Wharton School of Finance at the **University of Pennsylvania**. The school known more for its finance MBAs (Republican presidential candidate, **Donald Trump**, is a graduate), it startles to read about **CFAR's** approach to organizational guidance. **Dornfeld** filmed a documentary on **Kinnear** musicians in Philadelphia. **O'Connor** is a folklorist. How did they wander into a hospital drama or any other corporate/organizational setting they describe in their book?

I urge readers to take a spin through it. The book is easy to read, doesn't distract with charts, lists, bullet points that slog through this genre — the consultant self-help book. **Dornfeld** and **O'Connor** approach organizational communication and dynamics in a way that may reawaken the social scientist in many of us, long somnambulant in our Ranganathian incarnation as library “scientists.”

**Dornfeld** and **O'Connor** urge their clients to understand an unignorable moment as a cultural issue. This moment is easy to understand because you feel it. Think of it as the organizational “aha” moment of falling in or out of love. Or to realize you've got to go to the dentist or take the car keys from an elderly parent. You just know things are going right or wrong and whatever follows must align with this realization.

*continued on page 10*