

2016

# Charleston Comings and Goings--News and Announcements for the Charleston Library Conference

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**Both Sides Now ...**  
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all the way up to the President of the company are now easily accessible.

Each library, be it a University, Fortune 500 company, law firm, etc., have unique ways in which they interact with the sales reps and how an eventual order is placed. For even the most seasoned sales executive, navigating through the acquisitions process can be quite daunting. Sometimes a library's policies and methodologies for buying content can be a bit obtuse. In the interest of transparency, the **University of Tennessee** library in Knoxville has clearly placed on their website how a vendor can and must conduct business with the University. It's all spelled out and each vendor needs to follow those guidelines if they have any hope in selling their products to that library.

There are programs that tell Public Library administrators what items have received the largest numbers of holds-or reserves- from their patrons. By knowing this information, the library gains great insight into what their public is looking for. For example, if ten or more people are requesting a certain title, that means that there are probably another ten who would want the same title, but just didn't take the time to make the request. Libraries throughout the country are using this type of report to actually buy materials that their patrons really want.

Along with more sophisticated methods to understand the buying and selling process, the

emergence of eBooks further adds to a situation that demands the acceptance of change for every library throughout the world. One of my colleagues used to say "change is security and security is change."

The great **Buddy Miles** sang the song "Them Changes" and said "my mind is goin' through them changes." Recognizing that change is everywhere and understanding how to cope with it and ultimately manage those changes should be a part of everyone's individual goal for success. 🌸

*Mike is currently the Managing Partner of **Gruenberg Consulting, LLC**, a firm he founded in January 2012 after a successful career as a senior sales executive in the information industry. His firm is devoted to provide clients with sales staff analysis, market research, executive coaching, trade show preparedness, product placement and best practices advice for improving negotiation skills for librarians and salespeople. His book, "**Buying and Selling Information: A Guide for Information Professionals and Salespeople to Build Mutual Success**" has become the definitive book on negotiation skills and is available on Amazon, Information Today in print and eBook, Amazon Kindle, B&N Nook, Kobo, Apple eBooks, OverDrive, 3M Cloud Library, Gale (GVRL), MyiLibrary, ebrary, EBSCO, Blio, and Chegg. [www.gruenbergconsulting.com](http://www.gruenbergconsulting.com)*

**Rumors**  
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Y'all — I have to say that I get credit for the Conference when **so many more people deserve the credit**. Besides **Toni Nix** (above), there is **Leah Hinds** who can do everything, believe me, EVERYTHING without complaint. Add **Sharna Williams** and **Tom Gilson** and the **registration desk crews**, etc., etc. That's just the tip of the iceberg! Really! Thanks to each of the **Charleston Conference**

crews!!! And I cannot leave off the **Charleston Conference directors** and **Beth Bernhardt** and **Leah Hinds** who work tirelessly on the Conference program, room assignments, speaker bios, etc., etc. It does indeed take a village — a **Charleston Conference Village** to have a conference. Thanks to all of you!

And you know how we love new things. I have to thank **Ann Okerson** and **Steve Goodall** who had the marvelous idea of the very first **Fast Pitch competition!**

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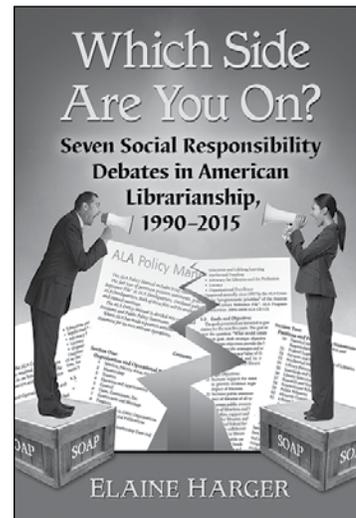
## Charleston Comings and Goings: News and Announcements for the Charleston Library Conference

by **Leah Hinds** (Assistant Conference Director)  
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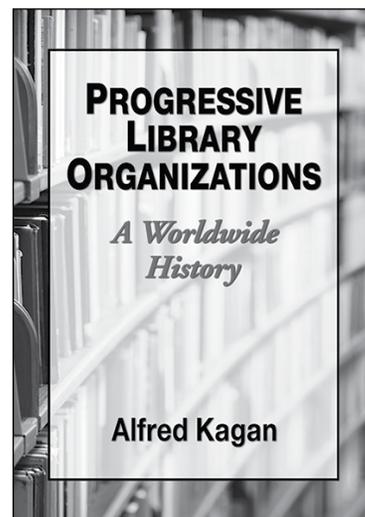
**W**elcome to the **Charleston Conference!** By the time this issue is distributed, the conference will be underway. Please be sure to check the **conference website** at <http://www.charlestonlibraryconference.com>, the **schedule** at <https://2016charlestonconference.sched.org/>, and **Don Hawkin's conference blog** at <http://www.against-the-grain.com/category/chsconfblog/> for all the latest news and announcements. We're looking forward to all of the pre-conferences, the Vendor Showcase, the thought-provoking presentations, the delicious local food and drinks, and networking with all of the projected 1,800 attendees at the conference. See you there! 🌸

 **McFarland**



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by Alfred Kagan

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