Against the Grain

Against the Grain (USPS 012-618) (ISSN 1043-2094) is published six times a year in February, April, June, September, November, and December/January by Against the Grain, LLC, Post Office Box 799, Sullivan’s Island, SC 29482. Subscription price per year is $55 U.S. ($65 Canada, $90 foreign, payable in U.S. dollars). Periodicals postage paid at Charleston, SC. Postmaster: Send change of address to Against the Grain, LLC, Post Office Box 799, Sullivan’s Island, SC 29482.

Editor:
Katina Strauch (College of Charleston)

Associate Editors:
Chris Ferguson (Murray State)
Tom Gilson (College of Charleston)
John Riley (Consultant)

Research Editors:
Judy Luther (Informed Strategies)

Assistants to the Editor:
Katina Strauch
Toni Nix (Just Right Group, LLC)

Editor At Large:
Dennis Brunning (Arizona State University)

Contributing Editors:
Glenda Alvin (Tennessee State University)
Rick Anderson (University of Utah)
Sever Bordeianu (U. of New Mexico)
Todd Carpenter (NISO)
Bryan Carson (Western Kentucky University)
Eleanor Cook (East Carolina University)
Michael Dellahaye (Choice)
Ruth Fischer (SCS / OCLC)
Michelle Flinchbaugh (U. of MD Baltimore County)
Joyce Dixon-Fyle (DePauw University)
Laura Gasaway (Retired, UNC, Chapel Hill)
Regina Gong (Lansing Community College)
Chuck Hamaker (UNC, Charlotte)
William M. Hardin (Schiff, Hardin & Waite)
Mark Herrin (Winthrop University)
Bob Holley (Retired, Wayne State University)
Donna Jacobs (MUSC)
Lindsay Johnston (IGI Global)
Ramune Kubilius (Northwestern University)
Myer Kutz (Myer Kutz Associates, Inc.)
Tom Leonhardt
Rick Lugg (SCS / OCLC)
Jack Montgomery (Western Kentucky University)
Bob Nardini (ProQuest)
Jim O’Donnell (Arizona State University)
Ann Okerson (Center for Research Libraries)
Rita Ricketts (Blackwell’s)
Toni Nix (Just Right Group, LLC)

Toni Nix, phone: 843-835-8604, fax: 843-835-5892
Attn: Toni Nix, Just Right Group, LLC
P.O. Box 412, Cottageville, SC 29435

Send ad materials to:
Toni Nix, Just Right Group, LLC
398 Crab Apple Lane, Ridgeville, SC 29472

Publisher:
A. Bruce Strauch

Send correspondence, press releases, etc., to:
Katina Strauch, Editor, Against the Grain, LLC, Post Office Box 799, Sullivan’s Island, SC 29482. phone: 843-723-3536, cell: 843-509-2848. <kstrauch@comcast.net>

Against the Grain is indexed in Library Literature, LISA, Ingenta, and The Informer. Librarians.

Readers’ opinions are to be regarded as their own. All rights reserved. Printed in the United States of America. This issue was created on a Mac using Microsoft Word, and Adobe CS6 Premium software under Mac OS X Mountain Lion.

Against the Grain is copyright ©2017 by Katina Strauch

AGAINST THE GRAIN

TABLE OF CONTENTS

v.29 #3 June 2017 © Katina Strauch

ISSUES, NEWS, & GOINGS ON

Rumors................................... 1
From Your Editor............................6

Letters to the Editor.......................6
Deadlines................................6

FEATURES

Things That Keep Us Awake at Night — Guest Editor, Alicia Wise

Sleepless Nights Imagining Blueprints and Cranes........................................25
by Maggie Farrell — It is during the quiet of the night that worries appear as to if we can build the services that contribute to the education of our students, how we might construct a scaffold of research services, and how we will build on traditional services.

Op Ed — IMHBCO .........................28
Another Prejudatory Journal Sting: Why This One Is Different and Matters More by Rick Anderson — One of the great advantages of the current scholarly-communication ecosystem is the degree to which barriers to entry have been lowered.

Remembering Eric Moon ..............50
Mentor in Memoriam by Robbie Franklin

Back Talk.....................................86
The 19th Fiesole Retreat (Or, Eating My Way Through Chocolate Shops) by Ann Okerson — Now 20 years old, The Fiesole Retreats aim to bring together publishers, librarians, booksellers, and other stakeholders from several continents, in order to review and discuss current topics in scholarship, new technologies, business models, and much more. After it was over, Ann toured (and sampled) chocolate shops!

ATG INTERVIEWS & PROFILES

Kent Anderson................................30
CEO, RedLink

Profiles Encouraged........................83
In this issue we have included profiles for five people, one company, and two libraries. Are you reading our new profiles encouraged section?

REVIEWS

Booklover....................................26
Canetti Crowds and Power by Donna Jacobs — This time Donna has read "Crowds and Power" by Elias Canetti, the Bulgarian author who won the 1981 Nobel Prize for Literature.

Oregon Trails.........................33
Fact From Fiction by Thomas W. Leonhardt — Tom features an epistolary novel called Bibliophlia, a series of letters among a novice book collector and seasoned collectors and booksellers.

Collecting to the Core..................34
Pierre Bayle’s Historical and Critical Dictionary by Dr. Matthew Olsen — Books we need to keep in our collections. This is an especially seminal work.

Book Reviews............................37
Monograph Musings by Regina Gong — In this issue books reviewed include Library Improvement Through Data Analytics; The Subject Liaison’s Survival Guide to Technical Services; The Librarian’s Nitty-Gritty Guide to Content Marketing; and more.

Wryly Noted...............................40
Books About Books by John Riley — A brand new review column for ATG. Check it out!

Reviews of Reference Titles by Tom Gilson — Tom reviews The SAGE Encyclopedia of War: Social Science Perspectives; The Complete Book of 2000s Broadway Musicals; and Salem Health: Cancer. And don’t miss his “extra servings!”

<http://www.against-the-grain.com>
PUBLISHING

Bet You Missed It ......................... 12 by Bruce Strauch — What do pirates and baseball have in common?

Stop, Look, Listen .......................... 46 Learning from Knowledge Unplatched 2016: Making OA Work by Dr. Sven Fund — 44% of all participating institutions in KU Select 2016 are based in North America. Sven says this is why KU offers others in the market the chance to work together on making Open Access work.

The Scholarly Publishing Scene...... 48 PSP by Myer Kutz — An insider’s history of AAP and PSP and difficult decisions ahead. MYer hopes that the long-standing educational, informational, and promotional activities that PSP has carried out so successfully aren’t allowed to wither away.

BOOKSELLING

Collection Management Matters ...... 58 …And Then Came the Flood! by Glenda Alvin — Disaster Preparedness skills are essential as Glenda learned back in the fall of 2016.

Straight Talk ................................. 59 The 12th Annual ER&L Conference by Dan Tonkery — Dan attended ER&L April 2-5 in Austin Texas.

Optimizing Library Services .......... 60 Academic Libraries’ Mobile Initiatives by Barbara Blummer and Jeffrey Kenton — This is about libraries and the importance and development of mobile initiatives.

Let’s Get Technical ....................... 62 How Not to Panic When the Key Employee Needs Extended Time Off by Cary Ward — Important takeaways. The work did not come to an end and the work got done!

Both Sides Now: Vendors and Librarians ............................................. 64 Making the Deal Happen by Michael Grunenberg — Can your sales representatives spot the moments of truth?

AND VENDING

Curating Collective Collections ..... 65 E Pluribus Unum by Bob Kieft — In his last column, Bob is taking the valedictory opportunity this column affords to reflect on current developments in shared print collections, particularly of monographs. HEY!! Anyone want to take up this important column and subjects?!

Future Through the Past .................. 67 QEP Impact on the Environment and Student Learning: Primary Project Activities & Assessments by Donald Beagle — Here is part two in Don’s three part series on QEP.

Biz of Acq ................................. 69 Baby Snake Swallows Whale: Impacts and Insights from Winthrop’s Recent ILS Migration by Antje Mays — After over three decades with the same integrated library system (ILS), Winthrop University went live with a cloud-based new system on July 1, 2013.

Being Earnest with Collections ....... 75 Building a Successful Marketing Program at The University of Alabama by Michael A. Arthur — This article highlights a new marketing program focused on promoting key databases and other electronic resources.

TECHNOLOGY AND STANDARDS

Pelikan’s Antidisambiguation .............. 72 Living in the Past by Michael P. Pelikan — Many things are impossible, right up to the moment at which they are first accomplished. The scope and consequence of the transformation of business can be so sudden, and so huge, that we are not fully aware of the magnitude of the change.

ETC.

Charleston Conference 2017 ............ 8 Issues in Book and Serial Acquisition — Call for Papers, Ideas, Conference Themes, Panels, Debates, Diatribes, Speakers, Poster Sessions, Preconferences, etc.

Charleston Comings and Goings ...... 74 News and Announcements for the Charleston Library Conference by Leah Hinds — Keeping you updated on the 37th Annual Charleston Conference.

*Wire transfers are available, email <kstrauch@comcast.net> for details, however, credit cards are the preferred alternative to checks ($25 fee applies).