And They Were There-Reports of Meetings-SALAM's XLV Annual Conference, 52nd Frankfurt Book Fair

Sever Bordeianu  
*University of New Mexico, sbordeia@unm.edu*

Julia Gelfand  
*UC, Irvine, jgelfand@orion.oac.uci.edu*

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And They Were There

Reports of Meetings — SALALM's XLV Annual Conference and Frankfurt Book Fair 2000

Column Editors: Sever Bordeianu (Head, Serials Cataloging Section) <sbordeianu@unm.edu> and Julia Gelfand (UC, Irving) <jgelfand@orion.oac.uci.edu>

SALALM's XLV Annual Conference
Andean Studies: New Trends and Library Resources
Sponsored by Library & Latin American Center, University of California
Long Beach, California, May 27-31, 2000

Report by Claire-Lise Benaud
and Sharon Moynahan (University of New Mexico)

“Andean Studies: New Trends and Library Resources” was the theme of the 45th Annual Seminar on the Acquisition of Latin American Library Materials (SALALM) held in Long Beach, California, May 27-31, 2000. Sponsored by the Library & Latin American Center of the University of California, Los Angeles, the event gave participants an opportunity to discuss research trends, library issues and solutions, and to attend top-notch panels which addressed Andean resources, social issues, and publishing.

The two days of committee meetings ensured that the many projects of SALALM, such as regional consortia, acquisitions and processing agreements, the Hispanic American Periodicals Index, the Latin American Microfilming Project, and outreach activities, were running smoothly. Other committees kept members and guests abreast of current issues and introduced new members into the workings and activities of the organization. During this time, the annual Book Exhibits opened with coffee and an opportunity for a first-hand look at new publishing and databases from Latin America and elsewhere.

After the welcoming remarks from Carlos A. Torres, Director of the UCLA Latin American Center and Janice Koyama, Associate University Librarian for Public Service, at the UCLA Library, Dr. Maria Rostworowski of the Instituto de Estudios Peruanos delivered the keynote address, “Vision General del Incario.” An eminent scholar of Peruvian anthropology, she discussed the organization of the Inca Empire and how this structure affected its response to the Spanish conquest. Also during the opening session, the prestigious Jose Toribio Medina Award was given to Eileen Oliver of Kent State University for her bibliography of Afro-Brazilian religions.

Theme panels developed the topic of Andean resources and bibliography by exploring historical, social, and political developments. For example, a panel “Research Expeditions: Discovering Historic Andean Collections in the Northeast US,” used events such as Hiram Bingham’s discovery of Machu Picchu and Peru’s viceroyalty to examine regional resources. David Block presented photographs of Hiram Bingham’s expeditions to Peru contained in the Yale archives. The photographs show how Machu Picchu has drastically changed from its discovery in 1911 to the present. Peter Stern discussed how legal documents, rather than military presence, shaped colonial Peru. Darlene Waller examined rebellions, land issues, and the sale of communal Indian lands in 19th-century Bolivia as reflected in 10 newspapers of the time. Fernando Acosta Rodriguez reported on a NEH-funded project at New York Public Library.

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which explored Asians in the Andean region. Of note was a presentation by Steven Masami Ropp of the UCLA Department of Anthropology which examined the Japanese presence in Peru, from Manco Capac to Alberto Fujimori, and in doing so, how and why they came and how they have fit into Peruvian society and politics at various times in history. The slide-show panel "Documenting Peru: One Hundred Fifty Years of Peruvian Photographic Images" gave a good overview of the Tulane University Latin American Photographic Archive (TULAPA). Architecture, portraits, folk arts, and landscapes are all represented in the various collections of this unique archive.

More practical elements of librarianship were dealt with in panels such as Laura Shendenheim's (University of Georgia) history of the Latin American Information Series and its development of access links, and Claire-Eise Beaudor and Elizabeth Steinhagen's (University of New Mexico) discussion of Cataloging and Bibliographic Control Issues.

All work and no play makes for a dull conference, and SALALMistas continued discussions and networking at several social events, including the famed bookdealers' reception that took place at the Museum of Latin American Art. A spectacular reception at the Getty Research Institute capped five days of informative panels and nuts-and-bolts workshops. Visitors were treated to tours of the grounds and a history of the design and building of the Getty Center.

Next year's conference will be sponsored by Arizona State University and will be held in Tempe, Arizona.

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A Nightmare of Publishers — A Report from the 52nd Frankfurt Book Fair

Report by Anthony Watkinson (Independent Information Consultant)

This is a new collective noun like a flock of sheep. I do not know how many publishers exhibit or attend the Buch Messe but in 2000 there were 6887 booths, most of which are staffed by publishers and some of them were really big. The Thomson Corporation tends to send over 100 staff and there are probably others bigger. An informed regular reckoned that the event is eight times bigger than Book Expo America. And in spite of all the mergers, there were an extra one per cent of booths this year. Why a nightmare for a librarian? Just imagine dealing directly with all this lot without the benefit of vendors.

Publishers at Frankfurt are talking to each other. Traditionally this is a rights occasion. It was not an exciting year. At one point it was suggested that most money changed hands for the book about the footballer David Beckham, the husband of Posh Spice, so you can see what I mean. Knopf is said to have paid two million dollars for a book called The Fabric of the Cosmos: catty competitors pointed out that popular science as a market is on the wane. Most deals are actually done before Frankfurt and announced at the Fair and the big push by the Fair management is to provide virtual rights trading throughout the year to be up and running in summer 2001.

The other things that publishers do are meet their distributors and above all network. The scene used to be that you did business during the day and networked during the evening in the bars and restaurants of the city. Now you still do the eating and drinking but you are often forced to spend time away from the floor of the marketplace in subsidiary meetings. The STM Association proffers the great and the good of that industry strutting their stuff at the Arabella Grand on the Thursday before the Fair proper starts. On the same day there is the supply chain meeting, the international rights meeting and the sales conferences for some international presses such as Marcel Dekker. One day there is an anti-piracy breakfast: are parrots on the shoulder optional or mandatory? On the Saturday Wissentransfer and Wissensorganisation starring Ann Okerson, Ross Atkinson, James Campbell and Peter J. Givler (AAUP) conflicts with the closed (not to say secret) annual general gathering of the Association of Subscription Agents and Intermediaries. Of course there are also presentations of the DOI, CrossRef and the digital future, where a communication on (wait for it) a Multiaxial Community programme to stimulate the development and use of European digital content on the global networks and to promote linguistic diversity in the Information Society must compete hotly for the prize of the most boring title ever.

Yes this is Europe and specifically Germany. The little buses that enable the infirm or tired to get around the buildings (see below) advertised the German translation of the Ian Kershaw biography of Hitler, and Leni Riefenstahl, aged 95, gave a contentious press conference. The Feshtale adjoining the Fair was advertising not only Britney Spears, Elton John and the Corrs but also the Nokia Night of the Proms whatever that is. There is a lot that is not in English. Most the UK and the US exhibitors are currently located in Hall 8 which is one of the halls devoted to international publishers but there are halls continued on page 81

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devoted to religion, “fiction and non-fiction,” “fiction and art books,” tourism, and “graphic arts.” In the last mentioned there was a strange assortment of art works including a series of photographs on the life of the leek plant and a lot of book shaped objects made of wood and stone. What was going on trendwise in all these different collections of publishers doing their own thing in their own tongue? I was helped by the Casalini family who has rather more languages available to them than I do. It was their impression that one obvious trend was the way in which publishing in Eastern and Central Europe was on the up. I went to look. Much on show was seriously professional whereas in the old days the booths used to be inhabited by burly characters of both sectors eating imported cookies and crouched over samovars, or do I exaggerate. There were some pleasantly old-fashioned products on offer nevertheless. The Albanians, for example, were showing their political developments by what seemed to be a series of pocketbooks enabling easy access to the thoughts of Sygmund Frojd. The Far East contingent was check by jowl with these groups and their representatives did not look too confident. The Chinese particularly in Singapore, Malaysia and Taiwan but also from mainland China seemed to be pushing composition rather than the end products and the Japanese medium sized publishers were less in evidence than they have been in the past. The “guest of honour” was Poland who had a whole floor to themselves. They included a café and a medieval scriptorium.

It will be obvious from what I have written so far that each participant in this extravaganza has his or her own perceptual map. I wore out my shoe leather hurrying between 8.0 (already mentioned) and 4.2, the domain of academic, professional and scientific publishers. Excursions farther afield were ventures into the unknown for ATG readers. However I shall go on to discuss matters electronic rather than book design or the latest novels because that is what I know about professionally. Because I do feel an obligation to make a stab at conveying the big picture, I consulted over breakfast Fred Kobarak (AAP and The Thomson Corporation) who has been attending Frankfurt virtually since the beginning. His analysis was immediate and straight to the point - comic books have come of age and entered the mainstream. Indeed DC Comics were two away from the massive Harcourt presence. There was the Comic-Zentrum in hall 4.1 but the big companies were very much in there mixing with the best and giving away amusing freebies. Between DC Comics and Harcourt was IDG advertising Sex for Dummies. On the Friday when some of us were waiting for the predicted announcement of the sale a loud booming voice came from the general direction. An announcement in German from Bertelsmann announcing the fall of another American fortress? No — it was Dr Ruth doing an author spot. Is there something symbolic here?

Scholarly publishers, and in particular STM, mostly had no big developments on show but their big booths. The design agencies seemed to have earned a lot of extra money. Elsevier Science has become the New Elsevier. For Brits with New Labour in power there are resonances here. The booth exchanged books and journals and instead provided screens within pods for each of the main services, ScienceDirect, BioMedNet, ChemWeb, EI etc. These were looked to prevent naughty German youth switching them to pornographic sites and the little holders attached were something of a problem in that they were too small for the available promotional literature. None of the other companies went as far down the electronic road with Wolters Kluwer a distant runner up. They seemed to have more copies of their corporate report available than brochures about publications. There is still a special Electronic Media floor but that is mainly for local consumers though C-Elect, alias Charlesworth the composer, reported plenty of traffic. NetLibrary and eBrar were in Hall 8. NetLibrary personnel were as busy as ever. Many I spoke to felt that eBrar offered the most interesting deal for publishers out of the new kids on the block: in my interpretation.
The most fruitful grafting of a new discipline onto an old might be the union of environmental studies and history, where the interplay between humankind and our natural surroundings—or what long ago were “natural” surroundings—has within the past 25 years become a staple of scholarship, teaching, and publishing. The remarkable variety of topics under study is merely hinted at by this list of YBP’s best-selling books in the field for our 1999-2000 fiscal year. Waste and Want: A Social History of Trash (Metropolitan), Gold: The California Story (University of California Press), and Second Nature: The History and Implications of Australia as an Aboriginal Landscape (Syracuse University Press), are all three examples, from the fifty on our list. The books, arranged in descending sales order, starting with our most popular title, Something New Under the Sun: An Environmental History of the Twentieth-Century World (W.W. Norton), pay due respect to some of the pioneer names in environmental studies. And No Birds Sing: Rhetorical Analyses of Rachel Carson’s Silent Spring (Southern Illinois University Press), for example, demonstrates that environmental history now studies its own history, and so has certainly come of age.


Redman, Charles L. Human Impact on Ancient Environments. Univ of Arizona Pr 1999 $45.00 Cloth 0816519625.


Samuels, Gayle, 1943-. Enduring Roots: Encounters with Trees, History, and the American Landscape. Rutgers Univ Pr 1999 $25.00 Cloth 081352721X.


Davis, Donald Edward. Where there are Mountains: An Environmental History of the Southern Appalachians. Univ of Georgia Pr 2000 $40.00 Cloth 0820321257.


Debys, William Eno. Salt Dreams: Land & Water in Low-down California. Univ New Mexico Pr 1999 $35.00 Cloth 0826321267.

And No Birds Sing: Rhetorical Analyses of Rachel Carson’s Silent Spring. Ed. By Craig Waddell. Southern Illinois UP 2000 $44.95 Cloth 0809322188.

Bonwick, Thomas M. America’s Ancient Forests: From the Ice Age to the Age of Discovery. John Wiley 2000 $75.00 Cloth 0471136220.


Hill, Mary, 1923-. Gold: The California Story. Univ of California Pr 1999 $45.00 Cloth 0520215478.


Griffin, David Craig, 1951-. Estuary’s Gift: An Atlantic Coast Cultural Biography. Penn State Pr 1999 $55.00 Cloth 0271019506.


Anderson, Robin L. (Robin Leslie). Colonization As Exploitation in the Amazon Rain Forest, 1758-1911. Univ Pr of Florida 1999 $49.95 Cloth 081301719x.

Ashley, Jeffrey S., 1965-. Groundwater Management in the West. Univ of Nebraska Pr 1999 $45.00 Cloth 080324276x.

Pincett, Stephanie Sabine, 1952-. Transforming California: A Political History of Land Use and Development. Johns Hopkins UP 1999 $45.00 Cloth 0801861101.

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tation they pay publishers the money that would otherwise go to the makers of photocopying machines which can’t be bad news. ESubstance, launched with a $15 million investment, proffered the best freebie in an uninspired year, a rather exquisite if petite tin of mints. It was estimated that over 2000 of the exhibitors had some sort of electronic investment but for the journal publishers it was mostly the same old stuff and for the book publishers it was not yet or only just available. The frenzy of the search for business models was almost palpable.

What was in it for librarians? I don’t think there was a great deal directly laid on or made available. On the top of Hall 9 was a so-called “International Librarians” and “Booksellers” Centre (careful punctuation and EU spelling preserved). It was quiet when I visited and I am told it was quiet most of the time. I only saw one librarian during the whole week and that was Michael Keller who cannot be missed. I suspect he was working on his plans for Stanford University Press. ACRL had an impressive booth and also showing the Stars and Stripes was the campaign to get overseas cities to vote (see http://www.usembassy.de/elections2000) - presumably in Florida. I started by referring to the shear numbers of publishers on show as nightmarish but perhaps it is all a good dream. Diversity still exists.

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