September 2006

If Rumors Were Horses

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Library Collections: Will They Still Need Us When Everything is Online and Findable by the Major Search Engines?

by Margaret Landesman (Head, Collection Development, Marriott Library, University of Utah, Salt Lake City, Utah; Phone: 801-581-7741 <Margaret.Landesman@utah.edu>)

What happens to user enthusiasm for library collections in a world where quantities of the information you used to get at the library are easily had by anyone with a computer and a Web connection? Or, at least, by anyone with a computer and a Web connection and a credit card and the willingness to use it?

Users have access to more stuff than anyone can manage, much less carefully judge, read, and digest. We worry about the quality of what they are getting — do they? What kinds of collections can we build that will be compelling enough to compete with the growing number of alternative routes for obtaining information?

I have recruited a bunch of people who have opinions about future directions in library collections. They are from libraries serving different sorts of users, from consortia, and from publishers exploring new and interesting publication models. I asked them to write about what they see in the future.

"As researchers have seen their access to remote materials increase, local collections have lost much of their significance," Michael Stoller writes about the irony of the fact that just as we are getting good at sharing collections efficiently, we are signing licenses which eliminate sharing of the most in demand parts of our online collections. "Digital technology has made it possible for researchers to access our collections without regard to where they are — in the library, at home or in the office — we should not have to add the caveat that it now depends on who they are."

Amy Brunvand writes from the other end of the spectrum — about the need to create online local collections of materials which are easy to get today but which will become the missing information of tomorrow. "The future of libraries may turn out to depend just as much on obsessive bibliographers indulging their own collection fetishes as on..."

continued on page 6

If Rumors Were Horses

On Tuesday, September 12, 2006 the awesome Ellen Duranceau <efrinie@mit.edu> will begin an expanded role in the MIT Libraries as the new Scholarly Publishing and Licensing Consultant. In this new job, Ellen will lead the development and implementation of a program to increase awareness among faculty, researchers, and students about scholarly publication issues, including the establishment of mechanisms to assist faculty with publishing choices, publishing agreements, and management of intellectual property. Ellen will also continue to manage the licensing practices of the Libraries, acting as a resource for licensing policy and negotiating licenses for major databases and journal packages. To accomplish this expanded role Ellen's job will be full-time, and a number of her other current tasks will be reassigned to colleagues. This new opportunity has been made possible by additional funding from the Provost's Office. Ellen will report to both Steve Gass (Associate Director for Public Services, MIT Libraries) <sgass@mit.edu> and Marilyn McSweeney (Head, Acquisitions and Collection Strategies) <mcsweeney@mit.edu>.
Knovel Corporation (www.knovel.com) has partnered with Synapse Information Resources, Inc. to make available a wide range of chemical and chemical engineering content, on an interactive platform. As a result of this partnership, reference handbooks essential to research and development in the Food Science, Pharmaceutical, and Chemical Manufacturing industries will be added to Knovel Interactive Library and enhanced for real-life application with next-generation technology. Synapse Information Resources joins McGraw Hill, John Wiley & Sons, Elsevier, Springer, World Scientific, and other prominent Sci-Tech publishers as a publishing partner to Knovel.

East View Information Services has engaged Richard Puijk to expand its sales operations in Europe. Richard Puijk will represent East View’s full line of periodicals, journals, books, microform collections and online information databases. Mr. Puijk is an experienced and knowledgeable member of these European institutions, having served these markets (representing IDC Publishers BV, an East View trading partner) for more than five years. President and CEO of East View Information Services is Kent D. Lee. East View in Europe is organized formally as EVIS BV, based in Eemnes, Netherlands, just 30 km from the trade center of Amsterdam. From there Mr. Puijk will serve Austria, Belgium, Denmark, Finland, France, Germany, The Netherlands, Norway, Spain, Sweden, Switzerland, The United Kingdom and the Baltic States. East View Information Services began business in 1989 and provides high-quality information services from Russia and the Newly Independent States. Since 2002, East View added one of the world’s largest digital libraries of Chinese information, The China National Knowledge Infrastructure produced at Beijing prestigious Tsinghua University to its offering. East View is headquartered in Minneapolis, Minnesota, USA, with major offices in Russia and Ukraine and Europe. For more information, contact Ronald Levitus, <ron.levitus@eastview.com>.

Just back from the Fiesole Retreat in Lund, Sweden where I saw many great people. The vivacious Martha Whittaker was one of them. As we all know, Martha is now Director of Marketing for Serials Solutions. She says she is going to be able to live out her life-long fantasy of living downtown in a big city (Seattle, WA). And guess who else is working for Serials Solutions? The young and vibrant Anne Lenzini, Becky Lenzini’s younger daughter! Just graduated from University of Puget Sound in Tacoma, Washington. Hoo hoo!

And, speaking of U. of Puget Sound, I remember when the astute Desmond Taylor, Librarry Director, was one of ATC’s first subscribers! Hoo hoo again!

Well, the traveling Charles Lowry <clwry@umd.edu> could not be in Charleston this year. Why? At the advanced age of 30 and precisely at the time of the Conference, Charles’ wife’s nephew has decided to get married. Oh well ... Next year?

Have been talking to Susan Peterson, the newly appointed CEO of Blackwell Book Services, <susan.peterson@blackwell.com> and, boy, is she a pistol! We are looking forward to an upcoming interview in the next few weeks.

And we forgot to tell you that Gary Raatenstrach, once of Blackwell’s Book Services, has surfaced at AMS in San Diego, California. I heard he left to be CEO of AMS, Advanced Marketing Services, www.advmkt.com.

Speaking of interviews. We have several in the pipeline and ready to run. Coming soon are interviews with Lorcan Dempsey (OCLC), ZoiTan Papp (Academia Kiado), Susan Peterson (Blackwell Book Services) (we told you about her above), Chris Waraock (ebrary), Hazel Woodward (Cranfield University) and several others.

And speaking of Blackwell Book Services, had a delightful time talking to the informed Jay Hensley <jayhensley@blackwell.com> about the virtual approval plan and eNotes (New Titles Email Announcement Service). And followed up with the perfect John Laraway <John.Laraway@Blackwell.com> who helped the competent Shirley Jeffries, our order Librarian, understand the process.

Another bit of good news. Jill Emery is now Head Librarian, Serials and Electronic Resources at the University of Texas Libraries at Austin. And I was just reading the intriguing “guru interview” with Jill by Arnaud Pelle in Emerald Insight. www.emeraldinsight.com/info/librarians/Management_Resources/man_gurneremy.jsp

Speaking of the Fiesole Retreat in Lund, just got a notice from the inimitable Chris Beckett <chris@schoolinfo.com> that the rather large (and funny!) PowerPoint file of his presentation in Lund is available at www.schoolinfo.com/presentations/2006/8/10/the-new-world-order-in-collection-development-next-the-commercial-perspective.html.

And speaking of the papers from the Fiesole Retreats, visit the Casalini Website at http://digital.casinilri.it/retr/reat/. Plans for future Retreats are in the works. Looks like the 2008 Retreat will be in Hong Kong. The dates are not yet set but we hope to announce them in Charleston in November. The 2009 Fiesole Retreat will be in Fiesole, Italy itself, near the palatial Casalini headquarters. digital.casinilri.it/retr/
Rumors
from page 8

Hard-working Brigida Campos <bcampos@cityofpasadena.net> is working with a group of librarians who are putting together a summit to discuss diversity in the profession. She has attended Charleston in the past and hopes to this year. If you see her, why not inquire how it's going?

Springer Science+Business Media has launched the final version of its new online platform, SpringerLink. The platform gives students and researchers electronic access to the recently-launched Springer eBook Collection. The Collection consists of more than 11,000 eBooks — to which approximately 3,000 new titles will be added each year. Springer showcased the new SpringerLink and eBook Collection at the IFLA World Library and Information Congress in Seoul, 20-24 August 2006, and the Beijing Book Fair from 30 August to 2 September 2006. Libraries can purchase a complete collection of all Springer titles from a copyright year or they can choose to purchase one or more of 12 distinct topic categories (e.g., engineering, medicine, computer science, mathematics, etc.). Individual eBooks are available from retail partners.

www.springer.com
www.springerlink.com

The clever Greg Tananbaum <gtananbaum@gmail.com> sends greetings from the bay area. He says he is enjoying his post-bpress break. While figuring out his next long-term passion, he is doing some consulting work for a few content providers and reading, jogging, cleaning his closet(s), and taking some time to cross six-year-old items off his to-do list. His next Train column delves into the mysterious world of Web 2.0 services, this issue, p.92.

A voice from the past. I got a note from — guess who? — Jane Maddox <wanda@metaserver.org>. Except she is not using the name Jane anymore but her first name Wanda! Keep reading. Jane — no, Wanda — had read my note about VOIP and my son Raymond in the June ATG (see v.1883, p.6) and she decided to contact me. Wanda is now working with ACN, a telecommunications company in their 14th year of business. ACN has a couple of VOIP communication devices and is in 14 countries. ACN thinks video phones will be just as widely used in the next five years as the cell phone is now.

www.acninc.com
www.wandanmaddox.acuren.com

The Special Libraries Association (SLA) and Information Today, Incorporated (ITI) have formed a strategic alliance that will focus on coordinated marketing, conference development, and possible expansion into content distribution. Details on specific event arrangements will be negotiated separately.

www.sla.org
www.infotoday.com/

The ATG Breakfast took place in New Orleans with the wonderful John Riley and Beth Bernhardt presiding. Much fun was had by all. I heard from many that ALA in New Or-leans was wonderful and I am sorry that I was not able to attend. Given that I used to live in New Orleans, way back when, it is one of my very most favorite places in the world.

Instead of going to New Orleans, I went to the Canadian Library Association and the preconference on collections. The preconference was chaired by the very organized Andrew Waller <waller@ualgary.ca> and was excellent. I fell in love with Ottawa where I have never been and hope to go back some day soon. Met up with many friends and even had a beer with Tony Horava <thorava@uottawa.ca> and I am now buying Canadian beer. I wonder if the beer expert extraordinaire Steve Johnson <johnsons@Clemson.EDU> approves? We’ll have to ask him when we see him in Charleston in November. And we hope to see Tony and Andrew and many Canadian friends in Charleston as well.

After ALA was talking to the doesn’t-he-ever-show-his-age Bob Nardini by email. (I ran into the remarkable David Swords at the preconference in Canada so YBP was on my mind.) Anyway, Bob told me that his email got rejected when he used the “reply” function on the email I had sent him. Is this happening to anyone else? I hope the email grinchies aren’t out. But you can always try me at the college address <strauhel@geofed.ca> or my secret address <katina.strauhel@gmail.com>. Moving right along, turns out that Bob joined one of those ALA volunteer projects in New Orleans and writes about it in this issue, p.86. And he’s also posting his piece on the YBP Website.

And, speaking of ALA New Orleans, ATG was so sorry to miss the ribbon cutting when ALA opened and H.W. Wilson presented the New Orleans Public Library with a check for $100,000.

Outsell, Inc. has acquired Electronic Publishing Services Ltd. (EPS) of London. Both firms have been committed to the publishing and information services industry by defining the industry and creating industry awareness. Serving over 300 clients around the world, Outsell with a team of nearly 60, maintains offices in London and the San Francisco Bay Area. David Worlock, Founder and Chairman of EPS, will serve as Chief Research Fellow of the new organization, and all members of the EPS team will remain an integral part of Outsell.

www.outsellinc.com
www.epsfild.com

And we are looking forward to having David Worlock (above) as a speaker at the 2006 Charleston Conference. Have you looked at the tentative program? It is loaded at http://www.katina.info/conference/. Be sure and register today!

The awesome Burton Callcott (Reference Librarian at the College of Charleston Library) <callcott@cof.edu> sends word from the LES-Listserv and Karen Munro (E-Learning Librarian, University of California, Berkeley) <kmunro/library.berkeley.edu> of the Google Books Shakespeare site — the con-
Ex Libris has announced the up implementation of the thousandth SFX resolver. In honor of this milestone, Ex will be awarding the thousandth system change and fully hosted, to the Thomas Library at the National University of I (NUL). The National University of L located in the City of Roma in Southern is the highest autonomous institution o in the country and is committed to seeking excellence in the country and cont to its progress. The student pop is expected to exceed 10,000 in the 2 academic year. This gift was made p through the collaboration of Ex Lib Electronic Information for Lib (eFL.net) which facilitates access tronic resources by library users in d and transition countries.

www.nul.is
www.efl.net
www.exlibrisgroup.com/sfx.html

Oxford Journals, a division of University Press, has launched The Journal of International Politics (JIP) English translation of China’s first p viewed journal of international studi Journal, published in China as Science International Politics, was launched in Peking University Press on behalf of Ts University’s Institute of Internationa ies. Its launch today as an English tration marks a new opportunity searchers around the world to access q Chinese research into international’s The venture has been made possibl funding from the MacArthur found which has provided support for p of the journal over two years. T issue of JIP can be accessed for free There will be two issues of JIP in 2 2007. JIP will be quarterly from 2008 their information on the title is avail www.oxfordjournals.org/oa_journals/

The eleventh annual Independent Book Award, conducted at the ceremony the year’s best independently pub titles, are now accepting entries in 63 categories and two marketing categori independent, university, small press, pub publishers who produce books intended he North American market are eligible to ent copyrighted or released in 2006. Fina line for entering is April 1, 2007. For lines, FAQ, category list, and secure on try form, see www.independentpublish uploadar/4/175wards.htm or contact Jim <jimb@bookpublishing.com>

The Library of Virginia is partn ProQuest Information and Learning digitization of historically significant ners. The Library is one of six pilot rec the National Digital Paper Program (NDNP), a long-term e the National Endowment for the Hum and the Library of Congress to de Internet-based, searchable database o newspapers. ProQuest is working a th Library of Virginia to digitize key till the time period 1900-1916, includ

12 Against the Grain / September 2006

<http://www.against-the-grain>
Amigos, PALINET, and SOLINET have signed an agreement with MPS Technologies to offer ScholarlyStats to their combined membership. This agreement purportedly allows subscribing members to receive maximum discounts on ScholarlyStats, a provider of consolidated usage statistics. PALINET, a member-owned and governed regional Library Network, was founded in 1936 and is one of the largest U.S. networks, serving 600+ members throughout the Mid-Atlantic region and beyond. PALINET trains over 1,400 people annually through its classroom and online distance education events, provides discounts on hundreds of library services from 75+ business partners through its group purchasing program, and is the regions provider of OCLC services. Founded in 1973, SOLINET is a non-profit membership organization serving more than 2,600 libraries of all types and sizes in ten Southeastern states and the Caribbean. Primary programs are Member Services, OCLC Services, Preservation & Access, Electronic Resources, Library Products, Digital Services, Educational Services, and Consulting. A nonprofit, membership-based organization, Amigos Library Services is one of the largest library service networks in the nation, consisting of over 650 libraries and cultural institutions, located primarily in the southwestern United States.

www.palinet.org
www.solinet.net
www.amigos.org
www.scholarlystats.com
www.mps technologies.com

Just had a demo of Thomson Scientific's new JUR (Journal Use Reports). Turns out that MPS Technologies (above) and Thomson Scientific have successfully completed the transfer of data between their two systems, using the SUSHI (Standardized Usage Statistics Harvesting Initiative, sponsored by NISO) protocol. (see ATG, v.18#2, p.82.) This joint initiative came in response to the growing demand for more in-depth usage analysis, as well as the continuing need to ease the time-consuming process of managing vendor usage statistics. The recent test successfully provided the University of Melbourne with usage data for 21 vendors, automatically transferred by MPS Technologies into Thomson Scientific's Journal Use Reports (JUR) system using the XML SUSHI protocol. SUSHI allows completely automated request and delivery of usage reports. The ScholarlyStats usage statistics will be complemented by local publication and citation activity data from the JUR, providing the University of Melbourne with unique, in-depth analyses of how journals are being used at their library.

www.universitas21.com
www.lib.unimelb.edu.au

e-mail > info@brockhaus-germanbooks.com
Internet > www.brockhaus-germanbooks.com

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No two faces are alike.
The same holds true for libraries. Brockhaus/German Books recognizes that every collection is as unique as a face.

We develop a deep understanding of each customer's library and its unique requirements. Our customers choose from a full range of library services and enjoy services tailored to their individual needs.

Brockhaus/German Books
Library services face to face

e-library has launched a new purchase-only titles plan. Libraries can create and own a customized collection of eBooks and other titles from Springer, Taylor & Francis, Cambridge University Press, Elsevier, and other publishers. For more information, visit www.e-library.com/corp/newspdfs/e-library_PA_only.pdf.

Was talking to one of my very most favorite people by email the other day, Susan Campbell <scampbel@ycp.edu>. Susan is hoping her grandson — to be born soon — hangs on through her big college friend reunion in New York City at the end of September. Grandson is due in early October. Here's hoping.

Speaking of Susan, Pam Cenzer <pan.cenzer@gmail.com> and Susan are mentors for the Charleston Conference again this year. Write them if you have questions about any old thing that needs to be answered. Pam and her husband Doug are coming to Charleston in a few weeks and we are really looking forward to having them in our neck of the woods.

Speaking of Pam, her sister-in-law, Terry Scharstein's daughter, Melinda, is now working at the College of Charleston Library in, guess where, Collection Development.

Effective January 2007, Springer will publish BioTribune Magazine and BioTribune.com, both information sources for clinical biologists in France. BioTribune Magazine and BioTribune.com are read chiefly by clinical biology professionals working in laboratories. Published four times a year in French, the magazine contains editorials, news, clinical cases, review articles, interviews, conference reports, book reviews and new product information. English summaries for each article will be introduced in 2007. BioTribune.com is a database of reference texts in clinical biology and contains news and new product information from the field. Springer will publish BioTribune Magazine in both print and electronic formats. As of 2007, it will be available via SpringerLink, Springer's online information platform. In addition, it will be available via the Springer Open Choice program, the option of publishing their articles using the open access publishing model.

www.springer.com/openchoice
www.springer.com

Publications of the Institute for Operations Research and the Management Sciences (INFORMS) will soon be available online through HighWire Press. The 12 INFORMS journals and online content can be viewed at www.informs.org.

Remember the A Million Little Pieces scandal that erupted in January of this year? The book which was chosen by Oprah Winfrey for her book club. It was revealed on the Smoking Gun Website, however, that much of the book was a fabrication. So, guess what, lawsuits ensued. Well, it appears that a settlement has been reached (tentatively). "Frey and Publisher Settle Lawsuit" by Hillel Italie.

news.yahoo.com/

Did you see the article in LOGOS (v.17#1), "Walter J. Johnson and the scholarly reprint" continued on page 16

<http://www.against-the-grain.com>
I recently had the pleasure of sitting down with Susan Doorslamm, Assistant Director of Libraries for Hardly County. Ms. Doorslamm made news at a poster session for this year’s ALA convention when she announced her Library’s new marketing and fund raising strategy. Entitled “I Went Down to the Crossroads,” the session made more than a few senior librarians blush and junior librarians sign up for nursing school.

[For the sake of full disclosure, Ms. Doorslamm agreed to be interviewed only after ATG committed to a profit-sharing arrangement with the Friends of Hardly County Library.]

ATG: You caused quite a stir at ALA with your new approach to fund-raising and marketing. Can you tell us what inspired you?

SD: Well, first was the desperation. That, followed by the County Commissioner sending out an appraiser to size-up the library’s property. Then there was the six hour “Arts in the Library” marathon on cable.

ATG: I see. May I ask, your “Adopt a Librarian” program, has that started and is it going well?

SD: Yes and yes. At first the librarians balked at having their salaries and benefits paid by wealthy benefactors. Most of them didn’t care much for the “I belong to…” so-and-so t-shirts, especially when bathing. And for a few, the groveling wasn’t at all comfortable. But most of the staff has adapted quite well and no longer mind living in the basements of other people’s houses. There are some benefits, you know. Cool, dark humidity is good for the skin.

ATG: Ah, right. And I remember you saying something about stapling notices to telephone poles. How would that work?

SD: It’s not just the stapling. There’s no money in that. We will be stapling flyers offering seasonal services.

ATG: What do you mean by seasonal?

SD: Well, gutter cleaning, tree pruning and other hard-to-reach type jobs. The library happens to own several extra-long ladders and they shouldn’t go to waste.

ATG: But most of your staff is somewhat elderly. Are they going to be able...

SD: They don’t know about the ladder business yet and I’d appreciate it if you didn’t tell them.

ATG: Well, okay. Mum’s the word. Finally, you outlined a plan to rent out the library space for wedding receptions, theme parties, raves, and a few events of questionable legality. Were you able to follow through on that plan?

SD: I was. And it’s working out very well. We’re now operating in the black. No more layoff threats. A full book budget. And the librarians find that checking coats and serving drinks is no more demeaning than shushing teenagers and escorting the incontinent. We’re booked solid through November.

ATG: But what about your library functions?

SD: Not much time for that, is there?

ATG: So you’re keeping the library open by keeping it closed?

SD: Therein lies the genius of the whole thing.

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Library Collections ...
from page 1

grand projects to aggregate back runs of the most vital scholarly literature.”

There are other new sorts of entities out there — Dan Lee describes Sophie, with which we will all be able to create our own networked books — or to participate in the networked books of other authors. Amanda Maple sorts out new modes of access to music and its scores and recordings. Katherine Holvoet asks if access to government documents will be easier or more difficult. She answers, “Yes.”

Johann van Reenen quotes our researchers — “If it’s not digital it does not exist for me” and “Everything I need is free on the Internet.” Rather than arguing this point, he suggests we strive to make it so with behind-the-scenes CD and digitization. Help customers be better users of Google Scholar and look for joint-venture opportunities with commercial players.

I asked Tom Sanville of OhioLINK if we still need consortia. He thinks so. “No matter how you choose to cope, you can succeed better within a group than on your own.” Tom wants us to reinvent ourselves. “If we do not change ourselves, we ultimately will see steady, slow deterioration in our capabilities. The scary thing is that only by looking back will we see how much ground we have lost. The slow decline is deceptive. Painless and even rewarded in our institutional cultures. If we wait too long, we will be unable to reverse the decline.” I think this is right. And pretty scary.

Publishers face challenges — can they meet the needs of both digital scholars and also reach all of those who need access to their publications? Without going out of business? New publication models come from three groups — Cecile Jagodzinski, Indiana University Libraries and Colin Allen, a philosopher and SEP editor, write about SEP — a support group for the Stanford Encyclopedia of Philosophy. The libraries liked the idea of partnering with faculty to create an Open Access tool they needed and wanted. And they wanted SEP’s developers to start thinking about how the project can have broader applications to other disciplines.

Oxford University Press, has been trying out and studying whether or not Open Access publishing can work for main-stream journals and what has been learned from putting NAR (Nucleus Aeids Research) online and tryout mixed models with other mainstream OUP journals. (See Richard Gelée’s article in the upcoming issue of ATG.)

Stephen Rhind-Tutt of Alexander Street Press writes about a new publication model which creates something I can best characterize as a peer-reviewed wiki.

To round this off, Rick Anderson inquires as to whether, “If the purpose of a permanent collection is to solve problems that have now largely been solved by forces outside the library, does it still make sense for us to build and maintain permanent collections?”

On one point, I suspect all of us would agree with Tom Sanville’s assessment of what is most difficult. “That’s easy. The hardest thing is to decide what not to do, or what not to do anymore. But under limited resources, it is critical to decide the much harder thing, which is to decide what not to do. We are all creatures of habit. Breaking those habits is the key.”

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Rumors ...
from page 14

by Albert Henderson who was editor at Johnson Reprint Corporation from 1964-1966. It’s the eleventh in a series depicting the impact of European emigres on British and American publishing in the twentieth century. Fascinating. Highly recommended.

Another interesting article “A Google Librarian Gets into Print,” by Ben Bunnell who is a trained librarian (went to Michigan’s School of Information). Ben talks about the many Google initiatives that we are familiar with including www.google.com/librariancenter. Says continued on page 34
Books to sell their library discards and gift book donations online.

**ATG:** What if any specialized training, experience or education did you receive before getting into the used book business?

**PK:** Throughout college, and during the years after college leading up to Better World Books, I sold books and other used goods on Websites like eBay.com and Amazon.com. This experience was a great introduction to the online used book marketplace and has helped me effectively communicate our program to librarians.

In order to learn more about libraries, I continually read industry publications and listervs, attend conferences, and visit libraries across the U.S.

To stay aware of current trends in the online used book marketplace, Better World Books employs a full-time and part-time book expert at our warehouse in Mishawaka, Indiana. We attend regular professional development sessions at our warehouse to continually improve our book knowledge.

**ATG:** Who do you see as primary customers of Better World Books? Are you organized to respond to a certain patron group?

**PK:** With respect to libraries, our primary customer is any library with surplus books! Our flexible logistics options allow us to work with small libraries that ship us 6 boxes annually, as well as large multi-branch systems that ship many truckloads per year. Our client list includes academic, public, and special libraries.

**ATG:** So far, what has been notable in your experience in dealing with libraries? Have there been any unexpected issues?

**PK:** The most notable aspect of my experience with Better World Books has been getting to know our client librarians. It's wonderful to work with a group of professionals that share our mission of supporting literacy initiatives worldwide and saving books from landfills. Librarians also keep us on our toes by pointing out typos in marketing materials and emails.

**ATG:** From a Used bookseller's standpoint, what is one thing you wish most librarians knew but sometimes seem to forget or need to learn?

**PK:** First of all, I wish more librarians knew that we can sell their ex-library books online. We can sell books that have the traditional markings of a library book (markings on the spine, stickers, labels, due date cards, stamps, plates, etc.). Secondly, many librarians say that some of their withdrawn material is “outdated” and “nobody would ever buy this.” While some books certainly are more popular than others, it is estimated that 100 million people comprise the online book marketplace. The international market allows us to sell material to consumers overseas that may not be popular culture in this country.

**ATG:** Do you find it difficult to compete with large companies/vendors?

**PK:** Not at all. In the beginning, we struggled as all new companies do with building name recognition. However, with over 500 library clients actively participating in our program, Better World Books has quickly become an industry leader; our program has spread throughout the library world mostly via word-of-mouth.

Today, Better World Books is a top 25 seller on Amazon.com and a top 200 seller on eBay.com. In September 2005, BWB was the 15th fastest growing company on eBay.com. We occupy 180,000 square feet of space at our new warehouse facility, and we have the option to expand our total space to 250,000 square feet. Currently, we have 1.2 million books in inventory.

**ATG:** I’ve seen your Website and it looks great and navigates smoothly! What do you envision for the future of your online ordering/interactive Website?

**PK:** We are continually working to improve our Website and other technology. We utilize a custom Web portal where libraries can print prepaid UPS labels for their book shipments. In addition, we provide our libraries access to an online sales report to track daily sales, payments, and commissions.

The next improvement you will see with our Website is our concept of a virtual book sale. Library patrons will be able to browse the inventory of our client libraries — essentially creating an online bookstore to allow community members to buy books from our local library online.

**ATG:** How many staff do you currently employ and how is Better World Books generally organized?

**PK:** Our warehouse currently employs about 80 people that help us with all aspects of selling books online: receiving, sorting, scanning, pricing, shipping, etc. In addition to the warehouse, Better World Books has three active co-founders, a C.E.O., twelve Regional Directors (running book drives on college campuses), four employees working with libraries, and a large technology team.

**ATG:** What would you say is the most challenging aspect of what you do?

**PK:** The most significant challenge for the Company is to effectively and efficiently manage the explosive growth of the business. Additional challenges include: alleviating the pressures directly related to explosive growth (on people, systems, technology, training, deployment), building out pricing features to give BWB a competitive edge, expanding technology infrastructure (to ensure stability, reliability, security, and redundancy), maintaining a fun work environment, adapting to changing marketplace conditions, moving from our old warehouse facility to the new warehouse facility, selecting new warehouse space, staying one step ahead of the competition, educating the public on the emergence of Social Enterprises, maintaining extremely high feedback ratings, continuously driving down the cost of inbound/outbound logistics, and responding quickly to clients’ needs.

**ATG:** Do you see Better World Books ever taking a position in the whole eBay trade? Do you envision making eBay a part of your inventory?

"...Better World Books has quickly become an industry leader; our program has spread throughout the library world mostly via word-of-mouth."
McKay.” By the early 20th century recorded examples have the McCoy spelling and are American. Some of the uses still refer to whisky or other alcoholic drink, though the expression is described as coming from Canada: this is perhaps not so strange, as many Scots emigrated there. Other examples illustrate the more general current sense of “the real thing.” One candidate for the title “the real McCoy” is Elijah McCoy, inventor of a machine for lubricating train engines and a lawn sprinkler. Possibly the favorite, however, is one Charles “Kid” McCoy. He was an American boxer who became welterweight champion in 1896 after knocking out Tommy Ryan, his sparring partner, to whom he had previously pretended to be ill and unfit. Apparently he often used this trick of feigning illness, only to appear

peach fighting fit on the day itself, prompting commentators to wonder whether this was the real McCoy.

Now that may be more information than you wanted to know, but for the really curious among us, it provides word origins in as complete a manner as possible.

To me as a linguist and to me as a reader and speaker of languages, words hold an endless fascination. I like the sound of them, the look of them, and the feel of them. I enjoy the hot pursuit of just the “right” word in a conversation or in a book review. I love to know where words come from, and I like to learn more about the subject of words. In my mind, these two works, Words, Words, Words and The Real McCoy are a joy to read. They both offer an intriguing peek into the world of words—an idiosyncratic (now there’s a word!) view of the lexical world around us—a fascinating insight into meaning and lexicography.


Reviewed by Jane Tuten (Library Director, University of South Carolina - Aiken)

The cover story to the May 2006 issue of American Libraries Nancy Maxwell’s book, Sacred Stacks, certainly caught my eye and my interest. As I read the short two-page article, I thought that the premise for her book was quite intriguing and that I might like to read her obviously ambitious work. Maxwell, who in addition to an MLS holds a master’s degree in Catholic theology, presents a well-organized and thought-provoking look at two seemingly unrelated areas — libraries/librarianship and churches/ministers. Her arguments reinforce both the value and importance of librarians and libraries in today’s society.

In the preface to the book Maxwell explains to us why she wrote the book and recounts an incident that took place when she worked at a Catholic college. When addressed as “Sister,” she began to think about how her position as a librarian paralleled the role that ministers serve. The secular library space also parallels the sacred space of a church, generating many of the same feelings among those present. The genesis of the book began at that point and became her mission. The book reinforces many of the arguments made by Maxwell and provides a comparison between two institutions that provide support and solace. The library and the church offer safe havens within their communities.

Maxwell communicates what she believes the higher purposes of libraries and librarians are in the titles of each chapter. Libraries and librarians perform sacred functions, organize chaos, bestow immortality, uplift individuals and society, provide sacred and secular space, promote community, and transmit culture. The chapter titles provide hints to the reader but nothing really prepares you for the intellectual stimulation provided within each chapter. There are powerful arguments made and they are supported with historical facts along with philosophy, theology, and social science theory.

The first chapter provides a brief history of libraries while outlining a current context for religion in America. Maxwell provides examples of sacred, secular venues and explains how culture mergers the sacred and secular through language and ritual. One example given is the “pilgrimage” many families take to Disney World. Another is the “confessional” nature of television talk shows.

Chapter two addresses the functions performed by librarians and clergy and explained some similarities. Personality traits such as those measured by the Myers-Briggs test were analogous in the two groups. The chapter generalizes about the demographics and values of librarians. Maxwell examines the topics of organizing chaos and how librarians and libraries tackle the vast amount of knowledge that they are tasked with organizing in chapter three. Throughout the chapter religious symbolism is applied to society while the library is depicted as the place where wisdom resides. Maxwell likens wisdom to God and points us toward a “rational order of the universe.”

Chapters four and five draw the reader in with the powerful imagery of immortality and permanence that reside in two institutions—the library and religion. Subjects discussed include the immortality of words both spoken and written upon which religions rely, the importance of citations in literature and religion, ownership versus access, religious freedom of choice, contemporary sin and the need for success in today’s society, libraries and social change, liberation theology, and the library’s place in the search for “self-improvement, self-fulfillment, and self-help.” Maxwell submits arguments which support the thesis that libraries and religion are participants in societal change and examines the idea that libraries might be dangerous places.

The author writes that both libraries and churches are environments which people enter alone but which are communal spaces. Maxwell labels these public private spaces — an intriguing idea and concept. Perhaps more than any other chapter, chapter six draws the reader into the space concept by providing clear illustrations. The author outlines similarities that exist between churches and libraries such as the private space which carrels offer. Carrels, according to Maxwell, were originally private spaces in monasteries where monks could read or write. The author examines the placement of libraries and churches in the center of their communities and the importance of that central location for the community.

The final chapters in this short book continue to expand the arguments made by the author supporting the similarities between libraries and churches. Thought-provoking, intriguing, challenging, and validating are all words that should be used when referring to Maxwell’s book. Librarians and students contemplating librarianship would be well advised to read this short but powerful book.

Rumors
from page 54


Copyright Clearance Center (CCC) has announced that The Wall Street Journal has begun licensing graphical images through Rightslink(R), CCC’s automated copyright permissions and reprint solution. The new offering provides content users a simple means of ordering Journal branded maps, charts and illustrations from the Journal. This also includes framed versions of its famous illustrations of subjects of Journal stories, called “hedcuts,” that come complete with delivery and billing. Hedcuts and other graphical content from The Wall Street Journal are available for order at the Journal’s reprint Website.

<http://www.against-the-grain.com> 69

Continued on page 76
lists and costs, etc. We employ a variety of tools including an ERM system, for which we contract with a vendor other than our subscription agent, and other homegrown solutions. In the end, we removed approximately $1,000,000 from our annual renewal list and saved about $30,000 in service fees. We have numerous individual electronic subscriptions that we continue to allow our subscription vendor to handle, but we viewed the removal of our “big deal” e-journal packages from our annual renewal list as an effective cost-saving measure. Will our approach work for every library? Certainly not. Should all libraries cut out their subscription vendors (a “stick it to the man” attitude)? Again, certainly not. A subscription vendor’s services can be valuable for libraries large and small. In fact, for small libraries, cutting out the agent is likely a bad idea and will result in more work than a small staff can handle. However, I believe this approach is worth considering seriously at most medium-sized and large academic libraries.

New Services and Pricing Models

What new services and pricing might libraries expect from subscription vendors in the newly emerging world of managing “big deal” bundles? Negotiation services have already been discussed as a possibility. If a library does all the negotiating and up-front work, perhaps a lower service fee could be charged for that publisher’s package. Perhaps subscription vendors should provide libraries with an ERM system as part of the service fee instead of charging an additional fee. Libraries invest huge amounts of money, time, and human resources in maintaining and implementing ERM systems, and they have become necessities. In the past, subscription vendors developed tools to make managing print journals easier. These tools included complicated spreadsheets replete with subscription information, billing integrated with ILS acquisition modules, and Web-based administrative portals. It makes sense to me that ERM systems replace and supplement many of these older systems, but not for an additional fee. Librarians are performing different tasks with new and different systems, for the same managerial purpose. Perhaps subscription vendors should be maintaining OpenURL knowledge bases as part of their fee. Perhaps librarians should demand that publishers allow subscription vendors to activate online subscriptions. Maybe subscription vendors could offer an annual rebate for libraries that have a low number of service requests. These are simply ideas at this point; it is hoped that they will contribute to a long and productive dialogue with our subscription vendors.

Endnotes

2. Ibid.
5. supra n. 3.

Digital collections such as historical documents, photos, newspapers, audio and video on the Web. OCLC has been the exclusive distributor of CONTENTdm software to libraries, cultural heritage organizations and other nonprofit organizations since 2002. Greg Zick, founder of DiMeMa and former Professor at the University of Washington, will be Vice President of OCLC Digital Services, and will report to Phyllis B. Spies, Vice President, OCLC Collection Management Services. The DiMeMa staff of 11 will maintain its office in Seattle, Washington.
I f you have been following our discussion this year, we are talking about the periodical weeding process in libraries. First and foremost, we are in need of keeping as many shelves or parts of shelves empty for expansion. Sometimes we make decisions about how many years of a journal to keep, thereby making the older issues unneeded in our collection. Sometimes we decide that specific titles are not needed anymore because their scope does not add to the information bank required for courses being taught today in our schools and universities, or our patronage interests have shifted in the public venue.

This issue’s discussion revolves around the usage of microfilm as a substitute for print issues. The four by four boxes of microfilm or four by six inch fiche stored in cabinets, take up far less space than print issues on open shelves and they can be retained in the basier and more functional areas of the library. The 1930’s saw the advent of the 35mm camera and possible use of both negative and positive film to record print in a much smaller format. Scientific and government reports were some of the first to be preserved on film and fiche. Now, we have scores of journals that are reproduced on microfilm and microfiche as a regular routine. It is still our best format for retention, lasting over one hundred years (digital has not proven its longevity yet — too young). Of course, those companies have to buy the privilege of being able to film the journals and resell them, but there seems to be adequate cooperation in that area. One of the few problems of microfilm is that reading and printing equipment have not be made available to the user. Over the past five to ten years, technology has improved the capabilities of these machines as well. We have readers, we have printers, we have combination reader/printers, and we are now seeing the capability of the reader/printer that can send the visual information to a computer or to your disks, etc. This makes the data so much more useful and effective for reports, papers, articles and other presentations.

We have been used to having newspapers on microfilm for years, but now even the most scientific and technical journals are being captured on film. Being a somewhat specialized library as well as academically oriented, we are conscious of the extensive use of our film and fiche as a substitute for older volumes of journal titles. This allows us to retain the latest five years of the print on our shelves (which is most heavily used for research), while offering another ten to fifteen years in a microform format that allows students to do more historical studies. We are a smaller sized library, but we pack a punch information wise.

Since we are adding to our microform holdings every day, we strive to keep our facilities clean, neat and the boxes in good repair. We have recently purchased five sets of arches that allow a central passageway with pull out upright drawers on each side of the walkway. We also have some microfilm and microfiche cabinets that expand our collection. Some of the cabinets house specific titles or masses of technical reports. The arches house journals on microfilm. When I arrived last year, the microfilm still had rubber bands on the reels, so we removed them in a quick but thorough project. Rubber bands tend to eat their way through film over the years of chemical changes within the packaging. (Best not to take chances on this one point.) We have spent some time this summer going through all the boxes in those arches, making sure they are functional. When we find damaged boxes, we replace them with new ones. I personally like the acid free boxes that store flat and pop-up when you need them. These allow space for labels to be generated on the computer and applied to the appropriate boxes. This year has been a clean-up/fix-up time for all of our collections. The anticipation of gaining more microform holdings in our weeding process has excited us all. Many of our one to three year retentions will have microfilm backup for the older years. Perhaps, we can begin to move our reading/printing equipment to the new age of technology and allow students and faculty a chance to send them to disks and office/home computers. That is truly something to think and dream about!

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**I Hear the Train A Comin’**

*from page 92*

Rumors

*from page 76*

To see some digital collections managed with CONTENTdm software, visit: [http://www.contentdm.com/customers/](http://www.contentdm.com/customers/).

**Back Talk**

*from page 94*

these small buns, you are linked to lists or chat rooms where people are talking about them, you get pictures of them. Yes, you also get advertising but we have all been trained during thousands of hours of TV as children to ignore ads (even in 1950’s Idaho we had advertisements between our mix of Agriculture Department films and Crusader Rabbit episodes). How can we ensure that our libraries (the physical places and the virtual places where our expensive databases, e-journals, and eBooks are kept) are equally rewarding? But that is the hard question. Since I have already exceeded my 1,000 word count I think I will go into the kitchen, push our Filipina cook out of the way and cook some hash browns, over easy eggs, toast and hot chocolate to eat while watching the CBS evening news that appears on TV here each morning on our side of the earth. I will let you all think about how our users what they want quickly, efficiently, and with great enthusiasm. Bon appetit/ sihh faahn!

PS Unless this column gets yanked, I may return with food/service memories of Bergdorf’s in Chicago, the Capital Deli in New York, and the Peking Garden in Seattle. [http://www.against-the-grain.com/](http://www.against-the-grain.com/)

Against the Grain / September 2006