



SHELF LIFE

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Profiles in Leadership Interview with Nigel Lee, CEO of Lulu Press, Inc.

"This is a truly amazing team and a truly amazing company. When I look at Lulu, I believe that it's time to stop referring to what we do as self-publishing. It's really independent publishing for independent authors and creators. The real difference is in who reaps the reward for creating. At Lulu, creators benefit, not the corporation. We are on the right side of history and we are setting out to prove it." – Nigel Lee

BMI members were intrigued by Nigel's remarks when he spoke at the 2016 BMI Management Conference at Wild Dunes, North Carolina. We thought you would enjoy learning more about him. Here's his background:

Nigel has 26 years of experience in the software sector (the last 16 of which were in global senior leadership roles). Nigel possesses one of the most well-rounded and successful track records in the field of Business Development. In more than 40 countries, he has helped hundreds of clients meet their strategic and operational objectives in the areas of technology adoption, business transformation, business development, sales and marketing, organization and leadership, growth and mergers & acquisitions.

Follow Nigel on Twitter - <https://twitter.com/blindfoldzebra>

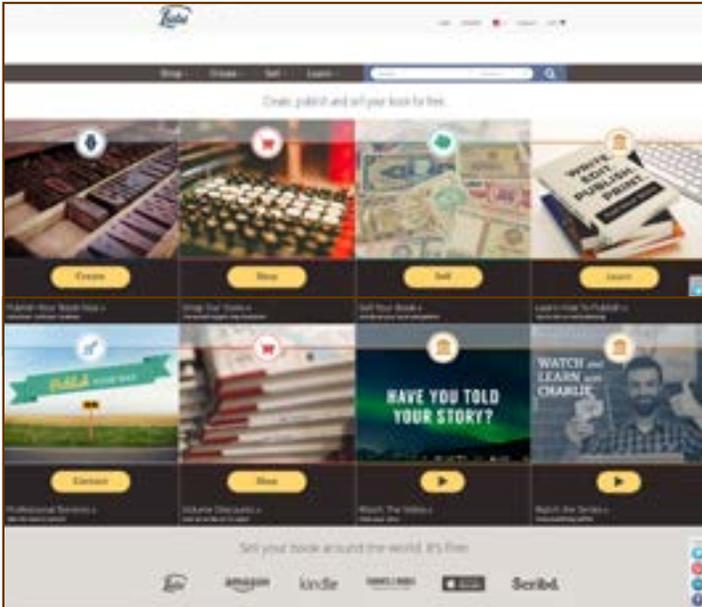
BMI: Establishing a more effective and profitable route to publishing is a core tenet of Lulu.com's (<https://www.lulu.com/>) mission. Your team wants to make content creation and consumption a simpler and more rewarding experience for people around the world. You have truly impressive results. Since introducing self-publishing in 2002, Lulu.com has empowered creators in more than 225 countries and territories to produce nearly two million publications. Lulu.com is available in six languages: Eng-

lish, French, Spanish, German, Italian and Dutch. How did you so successfully get the word out about how Lulu.com could help writers and authors? How does Lulu.com work?

Nigel: The key to the success of any business idea is that it has to solve a problem. Lulu.com solved a problem and was the first to bring the solution to a global audience. The problem was a simple one. It was traditionally very difficult to get a book published via traditional means. Most publishers operated then (and still do!) based on a profit censorship model in that they would only show interest in titles that they felt would make them money. This resulted in millions of voices not being heard, millions of books not being published. Given the inherent costs of publishing, traditionally publishers would then take the lion's share of all profits generated by a title. What publishers would justify as a fair reward for their efforts and the risks they took to publish the title. Lulu.com reversed this model entirely. Lulu.com accepts all titles, within the boundaries of the law. The author retains all ownership and control and

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keeps up to 90% of all profits. Lulu.com proliferated this model via the Internet.

Given the disruptive and much needed model Lulu.com offered, the fact that Lulu was first to market and the ability of the world to engage directly and simply with just a web-browser, Lulu.com grew very quickly.

Lulu continues to be successful based on the core principles of the original business idea. Critical to the success of any business, however, is the ability to innovate. That means that Lulu.com's continued success is driven by super effective development and delivery of software articulated in products and services to better serve our authors and attract new ones. Key to Lulu.com's success is the continued ability to understand its customers and behave accordingly.

The launch of GlassTree Academic Publishing in autumn this year is a clear example of listening to our customers and developing a business to serve their needs directly. Our ability to deliver new and exciting technology makes this possible.

BMI: What role has your deep understanding and comfort with technology played in your professional success? Has it always been easy for you to grasp and use technology?

Nigel: Technology is an often misused and misunderstood term. I particularly like the definition "the practical application of knowledge." Technology is simply a tool, like a shovel or a fork. Using the latest tools available has been a constant in the evolution of our species and I'm born of a generation that is perfectly comfortable with the increased pace of such developments. Personally, technology has been the fundamental cornerstone of my professional life in terms of the products and services developed by the companies with which I have been involved. However, my personal success has been my ability to articulate the value of those technologies to an audience poised to benefit from them.

BMI: You are known for welcoming disruption and challenging the status quo. Why do you think this is necessary and important for businesses seeking transformation? How do you help them get comfortable with not being sure what's going to happen next?

Nigel: Disruption is an important part of innovation and entrepreneurial success. I prefer the term 'breaking orthodoxy.' Breaking orthodoxy is critical to building businesses that solve problems. You have to think about doing things in a different way, a better way. The bigger the problem, or the more exploitative the existing model, the greater your likelihood of being disruptive will be when breaking that orthodoxy. This is absolutely my preferred modus operandi because it yields stronger potential for greater success. However, while you can foster this culture in a business, it doesn't mean you have to keep disrupting your own organization. What you can do is engender an agile culture that thrives on its responsiveness to external change. You do this by introducing an organization, tools and routines which themselves remain relatively constant while simultaneously delivering outbound change to the market. If managed well, these tools and routines nurture a constant desire to challenge and constantly improve methods. An organization's ability to constantly succeed is Darwinesque – organizations that are the most adaptable to change will thrive.

BMI: We experienced your being a successful communicator when you spoke at our conference. Thank you for

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coming to be with us. What advice do you have for leaders who want to learn how to be more effective in talking with their teams, boards and investors?

Nigel: The key to effective communication is simple. Know what you're talking about and be confident in your conviction. There's a notion in the business world that as a leader you have to be the expert. This is simply not true. The key to successful leadership is to make sure you are the least smart person in the room. This isn't done by being an idiot, not by any means; it's done by making sure you are constantly hiring the smartest people you can find. When I communicate, I'm doing so on behalf of the collective intelligence of my team. I have huge confidence in them, therefore I'm naturally confident.

Always remember to keep your messages short and succinct, be clear and unambiguous. Finally, be yourself, create your own style, don't act, don't try to be someone you're not and always, always, always be honest. Effective communication breaks down very quickly if you're trying to mask the truth.

BMI: We very much admire Lulu Jr., the program that allows children to become published authors, encouraging creativity, strengthening literacy and building self-esteem. Tell us more about this initiative.

Nigel: Lulu Junior is based on a simple premise that children learn most while writing and not while reading. Fostering creativity and writing in young children is a powerful way of growing their cognitive abilities across all disciplines. That we are able to provide ways in which to stimulate child development is just a very worthwhile thing to do. Lulu Junior provides children with the tools to be creative, but also an understanding of how publishing works, and the ability to get an early understanding of business in their ability to promote and sell their work.

BMI: Why is Lulu's sponsorship and involvement in the Lulu eGames at NC State University so important to you and your team? How do they promote entrepreneurship and innovation?

Nigel: Lulu is an entrepreneurial company. Entrepreneurship is a vital part of any education system and should be championed in every way. This is the life source of any economy and therefore society. However, the development of these skills is often overlooked in higher education. NC State is a very forward thinking university that recognized the value of developing entrepreneurial skills. Being part of this initiative gives Lulu the opportunity to contribute to society and promote entrepreneurship beyond the walls of its own organization. We are deeply committed to doing everything we can to make the world a better place and this is a key part of that endeavor. We are a 'B Corporation', everyone at Lulu gets 3 additional days PTO to engage in supporting community development initiatives. We strive to ensure that as a business we can drive change for the good of our world.

BMI: Speaking of innovation, if time and money were no object, what "invention" or change do you think could make the most difference for two of your passions - children and their opportunities for a quality education?

Nigel: The change needed is a simple one but not one that will come probably in any of our lifetimes. It's a change that will be much further forward in our evolution as a species. We need to see ourselves as a single society. To understand that the key to addressing all of our challenges and inequalities is the ability to act in unison. Technology is accelerating this evolution. The internet is making the world a smaller place everyday. We are no longer blind to the inequities of our society and the damage caused by tribal instincts for power and control and the fight over regional scarcity of resources. Every child has a right to basic human necessities; health, clean water, food, shelter, education and love. At a certain moment in time we will recognize that this is the key to our future as a race. That in the future we will recognize that it isn't acceptable for more than 60 million children to have no schooling will be the day my dream starts to come true. This number has halved in the last 16 years, but will take an estimated 70 years before the number is even close to zero. Technology has an incredibly important role to play, if companies are willing to accept they have to play their part in making the world a better place.

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BMI: Our member companies range from full service book manufacturers to companies that specialize in the digital print market, specialty binderies, component printers, packagers, equipment manufacturers, and suppliers of a variety of materials and services. What advice or observations do you have for us?

Nigel: As I said in Charleston, BMI members need to embrace technology. In the end, the industry will be more about software and systems for content dissemination and

less about ink, paper and glue. I think there will always be a place in our society for the printed word, but, to what extent, it's impossible to know. I would strongly recommend, as I would any business, to stay abreast of change, it is inevitable. Invest in embracing and adapting to change. Don't invest in trying to fight it. If you are passionate about books, then you have to innovate to keep your passion relevant. Look to the future of books, don't try and hang on to the past. 📖



Powerfully Simple

Let's face it, the world has been a dark place over the past several months. It's hard to avoid the challenges all of us face as we navigate through life personally and professionally. I'm not sure about

you, but I know I observe a pretty common denominator in life when we begin to peel away the surface and look below to ask deeper questions. People of all nationalities, races and religions turn to sources that provide meaning, comfort and solutions. And often these important sources are contained within the printed pages of books. Take a close look and notice how often books are referred to in conversations in the news and around the water cooler, just to name a few places.

It is with these thoughts I continue to be thankful – and respectful of our industry. All of us contribute and participate whenever we see:

- An interview where a book is mentioned as something that has influenced thinking and action.
- Someone sitting at a coffee shop studying to improve their knowledge and understanding.
- Parents reading to their kids, modeling love and learning.
- The individual wanting to get their thoughts expressed into words and given to their six friends...even if it's not written professionally.
- A co-worker who says "I just read the coolest book!"
- The book group that meets every week....to enjoy the social aspect of seeing the same book from so many different points of views.

- The town library that provides a place of learning for people of all ages.
- The city library that acts as a source of community, providing resources and encouragement.
- Our churches that encourage us to read and ponder life's bigger meaning.
- Families that have written genealogies for future generations.
- Kids lining up at midnight for the next Harry Potter release.
- The passenger on a flight asking about the book you're reading.



I certainly am aware much of this information can be passed electronically to achieve similar goals; and that's a good thing too. But think about how wonderful it is to open a book, its simplicity, and just concentrate on one thing. And then to let that one thing seep in and influence us. When we stop and think about it, the things we read really do influence us whether we're overly mindful of them or not. And in today's world having time and having a book to read may be the small difference needed to make the world just a little better.

My continued gratitude to everyone who contributes to making physical books!

Kent

Kent H. Larson, President
Book Manufacturers' Institute, Inc.



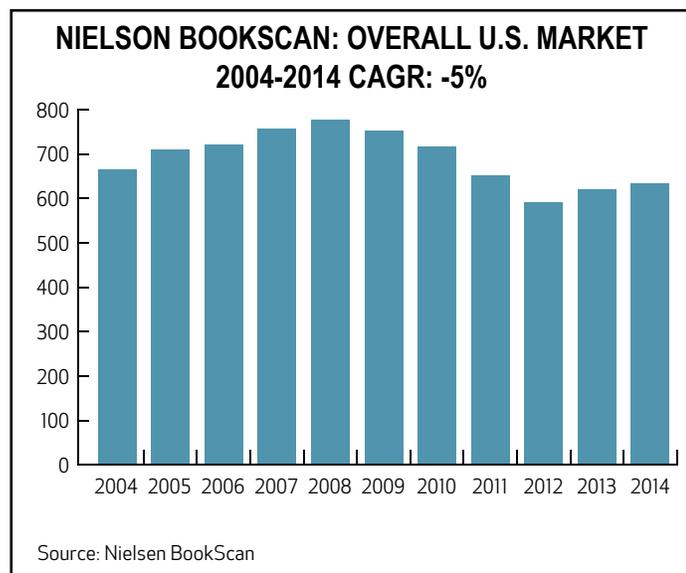
Four Trends Driving Children's Literature Today

Not long ago, the general assumption for children's books was that everything was going to become digital. After all, children were growing up in a digital world and using smartphones and tablets at a very early age. For them, there would be no more need for print. But that has not proven to be the case.

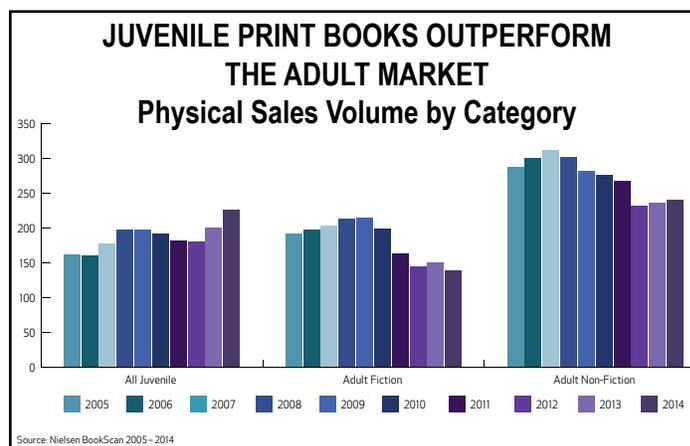
In a recent Book Business webinar entitled *Top Trends in Children's Literature — Personalized and Interactive Books for the Holidays*, sponsored by Canon Solutions America, Barb Pellow, Group Director of InfoTrends, Kristen McLean, Director of New Business Development at Nielsen Book, and Maia Haag, President of I See Me!, LLC, discussed their views of current trends in children's books. Here are some of the key conclusions.

Children's books are a growth opportunity

According to Nielsen, the overall U.S. book market is fairly flat with a slightly negative compound annual growth rate (CAGR) of -0.5% for the period 2004–2014. It hit a high in July 2008, declined through the recession, but is not improving.



During that period of time, both adult print fiction and adult print non-fiction have been declining, with adult fiction taking the biggest impact from digital. The bright sector has been the double digit growth in juvenile books. The impression is that juvenile books have been holding up the U.S. book market.

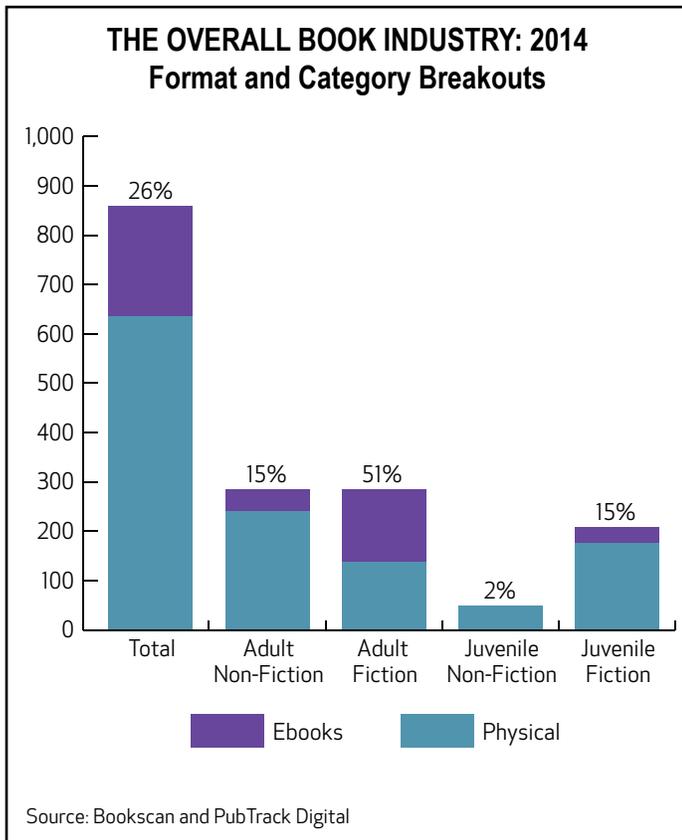


Print is alive and well

Juvenile e-books are growing, too, but not as much as printed children's books. In comparison to adult fiction, where e-books have captured content that was previously consumed in print, children's e-books have been additive to that sector. E-books are 26% of the overall book market, but only 2% of juvenile non-fiction and 15% of juvenile fiction. These percentages have been relatively stable.

According to Nielsen, hardcover children's books experienced a 12% CAGR in 2012–2015 and 9% CAGR for trade paperback books, but the biggest growth, 20% CAGR, was seen in children's board books. Note: board books are those where the entire book is made of heavy pressed cardboard. They are typically bought for children 3 years of age or younger when it is important to make the

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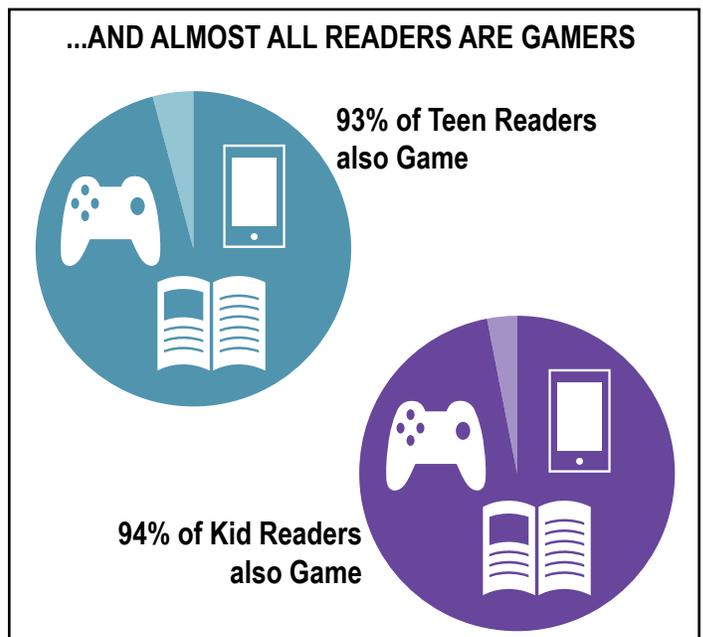
pages easy to turn. Clearly, there is a preference within families for print.

According to research by Nielsen regarding how children spend their leisure time, television is the main media children are consuming, but reading is second. Music and video games follow. Children today consume many different types of media, but books are an important choice. Interestingly, there is also a large overlap in reading and gaming. A Nielsen survey found that 93–94% of children and teens who read are also gamers. Children may be more digital today, but that doesn't mean they have abandoned traditional reading in the process.

In a separate study by a different Nielsen gaming group, it was found that 92% of kids and teens game, and 66%–69% of them also read. Whatever the statistics, it's clear that gaming and reading are clearly intertwined among children and teens.

Media tie-ins are impacting content in a big way

Tie-ins with games, television, movies, consumed packaged goods and licensed brands like Frozen are influencing books sales in a big way. This trend is well illustrated by the type of children's books that made the Top 20 bestseller sales list. In 2013, five children's books made the Top 20 list. In 2014, 16 of the Top 20 bestsellers were children's books, and all of them had movie or game tie-ins. The titles included Minecraft books, spin-off titles from the Disney Frozen brand, and the popular Divergent series, among others. Bigger publishers are increasingly focused on creating cross-media brands, with media tie-ins achieving a 183% CAGR from 2012–2015. Children want to follow a favorite brand most anywhere, and publishers are capitalizing on those brands.

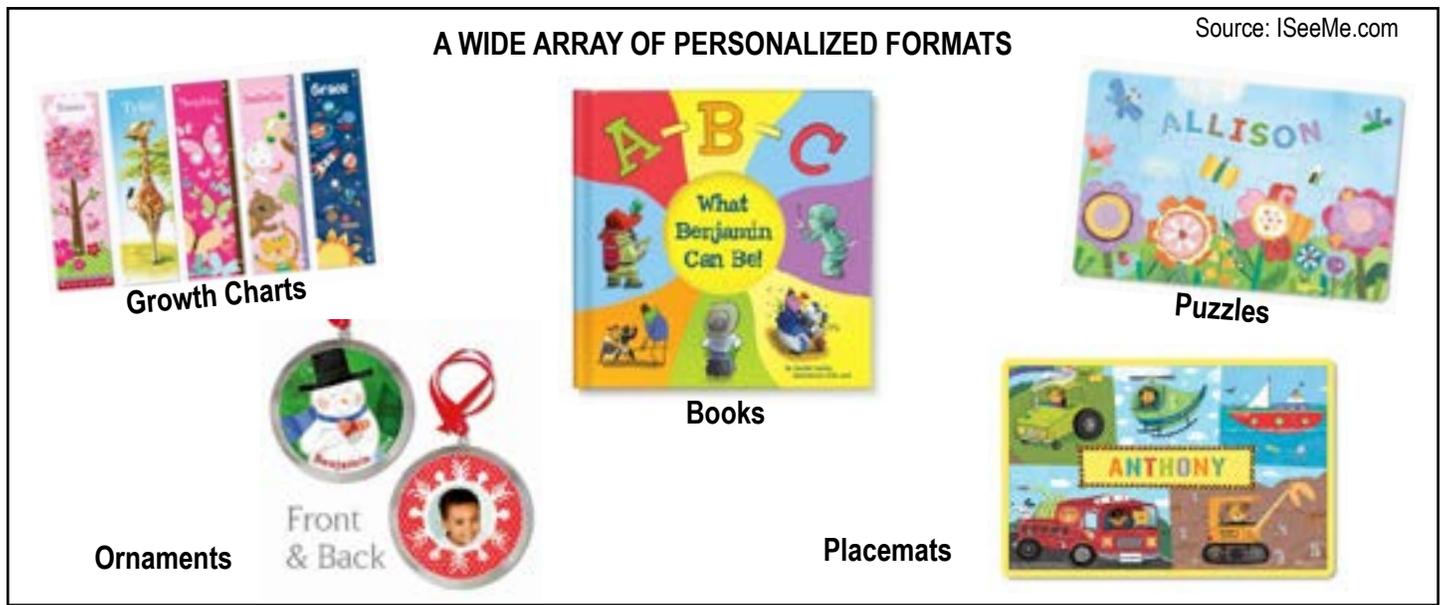


Personalization is growing in children's books

Today's children and young adults are growing up in a world of customization—whether creating one's own avatar in gaming, unique music collections with iTunes, or customized FaceBook pages—so personalization of books is a logical extension.

Personalized books can encourage children to read when they get a book that incorporates their name into the story, the illustrations, or even photos. It makes the child feel

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special and creates a strong connection between the child and the book. I See Me! Is a children's book company that is exclusively focused on personalization. Founded in 1998, it was purchased in 2015 by The McEvoy Group, which owns Chronicle Books, and is on track to become a \$25-\$30 million business. It has seen over a 50% growth in its website traffic in the past year and realizes a 6% conversion rate of web visitors to online buyers. An impressive 40% of its customers return to buy again.

It has found that people who buy personalized children's books are willing to pay a premium for high-quality personalization. The company sells its titles for \$30-\$35. People are willing to pay the higher price because the personalization makes the book a special gift, and the purchase decision typically is not made in a bookstore but by comparing personalized books to other personalized items like toys or clothing. Since the books are personalized, they are made to order, which eliminates the cost and risk of book inventory. It is estimated that 15% of trade books are bought as gifts in the U.S. market and 43% of them are purchased for children age 12 and under.

Another advantage of personalized books for children are the additional revenue streams that can be generated from personalized spin-off gift items. I See Me! offers personal-

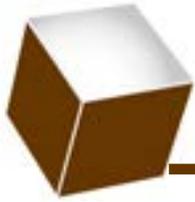
ized puzzles, ornaments, stickers, placemats, and growth charts using the illustrations from its books and the name or photo of the child.

Another company in this space, Sourcebooks, Inc., has a line of personalized books for children called Put Me in The Story®. According to its website, it says that personalizing a book makes it "more than just an object. And that changes the relationship a child will have with the next book, encouraging a love of reading and a connection to books. It's about getting a child to *want* to come back to a book, and to be excited to find the *right* next book."

Consumers are seeing significant value in personalization, and children's books are at the forefront of this printing trend, generating growth in children's custom book printing.

For more detailed information and to view the one-hour webinar, visit <http://www.vimeo.com/147902967>.

Tonya Powers is the Segment Marketing Manager for Commercial Print and Books with Canon Solutions America. Follow Tonya on Twitter @tonyapowers1776.



Marketing Corner



The 10 Awful Truths About Book Publishing

By Steven Piersanti, President, Berrett-Koehler Publishers (reprinted with permission)

1. **The number of books being published every year has exploded.**

According to the latest Bowker Report (October 9, 2013), over 391,000 books were self-published in the U.S. in 2012, which is an amazing increase of 422 percent since 2007. The number of non-self-published books issued annually has also climbed over the same period to approximately 300,000 in 2012. The net effect is that the number of new books published each year in the U.S. has exploded by more than 400,000 since 2007, to approximately 700,000 annually. And since 2007, nearly 10 million previously published books have been reissued by companies that reprint public domain works. Unfortunately, the marketplace is not able to absorb all these books and is hugely oversaturated.

2. **Book industry sales are declining, despite the explosion of books published.**

Adult nonfiction print unit book sales peaked in 2007 and have declined each year since then, according to BookScan (Publishers Weekly, January 6, 2014, and previous reports). Similarly, bookstore sales peaked in 2007 and have fallen each year since then, according to the U.S. Census Bureau (Publishers Weekly, February 12, 2014, and previous reports).

3. **Despite the growth of e-book sales, overall book sales are still shrinking.**

After skyrocketing from 2008 to 2012, e-book sales leveled off in 2013. Unfortunately, the decline of print sales outpaced the growth of e-book sales, even from 2008 to 2012. According to BookStats data reported by the Association of American Publishers (May 15, 2013), revenues in the entire U.S. book publishing

marketplace fell again in 2012, to \$27.1 billion. The total book publishing pie is not growing—the peak was hit in 2007—yet it is being divided among ever more hundreds of thousands of digital and print books.

4. **Average book sales are shockingly small—and falling fast.**

Combine the explosion of books published with the declining total sales and you get shrinking sales of each new title. According to BookScan—which tracks most bookstore, online, and other retail sales of books (including Amazon.com)—only 225 million books were sold in 2013 in the U.S. in all adult nonfiction categories combined (Publishers Weekly, January 6, 2014). The average U.S. nonfiction book is now selling less than 250 copies per year and less than 2,000 copies over its lifetime. And very few titles are big sellers. Only 62 of 1,000 business books released in 2009 sold more than 5,000 copies, according to an analysis by the Codex Group (New York Times, March 31, 2010).

5. **A book has far less than a 1% chance of being stocked in an average bookstore.**

For every available bookstore shelf space, there are 100 to 1,000 or more titles competing for that shelf space. For example, the number of business titles stocked ranges from less than 100 (smaller bookstores) to up to 1,500 (superstores). Yet there are several hundred thousand business books in print that are fighting for that limited shelf space.

6. **It is getting harder and harder every year to sell books.**

Many book categories have become entirely saturated, with a surplus of books on every topic. It is increas-

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ingly difficult to make any book stand out. Each book is competing with more than ten million other books available for sale, while other media are claiming more and more of people's time. Result: investing the same amount today to market a book as was invested a few years ago will yield a far smaller sales return today.

7. Most books today are selling only to the authors' and publishers' communities.

Everyone in the potential audiences for a book already knows of hundreds of interesting and useful books to read but has little time to read any. Therefore people are reading only books that their communities make important or even mandatory to read. There is no general audience for most nonfiction books, and chasing after such a mirage is usually far less effective than connecting with one's communities.

8. Most book marketing today is done by authors, not by publishers.

Publishers have managed to stay afloat in this worsening marketplace only by shifting more and more marketing responsibility to authors, to cut costs and prop up sales. In recognition of this reality, most book proposals from experienced authors now have an extensive (usually many pages) section on the authors' marketing platform and what the authors will do to publicize and market the books. Publishers still fulfill important roles in helping craft books to succeed and making books available in sales channels, but whether the books move in those channels depends primarily on the authors.

9. No other industry has so many new product introductions.

Every new book is a new product, needing to be acquired, developed, reworked, designed, produced, named, manufactured, packaged, priced, introduced, marketed, warehoused, and sold. Yet the average new book generates only \$50,000 to \$150,000 in sales, which needs to cover all of these new product introduction expenses, leaving only small amounts available for each area of expense. This more than

anything limits how much publishers can invest in any one new book and in its marketing campaign.

10. The book publishing world is in a never-ending state of turmoil.

The thin margins in the industry, high complexities of the business, intense competition, churning of new technologies, and rapid growth of other media lead to constant turmoil in bookselling and publishing (such as the bankruptcy of Borders and many other stores). Translation: expect even more changes and challenges in coming months and years.

STRATEGIES FOR RESPONDING TO "THE 10 AWFUL TRUTHS"

1. The game is now pass-along sales.
2. Events/immersion experiences replace traditional publicity in moving the needle.
3. Leverage the authors' and publishers' communities.
4. In a crowded market, brands stand out.
5. Master new digital channels for sales, marketing, and community building.
6. Build books around a big new idea.
7. Front-load the main ideas in books and keep books short. 📖



Steven Piersanti is founder, president, and publisher of Berrett-Koehler Publishers, Inc., a leading independent publisher of progressive books on current affairs, personal growth, and business and management. Berrett-Koehler pursues its mission of "Connecting People and Ideas to Create a World That Works for All" by publishing groundbreaking books (with over 500 in print) that promote positive change at all levels – individual, organizational, and societal. Follow Berrett-Koehler on Twitter @BKpub.



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Jane Friedman has 20 years of experience in the publishing industry, with expertise in digital media strategy for authors and publishers. She's the co-founder and editor of *The Hot Sheet*, the essential publishing industry newsletter for authors, and

the former publisher of *Writer's Digest*. In addition to being a professor with The Great Courses and the University of Virginia, she maintains an award-winning blog for writers at JaneFriedman.com (more than 180,000 visits per month). Jane has delivered keynotes on the future of authorship at the San Francisco Writers Conference, The Muse & The Marketplace, and HippoCamp, among many other conferences. She speaks regularly at industry events such as BookExpo America and Digital Book World, and has served on panels with the National Endowment for the Arts and the Creative Work Fund.

She has a book forthcoming from the University of Chicago Press, *The Business of Being a Writer* (2017).

What I Care About

I have a special interest in how the digital age is affecting and transforming writing careers, publishing, and storytelling. I was involved in a 3-day collaborative experiment at the 2013 Frankfurt Book Fair, sponsored by Arizona State and Intel, to write a book on the future of reading, writing, and authorship.

For many years, I've focused on helping authors make the best long-term decisions for their careers. I've been blogging since 2008, and my current blog has been named a top site for writers by *Writer's Digest* and the Alliance of Independent Authors. In partnership with journalist Porter Anderson, I produce a biweekly email newsletter, *The Hot Sheet*, to help authors stay on top of industry trends and best publishing practices.

In 2011, after being asked so often to predict the future of publishing, I wrote a satire on futurist commentary (*The Future of Publishing: Enigma Variations*), but most of my work is rather practical and sincere, and meant to educate writers on how to create sustainable, meaningful careers in the digital era. My book, *Publishing 101*, offers a compilation of my best insights for first-time authors.

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Lindsay Schettler Awarded Jan Merrill-Oldham Professional Development Grant

Lindsay Schettler, the special collections and content management librarian at the University of Saint Mary in Leavenworth, Kansas, has been awarded the 2016 Jan Merrill-Oldham Professional Development Grant.

The Jan Merrill-Oldham Professional Development Grant is given by the Preservation and Reformatting Section (PARS) of the Association for Library Collections & Technical Services (ALCTS) to support travel to the American Library Association (ALA) Annual Conference and Exposition. The award was presented on June 25 at the ALCTS Awards Ceremony during the 2016 ALA Annual Conference in Orlando, FL.

The \$1,250 grant, sponsored by the Library Binding Council, is intended to provide librarians and paraprofessionals new to the preservation field with the opportunity to attend a professional conference and encourages professional development through active participation at the national level. The grant is to be used for airfare, lodging and registration fees to attend the ALA Annual Conference. The recipient attended the Preservation Administrators Interest Group meeting and at least one other PARS interest group meeting. The recipient will write about the experience for "ALCTS News."

Schettler received her M.L.I.S. with a concentration in Archives, Reformatting and Preservation Librarianship from the University of Denver in June of 2015. She has been the special collections and content management librarian at the University of Saint Mary in Leavenworth, Kansas since July 2015. In the short time that she has been in her current position, Lindsey has made significant strides at the library and university level creating preservation workspaces, collection management policies, preservation documentation, a disaster preparedness and response plan and a digitization center. Lindsey is working on additional projects at the state and regional level and is in the



"Preservation is an important tool within Libraries, Archives, and Museums but also with communities. Extending preservation strategies and knowledge through community outreach, collection care and management, and program development is a passion of mine and I look forward to sharing this tool with institutions and the community." – Lindsay Schettler

infancy of creating a Kansas City Regional Preservation and Conservation Interest Group Forum to act as a support system for local institutions.

Lindsey describes herself as having a "passion for preservation." By being able to attend the 2016 ALA Annual Conference, Lindsey was able to expand her professional network and skillset as well as enhance her leadership development as well as open up new opportunities for scholarship and research. This desire for knowledge and experience in the preservation field embodies what the Jan Merrill-Oldham Professional Development Grant exemplifies. 

The Association for Library Collections & Technical Services (ALCTS) is the national association for information providers who work in collections and technical services, such as acquisitions, cataloging, collection development, preservation and continuing resources in digital and print formats. ALCTS is a division of the American Library Association.

2016 BMI Annual Conference

October 23-25, 2016

Marco Island Marriott Beach Resort

400 South Collier Boulevard, Marco Island, FL 34145, (239) 394-2511

Please note that the conference attendance is open to BMI Members & special invited guests only.



Confirmed Speakers To Date:

Jay Diskey, AAP
Kevin Caron, Economist
Giles Biscos, Interquest Book
Tracy Smith, Author
Niko Pfund, President of Oxford U.P.

Joel Quadracci, Chairman, President &
CEO of Quad Graphics
Ben Gunnedberg, EFC, Global Certification
Schemes - Environmental Issues
Trevor Francis, Political Analyst

2016 BMI Award Recipients

These Awards will be presented as a part of the BMI Awards Dinner held
in conjunction with the 2016 BMI Annual Conference.

Receiving the BMI Distinguished Master Bookman Award will be **James F. Conway III** (RR Donnelley).

Receiving the BMI Signature Award are **Dan Genovese** (Lake Book Manufacturing, Inc.), and **Rob Mauritz** (LBS).

Receiving the Cased-In Club Award are **Guy Broadhurst** (Canon Solutions America, Inc.),

Dave McCree (RR Donnelley), and **Jackie Murray** (Book Manufacturers' Institute).

Save the Date!

Make plans to attend these future BMI conferences:

2017 Management Conference

May 6-9, 2017

Williamsburg Lodge, Williamsburg, Virginia

2017 Annual Conference

November 5-7, 2017

Turnberry Isle, Miami, Florida