

The Endpaper

SEPTEMBER 2011

A Newsletter from HBI and the Library Binding Institute



**Hardcover
Binders
International**
Library Binding Institute

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HBI/LBI Fall Meeting 2011 - Meet Me in Minneapolis! *Four Bindery Tours in Two Days*



Meet your HBI/LBI colleagues in Minneapolis for the **Fall Meeting**, October 5 - 7, 2011! The meeting will be held downtown at **The Grand Hotel Minneapolis - A Kimpton Hotel**. On Thursday October, 6 and Friday, October 7 four binderies are scheduled to be toured in the Minneapolis area! Binderies to be toured include: **Campbell-Logan Bindery**, **Creative Memories**, **Muscle Bound Bindery**, and **Thomson Reuters**.

By attending this meeting, you will have many exciting opportunities to learn and network beginning with a welcome reception, on October 5, featuring tabletop exhibits! There will be an evening networking reception, on Thursday, October 6, at the **Minnesota Center for Book Arts (MCBA)** which supports the limitless creative evolution of book arts and is the largest center of its kind in the nation.

Each morning, you will have the opportunity to have breakfast and hear presentations on topics related to hardcover binding and photo books. Technical Director Werner Rebsamen will discuss "Aspects of Quality for Successful Adhesive Bindings" on Thursday, October 6,

and industry veteran, Andrew Eklund, founder and CEO of Ciceron, will discuss making sound business decisions in order to thrive in today's socially networked world. Eklund will share actual examples of ways to increase awareness about your company through social media tools such as Facebook, Twitter, and LinkedIn.

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HBI/LBI Fall Meeting 2011 - Meet Me in Minneapolis!

Four Bindery Tours in Two Days

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Join your colleagues for a post conference breakfast on Saturday, October 8, from 8:00 am to 10:00 am at **Peter's Grill**. Peter's Grill has been serving Minneapolis for over 98 years and even received a presidential visit in 1995 because of their famous home-style cooking. It is located in the Baker Center (114 South 8th Street, Minneapolis, MN) which is within a 5 minute walk of The Grand Hotel Minneapolis. This is an exciting opportunity to continue learning and networking after the conference. The breakfast will include hearing from informal speakers and the ability to participate in table discussions on topics which

Conference Registration:

Download the Fall Meeting Registration Form

Registration (Postmarked or faxed after 9-15-11)

Member Registration Fee

(First Company Participant) \$475

Member Registration Fee

(Second Company Participant) \$425

Non-member Registration Fee \$625

Institutional Member (noncertified)

Registration Fee \$425

Spouse/Guest \$75

Tabletop Exhibit \$125

may include PUR, transition from library binding to print on demand, inkjet technology, and cost efficiencies and revenue drivers in digital/short-run printing.

Afterwards, enjoy the many activities Minneapolis has to offer including the **Walker Art Center** whose mission

is to promote the

creative expression of artists and the active engagement of audiences. The center explores visual, performing, and media arts from a variety of approaches that allow audiences to question what shapes and inspires us as individuals, cultures, and communities. The Walker Art Center is also home to the **Minneapolis Sculpture Garden** which is free to explore.

For a list of other activities happening in the Minneapolis area, visit the **Minnesota Historical Society** calendar for October 8th by [clicking here](#).



Andrew Eklund, CEO and Founder of Ciceron, is the featured speaker on Friday, October 7.

2012 ALCTS - Call for Award Nominations

Jan Merrill-Oldham Professional Development Grant (Application Deadline: DECEMBER 1, 2011)

Nominations are now being sought for the Jan Merrill-Oldham Professional Development Grant. The new grant awards the recipient with cash to offset some of the costs of attending the ALA Annual Conference. It is funded by HBI/Library Binding Institute. The Jan Merrill-Oldham Professional Development Grant is awarded by the ALCTS Preservation and Reformatting Section to pro-

vide librarians and para-professionals new to the preservation field with the opportunity to attend a professional conference and encourages professional development through active participation at the national level. This grant will provide the recipient the opportunity to attend the American Library Association Annual Conference in order to contribute to his/her professional develop-

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ment. The recipient will attend meetings, programs, and be required to submit a short essay on their conference experience. The grant consists of a \$1,250 cash grant donated by the Library Binding Institute and a citation to be presented at the ALCTS Awards ceremony. The grant is applicable toward airfare, lodging, and registration fees related to ALA Annual Conference attendance.

Criteria for selection will be determined based on the following:

- Have five or fewer years of experience in the field of library and archives preservation.
- Currently work as a librarian or para-professional within a library or archives preservation department or who has preservation responsibilities within their institution.
- Have never attended an ALA Annual Conference
- Recommendations from colleagues.
- Express desire as stated in a short essay (up to 500 words) on the following theme: How would receiving the Jan Merrill-Oldham Professional Development Grant further your professional development goals?
- Willingness to participate in designated conference events.
- Work with a member of the jury to identify relevant programs and interest group sessions to attend.

- Attend the Preservation Administration Interest Group Meeting
- Attend a least one PARS discussion group meeting
- Submit a summary of the recipient's conference experience to the ALCTS Newsletter Online no later than 30 days after the conference

To submit an application or nomination please include the following:

- Name, address, phone number, and email address of the nominee and nominating party or applicant
- Letter of application or nomination
- Two letters of recommendation from professional colleagues who know the candidate and his/her work
- A resume or curriculum vitae
- A short essay (up to 500 words) on the following theme: How would receiving the Jan Merrill-Oldham Professional Development Grant further your professional development goals?

Nominations and application must be completed by December 1, 2011 and sent to Beth Doyle, Jan Merrill-Oldham Jury Chair, b.doyle@duke.edu. For more information visit: <http://www.ala.org/ala/mgrps/divs/alcts/awards/grants/jmogrant.cfm>.

Banks/Harris Preservation Award (Application Deadline: DECEMBER 1, 2011)

The Banks/Harris Preservation Award was established to honor the memory of Paul Banks and Carolyn Harris, early leaders in library preservation. The award, \$1,500 and a citation, sponsored by Preservation Technologies, L.P., is given to a professional preservation specialist who has been active in the field of preservation and/or conservation for library and/or archive materials. Winners will be chosen based on: leadership in professional associations at local, state, regional or national levels; contributions to the development, application or utilization of new or improved methods, techniques and routines; significant contributions to professional literature; evidence of studies or research in preservation; and training and mentoring in the field of preservation. The deadline for nominations and supporting material is December 1st.

Send nominations, a formal statement of nomination that provides strong rationale for the nomination by addressing how the nominee meets the criteria for the award, letters of support for the nomination and a complete resume for the nominee to: Adrienne Bell, chair, Banks/Harris Jury, abell@thehfgroup.com.

Visit the Banks Harris page for more information: <http://www.ala.org/ala/mgrps/divs/alcts/awards/profrecognition/banksharris.cfm>.

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George Cunha and Susan Swartzburg Preservation Award (Application Deadline: DECEMBER 1, 2011)

Nominations are being accepted for the 2012 Association for Library Collections & Technical Services (ALCTS) George Cunha and Susan Swartzburg Preservation Award. ALCTS presents this award to honor individuals whose work represents the finest achievements in research, collaboration, creative work, leadership and service in preservation.

If you are interested in nominating a candidate, contact award jury chair Michele Stricker at mstricker@njstatelib.org. The deadline for nominations and supporting materials is Dec. 1.

George Cunha and Susan Swartzburg Preservation Award

The George Cunha and Susan Swartzburg Preservation Award was established by the Preservation and Reformatting Section (PARS) to honor the memory of George Cunha and Susan Swartzburg, early leaders in cooperative preservation programming and strong advocates for collaboration in the field of preservation.

The award acknowledges and supports cooperative preservation projects and/or rewards individuals or groups that foster collaboration for preservation goals.

Recipients of the George Cunha and Susan Swartzburg

Award demonstrate vision, endorse cooperation and advocate for the preservation of published and primary source resources that capture the richness of our cultural patrimony. The award recognizes the leadership and initiative required to build collaborative networks designed to achieve specific preservation goals. Any person or group is eligible for this award; membership in ALA is not required. The Cunha/Swartzburg Award is sponsored by Hollinger Metal Edge and includes a \$1,250 grant and citation.

Send nominations, including the name of the person or group being nominated; address, phone number and email address of nominee and nominating party; a formal statement of nomination, with rationale for the nomination; resume, vita or extensive narrative career outline upon which the award jury can base its determination; and letters of support and endorsement, to Michele Stricker, chair, Cunha/Swartzburg Jury, mstricker@njstatelib.org

Visit the Cunha Swartzburg page for more information:

<http://www.ala.org/ala/mgrps/divs/alcts/awards/pro-frecognition/lbicunhaswartz.cfm>

ALCTS is a division of the American Library Association.

Industry Headlines

Len Vlahos Appointed New BISG Executive Director

Media Contact: Angela Bole August 18, 2011

Len Vlahos, currently Chief Operating Officer at the American Booksellers Association (ABA), has been appointed Executive Director of the Book Industry Study Group, Inc. (BISG). Vlahos has more than 20 years of bookselling and marketing experience. He also has extensive experience working with Boards, managing committees, and interact-

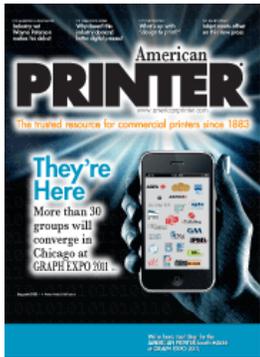
ing with publishers, booksellers and vendors. "While I have loved and valued my nearly 20 years at ABA, I'm honored and thrilled to be presented with the opportunity to lead BISG in its mission to create a more informed, empowered and efficient book industry for both print and digital products," Len Vlahos said. To read the BISG press release visit: <http://www.bisg.org/news-5-678-press-releaselen-vlahos-appointed-new-bisg-executive-director.php>.



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American Printer Lives Again With Acquisition By OutputLinks Communication Group

Media Contact: Aaron Kiel akiel@akprgroup.com August 31, 2011



OutputLinks Communications Group announced that it acquired American Printer from Penton Media, including the printed magazine, website, special edition reports, e-newsletter, online postings and online archives. "American Printer began serving the print industry in 1883. When we heard it was going to shut down, our team felt this print industry icon de-

served to live. So we brought it. And, now we look forward to giving it new life and extending its services through our global platform," said Andy and Julie Plata, co-CEOs of OutputLinks Communications Group. To read the full press release visit http://outputlinks.com/html/news/OutputLinks_Acquisition_American_Printer_083111.aspx.

As Print Book Revenues Plunge, E-Books Aren't Making It Up

By: Laura Hazard Owen September 9, 2011

Laura Hazard Owen discusses the new statistics released by the Association of American Publishers, which show print book revenues substantially down and a 161% growth in e-book revenues in the first 6 months of this year that is unable to make up for that loss. To read the full article visit <http://moconews.net/article/419-new-book-stats-as-print-book-revenues-plunge-e-books-arent-making-it-up/>.

As Trial Date is Set, Settlement Talks in Google Book Search Case Gain Momentum

By: Jennifer Howard, *The Chronicle of Higher Education* September 15, 2011

During a status conference on the case over Google's vast book-digitizing project it was announced that they are scheduled to in by in trial by next summer. There is still

hope by both parties for a settlement. Tom Allen, President and CEO of the Association of American Publishers, is quoted in the article about the positive progress in negotiations they have made. To read the full article visit http://chronicle.com/article/As-Trial-Date-Is-Set/129038/?sid=pm&utm_source.



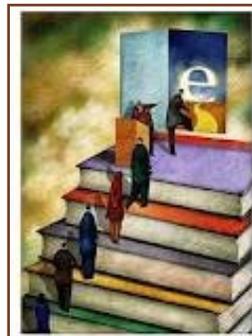
Major Publishers Join Indiana U. Project That Requires Students to Buy E-Textbooks

By: Jeffrey R. Young, *The Chronicle of High Education* September 15, 2011

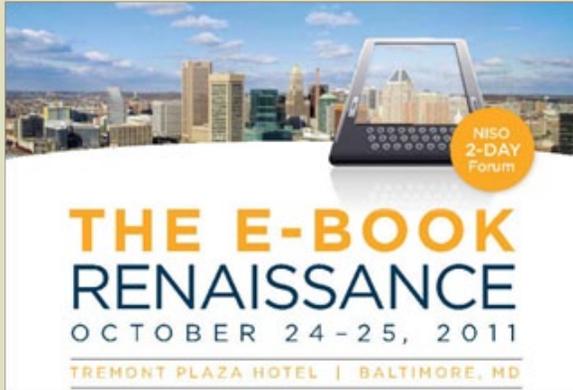
This article discusses the "game-changing e-textbook project at Indiana University." Indiana University is requiring certain students to purchase e-textbooks at low negotiated prices from participating major textbook publishers. McGraw-Hill Higher Education has joined the e-textbook project which was already comprised of John Wiley & Sons; Bedford, Freeman & Worth Publishing Group; W.W. Norton; and Flat World Knowledge. To read the full article visit http://www.afterdawn.com/news/article.cfm/2011/09/19/survey_shows_e-readers_promoting_increased_reading_in_the_us.

Survey Shows E-Readers Promoting Increased Reading in the US

By: Rich Fiscus September 19, 2011



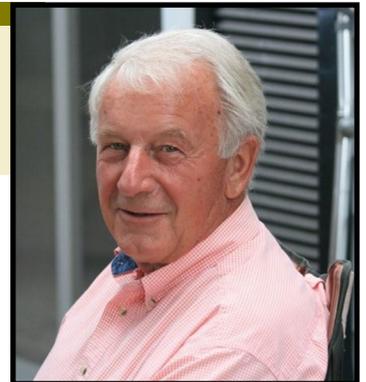
Rich Fiscus post on After Dawn, discusses the results of a study by Harris Interactive indicate the adoption of e-book readers is leading to people in the US buying and reading more books. He also discusses the possibilities of this trend continuing and the industries role. To read the article visit http://www.afterdawn.com/news/article.cfm/2011/09/19/survey_shows_e-readers_promoting_increased_reading_in_the_us.



Save the Date!

NISO will be holding a two-day forum on The E-Book Renaissance: Exploring the Possibilities Exposed by Digital Books. This forum will be held on October 24-25, 2011 in Baltimore, Maryland. The speakers and panels, representing commercial and university publishers, public and academic libraries, vendors, service providers, and technologists will probe the key issues surrounding e-books from a variety of industry, library, scholarly, and consumer viewpoints. Early bird discounts apply through October 12, 2011. A complete agenda, registration, and hotel information are available on the event webpage: <http://www.niso.org/news/events/2011/ebooks/>.

Technical Director's Report *Werner Rebsamen*



Adhesive Binding Calipers

"We have considerable trouble rounding book blocks bound with PUR," is a statement I have heard too many times, especially from library binders. When I examined the books in question, I immediately knew why. The problem was caused by too much adhesive applied to the spine! They applied the same binding technique as when working with hotmelt. A 20+ mil PUR application to the spine is twice as much as necessary. During a recent plant visit, I asked the bindery manager, if they have a tool (microscope) to measure the caliper of the adhesive applied onto the spine. All I got was a surprised look like "Werner, what are you talking about?" Unfortunately, this is an item that has not been covered in our trade journals, some articles about hotmelt applications may be being an exception. Okay now, how should one proceed to test adhesive bindings as it relates to the amounts of adhesives applied onto the spines? First of all, you need a sharp knife. Depending on the adhesives used, you will have to wait. The following times are just suggestions. Of course you could speed-up the drying of a water-based PVA with heat (infra-red lamp is best).

- | | |
|------------|-------------------------------------|
| - PVA | 4 hours or more |
| - Hotmelts | 15 Minutes (less if forced to cool) |
| - PUR's | 15 Minutes (less if forced to cool) |

After binding, place the knife into the center of the book block and slice it in half. Next, use a calibrated microscope to measure the tail, center, and head. The thickness of the adhesive applied should be uniform from head to tail. On thicker books, slice the remaining parts again in half and measure. Another way to measure a thicker book block is to trim top and bottom and see if the application is uniformly from side to side, that is from front to back. This task is only recommended when the adhesive is fully cured, after 6 hours for hotmelts or 24 hours for PUR's and PVA's. The reason is that a soft, fresh adhesive coating may smear when trimming and will give you a false reading. If you find deviations from side to side, re-calibration of the machine is a must.

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Below is a guideline of how much adhesive should be applied onto the spine of a book block:

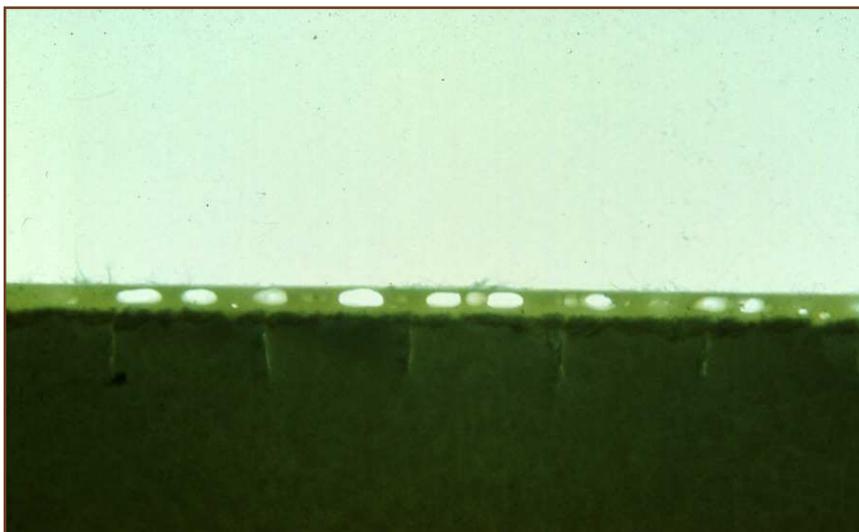
- PVA 5 to 8 mils
- PUR 8 to 12 mils
- Hotmelts 20 to 24 mils (0.5 to 0.6 mm)
more for heavy items

Periodic mechanical calibration of your adhesive binders is important. When doing so, follow a manufacturer's specifications in conjunction with the temperature (hotmelts and PUR's) that will affect the amount of adhesive applied to the spine. After slicing the book-block in half, under a calibrated microscope, you are now able to examine a uniform, even and straight application. You are also able to judge wettability, which is the flow of the adhesive into the notches and how the adhesive connects with your spine preparation.

Type of Calibrated Microscopes

In my travels and consulting assignments, I use a small, 30x pocket microscope from Titan <http://www.titan-toolsupply.com>. It is nice to take along like a pen, but I must admit, sometimes, under certain light conditions, it is tough to read. A microscope with a background light is better. It is amazing what one might find on the Internet including microscopes which connect to a computer screen!

Try for example, <http://www.scientificsonline.com> and connect to hand-held-digital-microscopes. Chuck Cline, is a



A problematic job. The adhesive coating looks like "Swiss-Cheese." This can have several causes, including wrong temperature. Also note that this binder used "razor slitting" as a spine preparation. Can you see any glue going down into the slit areas?

professional adhesive binding expert and recommends a magnifier from Bausch and Lomb. Here is the one he is using: <http://www.opticsplanet.net.bausch-and-lomb-10x-lens-scope-magnifier-loupe.html>. During our Park City meeting, Chuck gave an in-depth presentation on PUR adhesives. He stated repeatedly that rounding book blocks bound with PUR are no problem. If you need in-house consulting, training or testing of adhesive bound books, you can look him up on his website www.bookbindingadhesive.com or as he suggested, it is better to connect through his e-mail at bookbinding1@hotmail.com. Often, Chuck and I do work together. As one RRD executive, looking for a solution recently said, "in order to shed a light onto a problem, they need expert opinions of an adhesive chemist and that of a bookbinder."

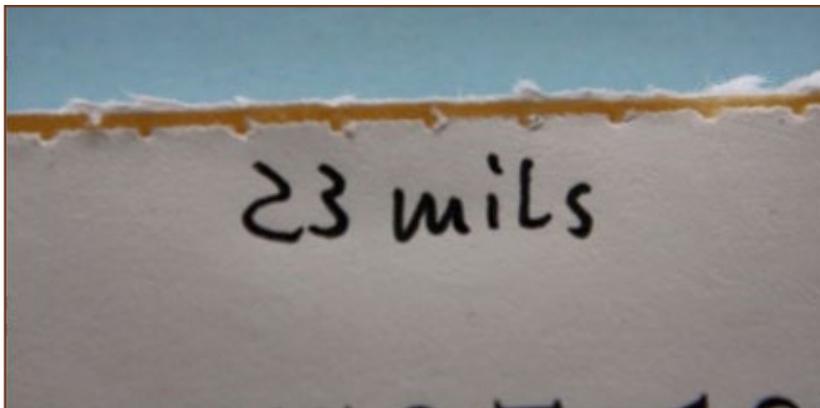
Your microscope, with a built-in scale, should be capable of measuring the adhesive thicknesses in one thousands of an inch (or tens of millimeters). This makes it easy to read and verify a PUR application, a caliper of 10 mils. With a calibrated microscope, you can save yourself a lot of trouble and best of all, adhesives and money. Let's go back to the beginning of this article. This binder complained that the PUR bound books are impossible to be rounded. Well, the caliper I measured was over 20 mils! In other words, the binder put twice as much adhesive onto the spine than they were supposed to! Their glue supplier must love them!



This is the Bausch and Lomb magnifying tool Chuck Cline uses on his adhesive binding consulting assignment. \$60 including shipping.

PUR adhesives are not cheap. Uneven glue lines result in poor adhesion to a cover or back-lining materials and influence the strength of a tensile page pull test. The same is true with a wedge-shaped glue film across the entire book block or a wedge film from head to tail. In short, the few dollars spent for a calibrating microscope is perhaps one of your best investments made. Best of all, it will enhance the quality of your adhesive bindings.

Werner Rebsamen is Professor Emeritus of the Rochester Institute of Technology and the technical consultant to HBI and the Library Binding Institute. He can be reached at wtrebs@metrocast.net.



From an actual job tested - note the flow into the notches

Executive Director's Report

Debra S. Nolan, CAE

Did you know that there is now a productivity application that you can purchase online, which will lock you out of the Internet for up to eight hours at a time? Apparently famous writers like Nora Ephron, Seth Godin, and Nick Hornby are among the application's biggest fans. Here is what is said in the product's online marketing material:

"Freedom (the application), frees you from distractions, allowing you time to write, analyze, code, or create. At the end of your offline period, Freedom allows you back on the internet. You can download Freedom immediately for 10 dollars, and a free trial is available. **Freedom enforces freedom**; you'll need to reboot if you want to get back online while Freedom's running. The hassle of rebooting means you're less likely to cheat, and you'll enjoy enhanced productivity. If you need to be productive, **Freedom might be the best 10 dollars you'll ever spend.**" (<http://macfreedom.com/>)

Interesting that there are now so many distractions online that we have to pay for and install software on our PC's and laptops to stay focused. Stephanie Rosenbloom writes about this in the August 10 issue of the New York Times (http://www.nytimes.com/2011/08/11/fashion/digitally-fatigued-networkers-try-new-sites-but-strategize-to-avoid-burnout.html?_r=1). The article is "For the Plugged-In, Too



Many Choices." She discusses social media overload, and at the same time, offers websites of interest for those who are active users of the Internet. She writes, "The most active and organized users of social networks have daily routines for grooming their digital identities. Generally, these routines rely on automation and syndication. For instance, Web sites like [Ping.fm](#), [OnlyWire](#) and [Helloxt](#) enable users to post the same content across multiple networking sites with a click or two of a mouse. Other sites, like [Buffer](#), [SocialOomph](#) and [TwitResponse](#), allow users to write postings months in advance and schedule them for publication at a later date."

If you are a frequent Internet user on the brink of "social media fatigue," be sure to check out HBI's new Twitter account, HBI_LBI, and (fingers crossed) Facebook page, before you log out. Both are making their debut in time for the fall meeting, October 5 – 7, in Minneapolis. During the

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fall meeting, local social media expert, Andrew Eklund, will address the group to share quick tips on maximizing business opportunities on the Internet. The results of HBI/LBI's recent social media survey, sent to members and nonmembers in September, will also be released.

Your thoughts and suggestions about HBI/LBI's foray into social media are most welcome. Please send them to me

at dnolan@lbibinders.org. I would also like to thank Erin Riley, ODM Machinery, for catapulting us forward onto Twitter and Kristine Aubrey, LBS, for some enlightening social media exchanges. Be sure to follow the comments of others and/or Tweet your own during next week's conference. I am looking forward to it!

Something to Think About

"Talking isn't the only thing that makes social media social. Just like adding Facebook, Twitter and other sharing buttons will not magically transform static content into shareable experiences. Listening, learning and adapting is where the real value of social media will show its true colors. Listening leads to a more informed business. Engagement unlocks empathy and innovation. But it is action and adaptation that leads to relevance. And, it never ends." – Brian Solis, "The End of Social Media 1.0," (<http://www.briansolis.com/2011/08/the-end-of-social-media-1-0/>)