



## A Newsletter from the Library Binding Institute

### Noel Ward, Executive Editor of OnDemandJournal.com, to Speak at LBI 2007 Spring Meeting

Noel Ward, executive editor of *OnDemandJournal.com*, has been confirmed to speak at the LBI 2007 Spring Meeting, May 5 – 7, in Santa Fe, New Mexico. Ward is a print industry consultant, speaker and writer whose focus is on digital printing strategies and content development for print and electronic media. He conducts technology assessments, market research, and competitive analyses to build strategies which help companies optimize processes associated with document creation, production and distribution. One of the best-known writers in the industry, Noel creates and produces white papers, case studies and electronic newsletters for such industry leaders as Adobe Systems, Exstream Software, DeskNet, Coe, OPServer, and Xerox. A key focus of each document is how a product or technology delivers a business process, bottom line or other measurable difference for the user. A believer in using technology to gain efficiencies and competitive advantages, his business motto is "If you're not the lead sled dog, the view doesn't change." He is founding editor of the electronic newsletter *Digital Asset Directions*, and editor of *The Leading Edge*, the publication of The Imaging Network Group, an international association of document service bureaus. He is

executive editor of *OnDemand Journal.com*, a contributing editor for *Electronic Publishing* magazines and member of Expert's Row at WhatTheyThink.com. He is the former editor-in-chief of *Print On Demand Business*, *Print On Demand Solutions*, and *Desktop Publishers Journal* magazines. He was founding editor of the Printing Industries of America newsletter, *Digits*, and editor of *The Gilbane Report*.



It's not too early to begin planning for the 2007 LBI Spring meeting, May 5 – 7, Hotel Santa Fe, in Santa Fe, New Mexico. Located in the city's world renowned historic district, the hotel's elegant rooms and culinary excellence are something you won't want to miss! For more information on the Hotel Santa Fe, go to [www.hotelsantafe.com](http://www.hotelsantafe.com). For information on things to do in Santa Fe, go to [www.santafe.org/Visiting\\_Santa\\_Fe/index.html](http://www.santafe.org/Visiting_Santa_Fe/index.html).

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## **The New York Times Sunday Book Review Releases "100 Notable Books of the Year"**

The New York Times Sunday Book Review recently released its list of "100 Notable Books of the Year". To see this list and read the book reviews, go to [www.nytimes.com/ref/books/review/20061203notable-books.html?th&emc=th](http://www.nytimes.com/ref/books/review/20061203notable-books.html?th&emc=th).

## **Check It Out...Books Of Interest**

### **Pod People: Beating the Print-On-Demand Stigma, by Jeremy Robinson, 2006.**

Author of the Barnes&Noble.com best selling print on demand novel, *The Didymus Contingency*, "Robinson has penned the essential guide to self-publishing success in today's market. If you're looking for a way to traverse the challenging world of print-on-demand, consider this book a Hummer with a full tank of gas," according to POD-DY MOUTH, a review site for POD books (<http://girlondemand.blogspot.com/>). An interview with the author can be found at, [www.profitpapers.com/papers/publish-on-demand-jeremy-robinson-talks-pod.php](http://www.profitpapers.com/papers/publish-on-demand-jeremy-robinson-talks-pod.php).

### **Managing the Demand-Supply Chain: Value Innovations for Customer Satisfaction, by William E. Jr. Hoover, Eero Eloranta, Jan Holmström, Kati Huttunen, 2001.**

According to an amazon.com editorial review ([www.amazon.com/gp/product/product-description/0471384992/ref=dp\\_proddesc\\_0/102-5535934-2988969?ie=UTF8&n=283155&s=books](http://www.amazon.com/gp/product/product-description/0471384992/ref=dp_proddesc_0/102-5535934-2988969?ie=UTF8&n=283155&s=books)), "Managing the Demand-Supply Chain is an indispensable resource for managers who want to optimize operational effectiveness, spur innovation, and achieve and sustain excellence in exceeding customer expectations. Special features of this book include the best thinking from acknowledged leaders in the field, an extended case study of Nokia's successful demand chain management implementation, and numerous sidebars detailing real-world implementation issues."

### **Integrating Print And Digital Resources In Library Collections, by Audrey Fenner, 2005.**

This thought-provoking book discusses "the very concept of 'collection' which has been redefined in recent years "combining practical theory, research findings, "how-to" articles, and opinion pieces to encourage efforts in establishing fully integrated and accessible collections," ([www.amazon.com/gp/product/product-description/0789028336/ref=dp\\_proddesc\\_0/102-5535934-2988969?ie=UTF8&n=283155&s=books](http://www.amazon.com/gp/product/product-description/0789028336/ref=dp_proddesc_0/102-5535934-2988969?ie=UTF8&n=283155&s=books)). Early on in the book, it is stated that "Circulation statistics indicate that the demand for print format books is not declining in relation to the rapid development of digital library collections (p.38)." Check it out!

**ALA** American Library Association

## **ALA Midwinter Meeting January 19 - 24, 2007 Seattle, Washington**

**Advance Registration Deadline: December 8, 2006**

Register now for the ALA Midwinter meeting to be held January 19 - 24, 2007, in Seattle, Washington. The deadline for advance registration is December 8. For more information, go to the following links:

### **General Meeting Information**

[www.ala.org/ala/eventsandconferencesb/midwinter/2007/home.htm](http://www.ala.org/ala/eventsandconferencesb/midwinter/2007/home.htm)

### **Meeting Registration**

[www.ala.org/ala/eventsandconferencesb/midwinter/2007/registration.htm](http://www.ala.org/ala/eventsandconferencesb/midwinter/2007/registration.htm)

### **Housing Information and Reservations**

[www.ala.org/ala/eventsandconferencesb/midwinter/2007/travel.htm#hotel](http://www.ala.org/ala/eventsandconferencesb/midwinter/2007/travel.htm#hotel)

One highlight of the meeting will be a symposium entitled "Definitely Digital: An Exploration of the Future of Knowledge on the Occasion of the 50th Anniversary of ALCTS", sponsored by The Association for Library Collections & Technical Services (ALCTS). This will be held on Friday, January 19, 2007 in Seattle. Supported by Amazon.com, "Definitely Digital" will examine significant changes in scholarly communication, library services, collections and staffing created by the digital environment. The symposium speakers will discuss scholarship in the digital age, new communication models, the future of cooperative technical services and enabling technologies, and the training and education of staff working with digital collections. Registration for this all day symposium is handled through the ALA Midwinter registration form. Link to <http://www.ala.org/ala/eventsandconferencesb/midwinter/2007/home.htm> and choose "Registration."

# News from the Library Binding Institute



## Mary Tolbert Deceased October 21, 2006

Mary Tolbert, the mother of LBI member Jack Tolbert, died on October 21, 2006. Mary was corporate secretary of National Library Bindery Company of Georgia, Inc. Notes can be sent, including inquiries about memorial contributions, to Jack Tolbert, National Library Bindery Company of Georgia, Inc., P.O. Box 428, Roswell, GA, 30077-0428.

## LBI Member Survey Reveals Need for On Demand Binding Resources

Look for results from the recent LBI member survey related to on demand binding in the fall issue of *ShelfLife*. While the majority of respondents support the idea of an on demand binding association, there are many factors to consider. LBI will continue to explore this possibility and welcomes your feedback which can be sent to [dnolan@lbibinders.org](mailto:dnolan@lbibinders.org).

## Rob Mauritz Selected for Membership in the BMI CASED-IN-CLUB

Rob Mauritz, LBS, was recently recognized at the fall meeting of the Book Manufacturing Institute (BMI) for his appointment to

BMI's CASED-IN-CLUB. "Membership in the Cased-In-Club is awarded to BMI members who have served the industry for more than twenty years and have served in the Institute with distinction", according to Bruce Smith, BMI executive director. Mauritz served as a member of the BMI Board of Directors from 1999 to 2002; a member of the Special Projects Committee since 2000; a member of the Conference Committee since 2001; and Chairman of the Conference Committee since 2003. Congratulations Rob!

## Kappa Graphic Board Now Eska Graphic Board USA BV

Kappa Graphic Board has been sold and ceased operations under this name as of September 30, 2006. The new company name, Eska Graphic Board USA BV, announced there has been "no interruptions of continuing operations and the company has retained the services of all employees."

## Sally Moyer Has A New Address

Sally Moyer, former LBI executive director, has moved and can be reached at 12 Saddle Brook Drive, #111, Pewaukee, WI 53072.

## Association News

### New BISG Executive Director

Michael Healy, former editorial director of Nielsen Book Services, became executive director of the Book Industry Study Group, Inc. (BISG) in October 2006.

"I couldn't be more thrilled about joining BISG during this exciting time in the book industry," Mr. Healy said. "Many parts of our industry are in a period of transforming change. Going forward, BISG will play a key role in defining new standards for the digital age while strengthening and extending those already in place. Building consensus as we seek to encourage greater efficiency in the evolving supply chain will continue to be a major focus for BISG."

With more than fifteen years publishing industry experience, Healy has been heavily involved in the development and management of book industry standards. For the past seven years he has been editorial director of Nielsen Book Services, one of the world's leading providers of information,

transaction and market-measurement services to the book trade. He is currently chair of the International ISBN Agency, chair of the international committee responsible for revising the ISBN standard; a director of BIC (Book Industry Communication), the UK book trade's standards body, and chair of its product metadata committee; a member of the ONIX International steering committee, and a director of the International DOI Foundation.

### Banks Harris Award Nominations Deadline: December 1, 2006

The Paul Banks and Carolyn 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 archival 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

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of new or improved methods, techniques and routines; significant contribution to professional literature; evidence of studies or research in preservation; and training and mentoring in the field of preservation. For a list of former recipients, please see <http://www.ala.org/ala/alcts/alctsawards/banksharrisb/banksharris.htm>. Send nominations, a formal statement of nomination that provides a 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: Yvonne Carignan, chair, Banks/Harris Jury, [carignan@umd.edu](mailto:carignan@umd.edu).



## OCLC Awarded Gates Grant to Develop Library Marketing Campaign

OCLC Online Computer Library Center, the world's largest library cooperative, has been awarded a grant from the Bill & Melinda Gates Foundation for development of a potential national marketing campaign to increase awareness of the value of libraries, and the need for support for libraries at local, state and national levels. The \$1.2 million grant will be used by OCLC to conduct research, develop strategies, create materials and test elements of a national marketing campaign to demonstrate the value of libraries, and the need to increase support for libraries to meet the changing needs and expectations of library users. The project will aim to create a national campaign that can form an umbrella for regional- and local-level programs. OCLC has selected Leo Burnett USA as the agency partner in the project.

Trends suggest that U.S. public libraries will find it difficult to adequately fund operations over the next 3 to 5 years—a period in which public libraries will come under increasing pressure to modernize programs, facilities and electronic infrastructure and offer more Internet-based services and electronic collections. At the same time, studies indicate that most people are unaware of all the types of information and services libraries make available to their patrons.

"Libraries must more effectively communicate their current services and value in this era of rising costs and increased competition," said Cathy De Rosa, Vice President, OCLC Marketing and Library Services and principal contributor to *Perceptions of Libraries and Information Resources*, a report issued in December 2005 based on Harris Poll findings. "Many libraries lack the resources, expertise and funding to build the library advocacy and marketing programs required to create an environment that can sustain and increase

support. It is our goal to help libraries communicate their value to the communities they serve."

The *Perceptions* report noted that U.S. residents do not have a current view of library services or technology offerings. Most residents hold a nostalgic view of libraries, associating libraries overwhelmingly with "books." While 99 percent of libraries now provide free Internet access and most provide electronic collections and online services, many residents are unfamiliar with these services and do not see libraries as providing services that fit with their current lifestyles.

"Libraries provide opportunities for education and advancement, especially for those in rural or otherwise underserved areas in this country, by providing access to books, information technology and training," said Jill Nishi, manager of the Bill & Melinda Gates Foundation's U.S. Libraries initiative. "This project will help us determine how best to encourage sustained funding for public libraries, so they can continue to provide quality services for generations to come."

## Omar Wasow to Speak at AASL 13th National Conference

The American Association of School Librarians (AASL), a division of the American Library Association (ALA), is pleased to welcome Omar Wasow as a featured



speaker at its 13th National Conference & Exhibition, "The Future Begins @ your Library," October 25-28, 2007, in Reno, Nevada. Wasow will deliver closing remarks to conference attendees and exhibitors during the Closing General Session on October 28.



"Proclaimed by *Newsweek* as one of the 'fifty most influential people to watch in cyberspace,' Omar Wasow will tantalize and challenge us at the close of our conference," said Allison G.

Kaplan, co-chair of the AASL National Conference Committee. "Mr. Wasow has demonstrated a deep dedication to the education of our children and puts libraries together with technology as a means for the development of community – for us, our children, and our future."

Wasow is co-founder of BlackPlanet.com and a respected technology analyst. He is a strategic advisor to Community Connect Inc., the parent company of BlackPlanet.com, as well

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as a popular guest on TV and radio programs discussing technology related topics and examining current trends. Based on his work on a variety of social issues, including education, Wasow was selected for a fellowship in the Rockefeller Foundation's Next Generation Leadership program. He is currently pursuing a doctorate in African American studies and political science at Harvard.

In addition to Wasow, the AASL National Conference will feature five preconferences, over 100 concurrent sessions, more than 200 exhibiting companies, educational and school tours and special appearances by award-winning authors and illustrators.

## NEH Awards Announced

On October 25, 2006 the National Endowment for the Humanities (NEH) announced that 65 successful applicants will receive a total of \$10.1 million in grants or offers of matching funds for public programs offered by state humanities councils, national historic sites, museums, libraries, and documentary media projects in television and radio.

Successful grants announced include 47 designated "We the People" projects, a special recognition by the NEH for model projects that advance the study, teaching, and understanding of American history and culture. "The humanities offer a path toward helping us understand our world, and NEH grant recipients will conduct a variety of public programs that can provide guidance along the way," said NEH Chairman Bruce Cole. "NEH supports projects that are rigorous, wide-ranging, and substantial in their examination and illumination of the great ideas and great events of the past in our own nation and throughout the world."

In this award cycle, institutions in 34 states, the District of Columbia, and four U.S. territories received support from the NEH. A complete state-by-state listing of grants is available as an Adobe PDF file (see link below). The 65 new NEH grants and matching offers are in two of the endowment's program areas—federal/state partnership and public programs, with examples of each:

"We the People" grants for State Humanities Councils support a variety of public programming sponsored by the state councils, including teacher seminars and institutes, public lectures, Chautauqua programs, speakers' bureaus, student essay contests, reading and discussion groups, and media projects for radio and television: "Alaska's March to Statehood" (Alaska Humanities Forum, Anchorage); "Land of Sunshine, State of Dreams: Florida in the 20th Century" (Florida Humanities

Council, St. Petersburg); and "Citizenship and Democracy" (Nevada Humanities, Reno).

Interpreting America's Historic Places grants support public humanities projects that exploit the evocative power of historic places to address themes and issues central to American history and culture with interpretations of significant historic sites, neighborhoods, towns, communities, or larger geographical regions: "The Captain John Smith Four Hundred Project: Retracing John Smith's Chesapeake Voyages" (Sultana Projects, Inc., Chestertown, Md.); "From Pursuit to Preservation: The Global Story of Whales and Whaling" (New Bedford Whaling Museum, New Bedford, Mass.); "Back to Our Roots: A New Vision of New England Farming and Rural Life" (Old Sturbridge Village, Sturbridge, Mass.); "Mississippi Blues Commission Blues Trail" (Mississippi Blues Commission, Indianola, Miss.); and "Underground Railroad in Vermont" (Rokeby Museum, Ferrisburgh, Vt.).

Museum and library grants support interpretive exhibitions, the interpretation of historic sites, interpretive projects (such as publications and public symposia), public programming, and websites: "El Greco to Velazquez: Art During the Reign of Philip III" (Museum of Fine Arts, Boston, Mass.); "Impressionism and the Art of the Past" (Denver Art Museum, Denver, Colo.); and "Ben Franklin: In Search of a Better World—A Traveling Exhibition for Libraries" (American Library Association, Chicago, Ill.).

The list below indicates programs, total number of projects, and total dollar amounts for grants and matching funds included in this announcement:

"We the People" Grants for State Humanities Councils (32) \$2,856,300 (plus \$480,000 in matching offers); Public Programs (33) \$ 5,030,543; Humanities Projects in Libraries: Implementation grants (3) \$801,180; Humanities Projects in Libraries: Planning grants (2) \$80,000; Humanities Projects in Museums and Historical Organizations: Implementation grants (11) \$2,509,419 (plus \$465,000 in matching offers); Humanities Projects in Museums and Historical Organizations: Planning grants (1) \$40,000; Interpreting America's Historic Places: Implementation grants (5) \$1,150,000 (plus \$130,000 in matching offers); Radio Projects: Production (4) \$579,944; Television Projects: Consultation (2) \$20,000; Special Projects: Implementation (5) \$1,000,000.

A complete state-by-state listing of grants is available online as a 15-page Adobe PDF file: [www.neh.gov/news/archive/NEH\\_Grants\\_Oct06\\_List.pdf](http://www.neh.gov/news/archive/NEH_Grants_Oct06_List.pdf).

# Technical Director's Report

## Graph-Expo

Although I could not attend this great printing show in Chicago, 40,000 other people did which is less than last year's much larger Print 05 attended by 62,000 visitors, including many members of LBI. Where there any new worthwhile items in the world of bookbinding? Although I was not present, I am not aware of any unless one takes into consideration the change of computer's from CRT's to flat screens, an emphasis on system controls like JDF, and CIP4.



My former RIT colleague Frank Romano covered the show and shared some of these comments on the web - [WhatTheyThink.com/home/frank005.cfm](http://WhatTheyThink.com/home/frank005.cfm):

- Exhibit space for digital printing exceeded the exhibit space for offset lithography.
- Ink-jet printing occupied as much space as toner-based printing. (That is an interesting observation as many experts expect that the next DRUPA will be the introduction to new, sophisticated ink-jet print technologies.)
- Digital printing sold at record levels – he listed it as a banner year for toner-based color digital printing. Frank stated that digital printing units are now available at many price/performance points to enable small to large firms to enter the market. Does this include library binders? Let's hope so. Those who have already invested in such endeavors seem to be smiling all the way to the bank.

## Oce Solutions for Book Manufacturers

It is not so long ago that we considered only Xerox's DocuTech when discussing ultra-short runs. The Internet is fast changing the way we used to do business. Library binders used to be the only one who could bind individual books in a cost-efficient manner. These days, that "exclusive" identity is gone. The manufacture of short-run books is no longer an exception. There are now many newcomers into this field who offer printing and binding of individual or ultra-short run editions. Our customers have changed, too, since they now demand faster and faster turnaround, expect excellent quality, and affordable prices. For library binders, digital book production is a way to generate new, profitable business. It's a natural because after printing comes hardcover binding and very few printers know how to do this.

Oce, a major competitor to Xerox has come a long way and is now one of the premier suppliers for printing ultra short-run editions of books. Look up [www.oceusa.com](http://www.oceusa.com) and select Oce Book

Manufacturing. They offer turnkey solutions for a fast choice of high quality print products including hardcover and soft cover books. I'm sure they have experts capable of giving you free, valuable advice on how to get started, train the crews, and how to finance such an endeavor so you may also get a slice of the digital age of book manufacture business.

## Spoilage Allowances

Recently, a library binder had a good question: "What are the industry's customs in regard to spoilage allowances?" This particular binder is doing more and more edition works and therefore such a question is justified. As we all know, the spoilage allowances in library binding are zero. Every item must be quality bound, no exceptions. There are unfortunate incidents which are very costly to library binders. I remember during one of my visits, a library binder lost a very expensive medical journal on the Ehlermann double fan binder. The clamp could not hold the heavy volume which contained heavy, coated papers. The spine preparation unit pulled the book out of the clamp and virtually destroyed it. The cost? Several hundreds of dollars, if it were capable of being replaced at all. Now, try to explain this to a customer!

Edition binding is different. Allowances are needed to set-up various machines. Most edition binders have their own guidelines in this regard. Generally, the spoilage allowances are 2 percent for magazine or perfect bound editions. Studies were done with RIT graduate students who spent time in commercial printing and binding plants. When it comes to hard cover binding, however, it gets more complex.

An excellent guideline was published by the greater NYC Metropolitan Binders Association which suggests the following percentages:

1,000 Books	6.0 percent
2,000 Books	4.5 percent
3,000 Books	4.0 percent
4,000 Books	3.5 percent
5,000 Books	3.0 percent
10,000 Books	2.5 percent

For thinner and more difficult paper stocks, the percentages are increased. As this published document is from a past, older period, I wonder what the spoilage allowances are for shorter than 1,000 runs? In addition to such guidelines, the document does give some general advice to printers: Bad work – Loads not properly marked, sheets not dry, sheets that have offsets, sheets

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# Executive Director's Report

by Debra S. Nolan

AdAge.com recently published an article ("18 Big Ideas from the Idea Conference From Some of the Industry's Most Dynamic Minds", Andrew Hampp, November 5, 2006) listing 18 big ideas for fostering creativity. This is a result of the inaugural Idea Conference recently held by Advertising Age and Creativity magazine in New York. Following is an excerpt and recap of a partial list:

## 1. Limitations and small budgets are inspiring

Less than 2% of Starbucks' operating budget is spent on advertising. Instead, word of mouth and the physical presence of each location have been its best tools.

## 2. Trust your gut - not research

Steve Jobs didn't create great ideas by doing market research.

## 3. Think like a band

"What does a band actually do? They create music and they don't know whether it's going to sell. They'll tour — they're not sitting in an ivory tower behind their desk. It's a very do-it-yourself culture, but ideal", said Chris Stephenson, general manager-global marketing for Microsoft's entertainment business, which launched its much-anticipated MP3-and-video player, Zune, on Nov. 16.

## 4. Approach your consumer from a 'molecular level'

The first thing Steven J. Heyer, CEO of Starwood Hotels & Resorts, asks himself when it comes to designing a new hotel is: "What do we want our guest to feel?"

## 5. Digitize everything

Not just your ads, but also your store, your product and even your employees.

To read the entire article, go to [http://adage.com/ideaconference/article?article\\_id=112997](http://adage.com/ideaconference/article?article_id=112997).



## Something to Think About

"So, reasoned Sumitomo Mitsui, if we know a VISA cardholder drops 115,000 yen a year (about \$1,000) playing golf we should make sure that customer receives offers for Top-Flite balls, Ping or Callaway clubs, golf trips, and other golf-related items. Tap into any interest or passion for that matter, where customers are dropping serious yen, and cater to those yearnings...." Michael Josefowicz, *Post Tipping Point Style Growth and the Printing Industry: Thoughts on Direction and Change*. To read the complete article, go to [www.ondemandjournal.com/specialfeatures/josefowicz12.cfm](http://www.ondemandjournal.com/specialfeatures/josefowicz12.cfm).

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that have bad printing, sheets with marks inside trim areas or other bad works should not be delivered to the binder to sort out. The binder has made no allowances in the estimate for such extra work which is normally the responsibility of the offset printer.

The final chapter and advice given is: "Always consult ahead of time with the binder, not only for the imposition, but for other

details of bindery work. Different binders have different types of equipment, also their own methods and tricks. Don't assume that the instructions of one binder apply to all other binders."

*Werner Rebsamen is Professor Emeritus at the Rochester Institute of Technology and the technical consultant to the Library Binding Institute. He can be reached at [wtrebs@localnet.com](mailto:wtrebs@localnet.com).*