



A Newsletter from the Library Binding Institute

## LBI Fall Conference and Hardcover Binding Seminar Survey Results

Thanks to all who responded to the recent survey about the LBI Fall Conference and Hardcover Binding Seminar. The feedback was useful and will help LBI as it plans programming for upcoming conferences. Here are the highlights from the survey.

### Survey Participants

Survey respondents included Suppliers (31%), Bindery owners (25%), Bindery Sales, Management, and Operations associates (20%), and Bindery/On-Demand Printer owners (8%), as well as publishers and librarians. Eighty-eight percent attended the LBI Fall Conference and 92 percent attended the Hardcover Binding Seminar.

### About the Conference

Networking was reported to be the most important reason for attending the conference by 37 percent of respondents. Twenty-eight percent noted professional development as most important, 23 percent cited being an LBI Member, and 17 percent said the tours were the most

important reason for attending. Other reasons for attending included an opportunity to see the trends and future of bookbinding, and to get leads on suppliers and materials.

*Networking was cited as the most important reason to attend both the LBI Fall Conference and the Hardcover Binding Seminar.*

Ninety-five percent of respondents found the tours to Ecological Fibers, Bridgeport National Bindery and Hand binders/crafters at 1 Cottage Street to be beneficial and gained knowledge that can be applied in their work location. Almost all (95.1%) of respondents agreed that

similar tours should be offered at future conferences.

### Hardcover Binding Seminar

Like the conference, networking was ranked as the most important reason for attending the Hardcover Binding Seminar by 36 percent of respondents. Thirty-three percent ranked speakers as most important, and 32 percent cited professional development. Ninety-eight percent of participants reported being satisfied with the seminar materials (56% were very satisfied). Ninety-five percent were satisfied with the speakers and presentations (51% were very satisfied). When asked about session length, 73 percent reported them as being just the right length; 24 percent felt they were too long.

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Response to the Seminar was incredibly positive. Ninety-eight percent of respondents reported that the Seminar fulfilled their reason for attending. Comments from attendees about the most beneficial aspect of the Seminar included:

- *The tours were great.*
- *The technical presentations from Werner and Fritz were very informative.*

- *Vendor information could be better focused and more consistent by asking them to answer a series of questions designed to provide insight about their company, products, view of the market, development, etc.*

- *Learning what was new in the on demand hardcover market.*

- *It was helpful to interact with people and companies in related industries. It was interesting to listen to the challenges they face and understand how closely related our survival issues are.*

- *Werner's overview of the industry trends.*

- *Networking; meeting customers and talking about products.*

- *Knowing more about print on demand and other types of binding we can start working on.*

- *I really enjoyed all of the educational presentations--especially those given by Werner Rebsamen and Paul Parisi.*

- *Meeting people; hearing different points of view; learning about other companies.*

### **Future Conferences and Seminars**

When asked what information or format would be helpful for future conferences

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Hardcover Binding Seminar participant

and seminars, 39 percent reported that workshops on subjects like software and technical operational issues would be most helpful. Thirty-five percent would like more hands-on bindery tours and learning experiences; and 15 percent were interested in table topic conversations by subject with industry colleagues. Other suggested topics from participants included equipment supplier summaries, automation in print on demand, opportunities for improvement in technologies, and innovative "Green" ideas and solutions for the industry.

When asked what specific equipment respondents would like to see in operation on future tours, answers included:

- a trade book operation;
- robotic, or self-adjusting equipment
- large publisher binderies;
- new hardcover equipment for on demand binding;
- any equipment that is new, timesaving or that brings changes in profitability;
- DGR casing-in line;
- short run, long run and quick makeready equipment-- and ideally the machine that satisfies all these requirements; and
- equipment for consolidation of pages into a book block.

Other topics respondents recommended for future seminars included:

- a "think tank" sort of study or projections about the changing marketplace;
- future technology for on demand books;
- the reduction of turnaround time and reduction of labor in POD;
- production cost related topics and job costing, especially short run; and
- Quality control.

### **The Future of LBI**

When asked if they thought LBI was heading in the right direction by restructuring to broaden membership categories to include all those involved with hardcover binding, softcover binding and print on demand, while protecting the Certified Library Binder category and the LBI Standard for library binding, 98 percent of respondents said "Yes." Half of the respondents who are not already LBI members indicated they would be interested in becoming a member of the Hardcover Binders Association, International (final name to be determined).

*Visit [www.hardcoverbinders.org](http://www.hardcoverbinders.org) for the latest information on the future and growth of LBI.*

## The Story of Denver Bookbinding Gets Noticed by American Public Television Content Provider

The story of Denver Bookbinding has gotten the attention of Middle Pond Media, a production company launching a vocationally oriented pilot called, *Generation to Generation*, a segment of its Americana series. This company provides content to American Public Television. Denver Bookbinding is of interest because they are laying the groundwork for fourth and fifth generation family members to continue on with the business which began with Gail Lindley's grandparents. Lindley's grandfather, Axel Erslund, a master bookbinder from Denmark, purchased the company from its original owners in 1946 when the company's employees were impacted by the nation's tuberculosis epidemic. Her mother and grandmother took over in 1972 upon his death despite grumblings from some customers, including one who remarked that a "female owned business would never make it." Filming for the segment began Monday, October 15.



## Printing & Publishing News

### Publishing Forecast 2008

The Industry Measure has released in *Publishing Forecast 2008*, a report which analyzes the prevailing economic environment, the current state of the publishing industry, and details the major forces that publishers will have to contend with in the next year.

*Publishing Forecast 2008* also takes an in-depth look at the most recent Industry Measure survey results on such hot topics as multi-channel marketing and publishing, "Web 2.0, online remote proofing, digital and variable-data printing, the effects of the recent postal rate hike, and more. The report also presents The Industry Measure's latest investment projections for more than 100 equipment, hardware, and software categories. More information can be found at [www.theindustrymeasure.com/report/157?report\\_name=Publishing\\_Forecast\\_2008](http://www.theindustrymeasure.com/report/157?report_name=Publishing_Forecast_2008).



### Newly Appointed Public Printer of the United States to Address Sustainability Conference Banquet at Cal Poly

A reception and banquet featuring the Honorable Robert C. Tapella, the newly appointed Public Printer of the United States, will follow "The Business of Green Media," sustainability

conference at Cal Poly on January 24. The banquet will be held at the Embassy Suites Hotel in San Luis Obispo. Tapella, who graduated from Cal Poly's Graphic Communication Department in 1991, will discuss what the U.S. Government Printing Office is doing to promote sustainability. Tapella will also talk about the nation's efforts to achieve a "greener" America and what the graphic communication industry can do to help. The nation's 25th Public Printer, Tapella was appointed by President George W. Bush and confirmed by the U.S. Senate. Tapella, who now leads more than 2,200 employees at the GPO, previously served as deputy chief of staff and then chief of staff during the last five years. During that time, he was instrumental in transforming the office into a profitable 21st century digital operation.

Through a partnership with over 1,250 libraries across this country, the GPO provides permanent public access to the documents of our democracy. Because printing is no longer the primary means of communication between the government and the public, the GPO is developing a digital content system to support printing, publishing and permanent public access to authenticated electronic documents that will ensure that digital information created today by our government will be available in perpetuity.

For more information on "The Business of Green Media" sessions and activities, visit <http://gri.calpoly.edu/sustainability.html>.

## ALA 2008 Midwinter Meeting, January 11-16, Philadelphia – Daily Schedule and List of Discussion Groups Now Available

You can find a PDF of the ALA Midwinter Meeting daily schedule and list of discussion group meetings by going to [www.ala.org/ala/eventsandconferencesb/midwinter/2008/sessions.htm](http://www.ala.org/ala/eventsandconferencesb/midwinter/2008/sessions.htm).

The Library Binding Discussion Group will meet on Saturday, January 12, 1:30 p.m. – 3:30 p.m.

### New DVD on Hand Bookbinding

The Harcourt Bindery in Boston has long been known for its excellence in hand bookbinding. During a visit last year, I was amazed at the number of clients who seek to have books bound in leather and tooled by hand. The skill levels at the Harcourt Bindery are most impressive. These days, it is the largest for-profit hand bindery in the U.S. and will likely remain so. During the LBI fall conference, we had the pleasure of visiting several small establishments who make their living with fine bindings.

Unfortunately, the Harcourt Bindery recently lost its lease at its location in a downtown building. Real estate in Boston is expensive and very much in demand. Before the move and merger with Acme Bookbinding, Sam Ellenport, the principal owner, decided to document the existing bindery and, most of all, the lost traditions and techniques used. The company was founded in 1900 and had to move only twice, once due to a fire in the building.

Thanks to the generous support of the Barnard Foundation, Sam Ellenport was able to film some of their processes and create two DVD's. Each runs well over an hour. The first is called "Bookbinding at the Harcourt Bindery 2006." It shows how a basic cloth and leather book are bound and decorated, giving a sense of what the bindery looks like, its array of equipment and machinery, and the techniques used for the production of fine keepsake bindings. The second DVD, "Nineteenth Century Bookbinding Techniques at the Harcourt Bindery," attempts to show how production speed goes hand in hand with producing a high quality leather bound product. How could 100 or more multi-volume sets, bound in full leather with doublures and silk flies, along with rich spine tooling be done so quickly and so

by Werner Rebsamen



competently as to be profitable and admirable? Sam stated, "there is no reason why binders today cannot cover 15 to 20 full leather bindings in a morning as once was done." The DVD shows some of the production efficiencies used, all of which are still valid today.

The DVD's are priced at \$15 each plus \$3 for shipping within the U.S. To order one or both, send the relevant amount made payable to Sam Ellenport, 205 School Street, Belmont, MA 02478. Sam Ellenport can be reached by e-mail at: [sam@harcourtbindery.com](mailto:sam@harcourtbindery.com).

During an extended sailing weekend, Ralph Ocker and myself (we both received master bookbinder's training in Europe) had a chance to review the DVD's which I have added to my collection. The films were extremely interesting and informative especially seeing the style and skill levels of various crafts people. Sam's efforts to share his advanced skills with friends in the industry are very much appreciated. The DVD's can also be used for presentations to groups such as librarians and others interested in fine binding.

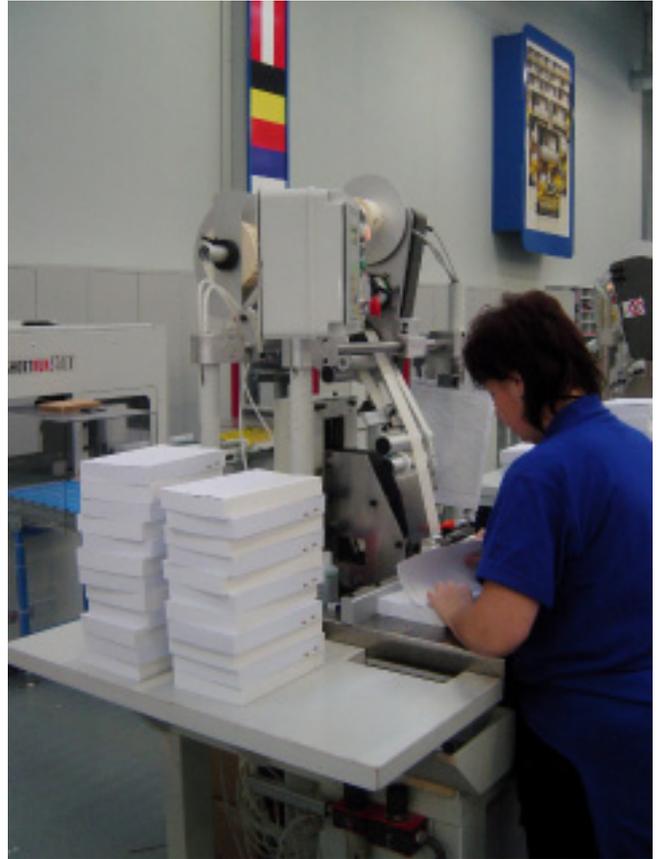
### New Low-Cost Digital Color Printing

In September, Xerox announced the development of a new color printer which may boost the use of color. The new 8860 printer will sharply reduce the cost of color printing. Priced at \$ 2,499, it is considerably higher than a model from a competitor which offers a color laser jet for about \$1,000 less. Although one might opt first for the lower cost model, the difference is that the replacement color-ink sticks from Xerox cost \$432 each for approximately 14,000 pages of printing – less money for ink which can produce more pages of printing. Thanks to the Internet, we are able to do our homework.

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## New Indexing Machine and Advantages of Digital Book Manufacture

Earlier this month, I had the pleasure of traveling to Denmark and consulting for New Era Publications. This all digital print book manufacturing facility owned by the Church of Scientology is most impressive. Several digital web printing units print as many as 5,000 to 20,000 books of each title in many different languages. Digital printing allows us to print the same book and alternate its content. If you consider a comparison with offset printing, there are other advantages. Mount a roll of paper into the digital web printing units and out comes a finished book block, ready to be bound. In conventional printing, each signature must be printed separately and then moved to the warehouse. If you use 16 pages for a 320-page book, this represents 20 different set-ups, 20 different signatures to handle! This is a most costly endeavor. At New Era and at Bridge Publications, the book blocks are then adhesive bound and after trimming, are indexed. These are just 3 to 4 thumb index cuts. In cooperation with an Italian machinery manufacturer, they developed a new, thumb indexing machine that makes the cuts and, in the following cycle, mounts a pressure sensitive label automatically! In time, this newly developed indexing machine will be expanded and made available for our industry. See the photo on this page for a first look!



*New Indexing Machine Does Thumb Cutting and Automatic Tabbing*

*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).*

### *Something to Think About*

“More important than any particular ritual of planning is the strategic conversation, the ongoing discourse that takes place across the organization and down through its various levels. A healthy strategic conversation leads to a clearer shared understanding of the organization’s challenges and opportunities, greater acceptance of the need for evolutionary change, new ideas for creating value, and a readiness within the culture for doing things in new ways. The strategic conversation sets the context for change.” -Dr. Karl Albrecht, *Is The Association Model Broken? The Case for Reinvention*, Journal of Association Leadership, Summer 2005.

by Debra S. Nolan, CAE



During recent deliberations of the LBI Board of Directors, the subject of “value” surfaced. Perceived value, benefits, and opportunities related to belonging to LBI and/or to the newly named association with a broadened membership scope and purpose. Seems LBI’s leadership is right on track.

Dr. Karl Albrecht, in his article, *Is The Association Model Broken? The Case for Reinvention*, discusses this.

“What should be the structure of the strategic conversation? What is it about? In simple terms, it’s about value — defining it, designing it, and delivering it. It’s the ongoing, never-ending, never-satisfied, continuously explorative discussion of the means by which the enterprise can thrive in its business environment by delivering superior value. Presumably, every organization, every enterprise, exists for the purpose of creating value for some recognized set of constituents — customers, clients, taxpayers, students, patients, subscribers, members, patrons — call them what you like.”

In his article, Albrecht describes the following value propositions associations can offer:

Taking the wide-angle view of associations in general and their attempts to create value for their members and others, the value packages they offer tend to revolve around some combination of five key dimensions of value, or value propositions if one prefers that definition. The balance and emphasis of these five value propositions can vary considerably with the nature and mission of the association and with the needs of its members. The five key value propositions — and areas for potential strategic advantage — seem to be as follows:

1. Fellowship. The sense of community, belonging, identity, connectedness, shared fate, common purpose, personal experience and mutual support.

2. Mutual assistance. Opportunities to collaborate, cooperate, help one another, share resources, solve mutual problems, do business together, and team up for collective advantage.
3. Learning and growth. Opportunities and experiences that enable members to broaden their personal or professional qualifications, share knowledge and information, learn from one another, and grow personally through quality relationships.
4. Advocacy. A joint effort, mediated by the association or an equivalent organizational mechanism, that enables members to make their voices heard and their interests known to those who influence the political, legal, and social context.
5. Unique products and services. Special kinds of value related to the common purpose of the members, uniquely provided by the association. These can include special credentials, testing, specialized information, unique educational experiences, referral networks, communities of interest or practice, and various personal services of practical value such as insurance programs, legal advice, and health services.

If you read through the fall conference and hardcover binding survey results, you’ll see where the value resides. Professional development, networking, and tours received the highest marks for reasons to attend the fall conference. The desire for workshops on technical issues and table topic conversations also ranked high, although one-third of the responses indicated the current format was fine. The majority of respondents were very satisfied or satisfied with the hardcover binding seminar and nearly all respondents think that LBI restructuring to broaden its membership categories is a good idea.

Potential members continue to ask about the possibility of joining LBI. They see the value as do the majority of members and nonmembers attending the fall conference and seminar. I commend LBI’s Board of Directors for continuing to ask the tough questions and for having the courage and taking the time to identify the best course of action.