



The ENDPAPER

Newsletter of the Library Binding Institute – February 2005

14 Bay Tree Lane, Tequesta, FL 33469 (561)745-6821 (561)745-6813 fax www.lbibinders.org

LBI 70th Annual Meeting May 6 – 9, 2005

Get Ready!

Tired of the seasonal snow and cold? Think warm thoughts as you plan to attend LBI's 70th annual meeting in sunny Tucson, Arizona, May 6 – 9, at the spectacular Starr Pass Marriott Resort! While you are at it, check out www.visitTucson.org to help you organize your trip. Look for your emailed meeting registration form to arrive no later than March 15.

Reserve Your Hotel Room – April 14 Cutoff Date

Call (800)228-9290 or (520)792-3500 to make your reservations today. LBI room rates are \$145 single/\$145 double. For more information on the hotel, go to www.starrpassmarriott.com.

The Program

Join your colleagues for an engaging weekend of conversation, relaxation, learning, and blue-sky visioning in the midst of lush desert surroundings.

The meeting begins with a sunset welcome reception at the Starr Pass Marriott Resort, a destination which draws on the beauty of its location in Tucson Mountain Park. This opportunity to greet old friends and colleagues at the start of the meeting is not to be missed.

Following the reception are options for dinner at the resort or in nearby Tucson. For more information about hotel dining, go to www.starrpassmarriott.com/dining or for Tucson restaurant recommendations, check out www.fodors.com.

Saturday starts with a continental breakfast in the exhibits area followed by a session entitled, "The Library Binding Industry: Branding Basics and Broadening Markets." This informative session will address branding and marketing concepts that can apply directly to your company and will be presented in the context of the library binding industry. After a break in the exhibits area, suppliers will be given the opportunity to present information on the latest news related to library binding products and services. There will be time for lunch on your own and then the afternoon is free for golf, an optional half-day excursion, or relaxation. A lively and memorable reception and dinner sponsored by LBI suppliers will be held Saturday evening.

Sunday begins with a salute to the mothers in attendance, all of whom are invited to an informal mother's day breakfast. Breakfast is followed by the LBI board meeting and annual meeting. Afterwards, an interactive blue-sky conversation about the LBI brand will take place – what it looks like today and where it needs to go to accurately reflect today's library binding industry. The afternoon is free for lunch followed by leisure time. That evening, the president's reception and dinner will take place in honor of outgoing LBI president, John Salistean.

Monday you are free to enjoy the area or to head home feeling renewed and invigorated by the weekend's events.

Got Memorabilia?

It has been seventy years since LBI was formed and this is cause for celebration. Much has been accomplished since 1935 and we want to showcase this in Tucson. Needed are historic photographs, memorabilia, and any other items of interest that can be displayed and/or captured for display in a presentation at the meeting. If you have any photographs or digital images of LBI members, staff, conferences, special events, or anything else representing LBI history, please contact Suzanne Wiersma by March 25 at swiersma@wbmbindery.com.

Things To Do in Tucson

With an average daytime high of 82 degrees (F) and evening low of 54 degrees (F), Tucson offers the ideal climate for a number of outdoor activities including year-round golf, hiking, swimming, tennis, bicycling, bird watching, and stargazing.

Additionally, Tucson offers an array of activities that reflect its diverse heritage and unique environment including:

The Arizona-Sonora Desert Museum offers more than 1,300 types of plants and 300 kinds of animals in its living exhibit. (www.desertmuseum.org)

The Mission San Xavier del Bac recognized as the finest example of mission architecture in the U.S. Southwest.

The Flandrau Science Center and Planetarium provides educational exhibits and programs for all ages. (www.flandrau.org)

The O.K. Corral offers historical daily reenactments with Wyatt Earp and Doc Holiday. (www.ok-corral.com)

The internationally renowned Center for Creative Photography features more archives and individual works by 20th-century North American photographers than any other museum in the nation. (www.creativephotography.org)

A Sabino Canyon Tour offers day rides every day, and moonlight rides three times monthly. (www.sabinocanyon.com)

The Kitt Peak National Observatory has the world's largest collection of optical telescopes. (www.noao.edu)

The International Wildlife Museum is Tucson's natural history museum and features mammals, birds, and insects from throughout the world. (www.thewildlifemuseum.org)

Tucson's Botanical Gardens is an urban oasis of five-plus acres with 15 specialty gardens.

Unique shopping opportunities abound in Tucson, such as the quaint Old Town Artisans or the town of Tubac with shops specializing in Native American art. The neighboring town of Bisbee is also noted for its antique stores and art galleries.

A visit to the Arizona wine country would make an enjoyable day trip and could include stops at the Sonoita Vineyards, Callaghan Vineyards, Village of Elgin Vineyards, or Arizona Winery. Franciscan missionaries planted the first vineyards in Arizona in the 17th century.

Side trips and extended stays using Tucson as a base, starting, or ending point, can easily be made to Phoenix (www.phoenixcvb.com), Flagstaff (www.flagstaffarizona.org), Sedona (www.visitsedona.com), or the Grand Canyon (www.nps.gov/grca/).

LBI 70th Annual Meeting

Schedule

Friday, May 6

6:00 – 7:30 pm Welcome Reception

Saturday, May 7

7:30 – 8:30 am Breakfast in Exhibit Area

8:30 – 10:00 am “The Library Binding

Industry Brand: Branding Basics and
Broadening Markets - Part One

10:00 – 10:45 am Break in Exhibit Area

10:45 am – 12:15 pm Supplier Presentations

Afternoon Optional Golf/Free Time

6:30 pm Suppliers Reception/Dinner

Sunday, May 8

7:30 – 8:30 am Mother’s Day Breakfast

8:30 – 10:30 am Board Meeting
Annual Meeting

10:30 – 11:00 am Break

11:00 am – 12:30 pm “The Library Binding
Industry Brand: Branding Basics and
Broadening Markets - Part Two

Afternoon Free Time

6:30 – 7:30 pm President’s Reception

7:30 pm President’s Dinner

Monday, May 9

Free Time

Enjoy the Benefits of Marriott Rewards

Hotel frequent guests programs can earn you free nights and upgraded amenities. Marriott is currently offering a MegaBonus Promotion. Here’s how it works: Make 2 stays at any of more than 2,500 Marriott hotels worldwide between March 1 and June 1, 2005 and earn 5,000 Marriott Rewards bonus points! Since the LBI meeting is at the Marriott Starr Pass Resort & Spa in Tucson, this counts as one stay. Register for the promotion online at www.marriott.com or call 1-888-627-7468.

Mark Your Calendar for LBI’s Fall Conference

It’s not too late to start thinking about LBI’s fall conference scheduled for September 14-18 at the Knickerbocker Hotel in Chicago. The meeting will be held in conjunction with PRINT05 (September 9 – 15) at McCormick Place. PRINT05, which takes place once every four years, is the biggest, most comprehensive graphic communications exposition of its type in the world this year. An international exposition of commercial and package printing, and converting products and technologies, attendees will come from more than 75 nations and all of the United States. For more information, go to <http://print05.gasc.org/index.cfm>.

Member News

Congratulations to LBI member Wisdom Adhesives, manufacturer of high quality water based resin, dextrin, protein and hot melt adhesives as they celebrate their 130-year anniversary!

If you are an LBI member and have an announcement to share, please send it to dnolan@lbibinders.org.

The LBI Brand

By Debra Mills Nolan, CAE

As I get to know LBI and the library binding industry, I am struck by the fact that despite the decrease in institutional spending on library binding, this is still a core activity and significant priority for many LBI members. That said, to combat this decreasing revenue stream, members are proactively exploring other ways to expand their business offerings and broaden their markets. Not all members have chosen the same route, but the intention is still the same – to remain viable and maintain or increase market share in the library binding arena while exploring opportunities for growth in an ever changing market place.

Given the changing nature of the library binding industry, how does your company's brand look differently today from 20 or 30 years ago? Does it accurately reflect your company's position in the market place as defined by how your customers, employees, and other stakeholders perceive your organization?

According to Athol M. Foden in his book, *Brighter Branding: Branding for the Average Propeller Head* (pages 1-6), brands are built on five principals:

1. Presence – Visibility in the market place
2. Relevance – To the customers
3. Differentiation – Unique value proposition
4. Credibility – Product experiences
5. Image – The perceived product

In my second month with LBI, I wonder how this organization measures up to the above five principals. If LBI were formed today, what would it look like? Would it even be called the Library Binding Institute or would a different name reflect the reality of today or tomorrow's library binder? What would you call this organization of companies whose core mission has traditionally been library binding yet library binding does not reflect the complete picture? What is the complete picture?

One thing is for sure. Knowing who you are and where you are going can simplify and focus any organization's effectiveness. It also allows for the best possible use of organizational resources – be it time, money, or human.

I welcome your thoughts on this subject. My email address is dnolan@lbibinders.org.

Technical Director's Report

By Werner Rebsamen

Children Friendly Bindings – are Wire-Staples a No-No?

Katherine O'Brien, editor of *American*, a magazine for which I have published many trade articles, occasionally forwards some unusual questions to my attention. Recently, a person from India wrote the following concerns:

"We are an organization involved in the promotion of modern book binding techniques and machines in India. We have heard from many sources that the wire/staples on books handled by children are a strict no-no in most developed nations. In India, most of the children's books are bound using wires and there seems to be some safety hazards related to this. I have been searching the net on many articles or notifications related to this subject; but I could not find anything on this topic. Can you shed a light on this issue by forwarding some information?"

Sajith@vsnl.com

After checking with two LBI members, I sent the following answer:

Although the problem as described may be a valid concern, we have never heard of any restrictions on using wire staples based on safety. Just take a look at all wire stapled magazines found everywhere. Children do pick up magazines and look at the pictures!

(Some manufacturers now offer children friendly versions, like Muller Martini's Lego

stitch, Osaka's version and for booklets, stitching inside out and cover it.)

In book manufacturing, wire staples were used extensively on side-sewn books. During the gathering process, the book blocks were wire stapled and thereafter side sewn. These days, most of our school books are now first adhesive bound and are thereafter side-sewn.

The NASTA specifications still allow the use of wires. The only specifications are:

'that all wire must be tinned wherever employed, including side-stitched and saddle-wired books or pamphlets.' The fact is, we have never heard of any restrictions on staples based on safety.

The LBI Standard requires binders to remove all staples prior to binding. No doubt about it, a staple could be quite dangerous as children have been known to chew on books, tear them to bits in the course of reading them and generally stress a binding more than it would ever be the case with books used by adults. The staple could become a knife-like object to the unsuspecting child. In a time when nail clippers are considered a weapon at airport security, and hammers have warning labels, we should reconsider the liability for an injury caused by a children's book that features wire staples. This is especially clear when you consider that there are other ways to make a strong binding without staples. Now what about spiral bound books and wire stapled magazines? What about snapping metal Ring binders? Well, this writer lived all through it and never had a serious injury from any of these bindings.

The Ultimate Library

Heartland America presents an interesting catalog. The latest version offers an ideal gift for teachers, students, book lovers, and researchers. Praised as the greatest works of classic literature, action, adventure, education, philosophy, religion, theater and poetry in one CD ROM set, it features a 10,000 volume library! You can find everything from Mark Twain to the Bible, Shakespeare to Darwin! All are conveniently

organized into 550 categories and sub categories that can be searched by keyword, title or author.

The ad says you can read a book on the screen or print it and take it with you. It also has over 1,000 illustrations, graphics, maps and pictures and a built-in dictionary.

What is the cost? A mere \$39.99!

The ad does not specify the actual cost to print a 500-page book. Why one mere Lexmark cartridge costs more than this entire set!

No thanks, I do prefer a well bound book!
www.heartlandamerica.com

Books Online

There are a number of places to get books online, but this recent addition to the cadre of websites is definitely worth a look. The staff members at Manybooks.net have adapted the e-texts created by the project Gutenberg DVD and placed them online in a host of formats, including PDF, eReader, and as Palm document files. Visitors can begin browsing by author, title, category, or language. www.manybooks.net

Book Tech '05

Many LBI members will again join thousands and attend this interesting event at the Hilton in New York City from March 7 to 9. It is an annual gathering of experts who will discuss and display the latest innovations, products and services. Among them are many LBI member firms.

For further information and to register look up www.BookTechExpo.com

Yummy – Gourmet Books!

LAGourmet@aol.com calls for entries and invites book artists and book lovers of all ages to the Los Angeles Book Arts Center on Saturday, April 2, from 2:00 to 5:00 pm.

The show will start promptly at 2:00 pm. The books will be eaten at 4:00 pm.

What is an Edible Book? It is just that. An artists' book that is edible and made out of food rather than paper and board.

How to begin: What's your favorite food? Chocolate? Cheese? Veggies?

What is your Favorite Book? Romance? Biography? Children's Literature? Mystery?

Materials can be any food items that will make an edible book. Visit the market with a view of food as an art material. Imagine books of broccoli, pages of pasta. The sky is the limit. Think about content and your structure. Don't forget the taste. There is no fee to attend.

This does remind me of an incident we had at a bindery. As all of you know, animal glues being a gelatin mostly come to the bindery in cake forms. Well, our ladies took such an animal glue cake and decorated it with whipped cream, chocolate and strawberries. They then offered the truck driver a slice. He loved the kind gesture and wondered whose birthday it was - until he took a bite. Then he knew he had been had! Maybe one of us should prepare such a gourmet cake for the occasion in LA, stand back and have a good laugh!

Industry Survey Says...

The January/February issue of *BookTech Magazine* contains the results of "*BookTech Magazine's 2005 Industry Outlook Survey*". One highlight is that, "optimism abounds, as nearly two-thirds of those who responded reported their business outlook for the year as positive." Check out some of the other findings by going to <http://www.booktechmag.com/>.

News and Events

**APRIL 10 - 16 IS NATIONAL LIBRARY WEEK
"THERE IS SOMETHING FOR EVERYONE @
YOUR LIBRARY"**

Communities nationwide will celebrate the contributions of libraries and library workers during National Library Week, April 10 to 16, 2005, which includes an observance of National Library Workers Day on April 12. This year's theme is "Something for Everyone @ your Library" in recognition of the various library workers who assist users with an array of free resources available in America's 100,000-plus public, school, and college and university libraries.

**It's Not Too Late to Register for the ACRL
2005 Annual Meeting, April 7 - 10, in
Minneapolis!**

The Association of College and Research Libraries (ACRL) is holding its 2005 annual meeting, April 7 - 10, in Minneapolis. This conference, dedicated to meeting the unique needs of academic and research librarians, offers a number of networking and educational opportunities.

More than 2,500 librarians, leaders in higher education, and best-selling authors will discuss issues such as new technology; open access to research; digitization of library collections; Google and its effect on librarianship; recruitment; and the USA PATRIOT Act and its impact on academic library users.

Keynote sessions include presentations from educators William J. Mitchell, Massachusetts Institute of Technology, and Sylvia Hurtado, UCLA; as well as a discussion with best-selling mystery authors Carolina Garcia-Aguilera, J.A. Jance and Valerie Wilson Wesley, moderated by National Public Radio (NPR) host Liane Hansen. More than 160 exhibitors will feature state-of-the-art products and services for academic and research librarians.

ACRL, a division of the American Library Association (ALA), is comprised of 12,000 members from a wide range of academic institutions, publishers, and vendors who sell in the academic marketplace. The advance registration deadline is March 7. For more information, go to www.acrl.org/minneapolis.

**Finishing for Profitability NOW!
47th Annual R&E Council Bindery
Seminar, April 5 and 6, in Chicago**

The National Association for Printing Leadership has announced that its 47th annual Binding, Finishing and Distribution Seminar will be held April 5 and 6, 2005, at the Marriott O'Hare Hotel in Chicago, Illinois. The theme of the meeting will be *Finishing for Profitability NOW!* The meeting will feature speakers representing printers, trade binders, publishers, manufacturers, educators, and consultants, and will focus on both mechanical and digital productivity solutions of particular interest to companies in the printing industry. Among the meeting highlights is a keynote address by Frank Romano, Rochester Institute of Technology professor emeritus, whose presentation will be entitled *The Reinvention of the Printing Company*. In addition, speakers from Action Printing, Brown Printing, R. R. Donnelley, Life Touch Yearbook, Monroe Litho, Rex Three, and Quad/Graphics will discuss how they have solved binding, finishing and distribution problems in their plants.

Details about the seminar may be obtained by contacting the R&E Council at 804-436-9922 or via email at recouncil@rivnet.net.

**LIBRARY OF CONGRESS EXHIBITION ON
THE WOODCUT IN EARLY PRINTED BOOKS
OPENS APRIL 7**

The Library of Congress has organized a special exhibition of 84 rare books from its Lessing J. Rosenwald Collection that are illustrated with woodcuts from the late medieval and early Renaissance periods. Titled "A Heavenly Craft: The Woodcut in Early Printed Books," the exhibition will be on display from April 7 through July 9, in the South Gallery of the Great Hall of the Library's Thomas Jefferson Building, 10 First St. S.E., Washington, D.C.

Exhibition Highlights

The exhibition highlights include a 1484 edition of Juan de Torquemada's "Meditationes," printed in Rome by Stephan Plannck. This book is illustrated with 33 half-page woodcuts, the first series of woodcut images to appear in a book printed in Italy. The exhibition also includes the very rare 1495 Florentine "Epistole e Evangelii," an Italian language edition of the gospels, illustrated with 144 woodcuts. Many scholars consider this edition to be one of the most important illustrated books printed in Florence in the 15th century, because it typifies the Renaissance style that developed in the 1490s.

Also included are books that are known to exist in only a few copies. This group includes Johann Schönsperger's "Passio domini Jesu Christi," printed in Augsburg in 1491; "Dye Siben Cursz," a rare German book of hours printed in Ulm by Conrad Dinckmut, also in 1491; Johann Landen's Cologne edition of "Zeitlöcklein des Lebens und Ledens Christi," printed around 1498; Antoine Verard's "L'Art de bien vivre et de bien mourir," printed in Paris, 1493-1494; Gerard Leeu's very rare edition of "Mediationes de vita et passione Jesu Christi," printed in Antwerp in 1498; and Jacobus Wolff de Pforzheim's well-illustrated edition of Aesop's fables, printed in Basel in 1501.

PALINET Preservation & Digitization Conference - Saving & Promoting Your Collection: Best Practices in Preservation and Digitization, April 26 – 28, Hershey, PA

On behalf of the PALINET Preservation Advisory Group, you are invited to attend this exciting conference featuring the latest information about preservation and digitization issues and techniques. Through workshops, panel discussions, tours, and presentations, learn about book repair, pest management, dealing with mold, scanning, disaster planning, care of photographic materials, and more. Featured presenters include:

- Gary Albright, Art Conservator
- Liz Bishoff, Special Advisor to the President for Cultural Heritage Institutions, OCLC
- Tom Claeson, Global Product Manager, Education & Planning Unit, Digital Collections Services, OCLC
- Diane Kurtz, Collections Care Supervisor for the Preservation Department, Pennsylvania - State University Libraries
- Ruthann Hubbert-Kemper, Executive Director, Capitol Preservation Group
- Thomas Parker, PhD, President and Entomologist, Pest Control Services, Inc.

Register for the conference online at www.palinet.org/presconf.

NEDCC & Simmons GSLIS Receive IMLS Grant to Promote Preservation Education

The Northeast Document Conservation Center (NEDCC) in Andover, Massachusetts, in partnership with *Simmons Graduate School of Library and Information Science (GSLIS)*, has been awarded a *Librarians for the 21st Century* grant from the Institute of Museum and Library Services (IMLS). The

partners will lead a project to facilitate the inclusion of preservation in the Masters of Library Science curriculum through cooperation among regional preservation centers and schools of library and information science. The project's goal is to create consensus about content for a preservation course and to create an online curriculum with detailed lesson plans.

NEDCC will work with three other regional preservation centers that are members of the Regional Alliance for Preservation (RAP), including the Southeastern Library Network (SOLINET) in Atlanta, Amigos Library Services in Dallas, and the Center for Conservation of Art and Historic Artifacts (CCAHA) in Philadelphia, as well as with the Online Computer Library Center (OCLC).

NISO Releases Library Statistics Standard as Web-Based Database 4th Revision of 1995 Standard Is Next-Generation in Content and Format

The National Information Standards Organization (NISO) has re-engineered the American National Standard formerly known as Z39.7 into a searchable data dictionary and re-titled it *Information Services and Use: Metrics & standards for libraries and information providers*. It is available at <http://www.niso.org/emetrics>.

Something to think about...

"The experience of being understood, versus interpreted, is so compelling, you can charge admission." – B. Joseph Pine II, *The Experience Economy*

Housekeeping Note

Please remind your accounting departments of LBI's new mailing address: 14 Bay Tree Lane, Tequesta, FL, 33469. Many thanks!
