



The ENDPAPER

Newsletter of the Library Binding Institute – JUNE 2005

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LBI Fall Meeting September 15 – 18, 2005 Knickerbocker Hotel, Chicago

Reserve your hotel room now for LBI's fall meeting in Chicago which begins on Thursday, September 15, and concludes on Sunday, September 18. LBI's room rate at the Knickerbocker Hotel is \$159 single/double and is available beginning Sunday, September 11, based on availability. Call 1-866-866-8086 or 312-751-8100 to make your reservations. The cutoff date for LBI's room rate is August 15.

Located one block east of Michigan Avenue, the historic Knickerbocker Hotel is steps from the windy city's finest restaurants, shopping, and entertainment venues. Opened on May 16, 1927, this elegant 305 room hotel has housed famous guests including John F. Kennedy, Richard Nixon, the Rolling Stones, and Muhammad Ali. From 1970 – 1979, the hotel was owned by Playboy Enterprises and renamed the Playboy Towers. Today, the hotel features a granite-top Martini Bar with more than 40 different Martini selections and NIX restaurant which offers regional American cuisine fused with Pacific Rim influences.

Look for the LBI fall meeting registration form to be sent via by mid-July. More information on the hotel can be found at [http://www.millenniumhotels.com/MCIL.nsf/_hoteldoc/116\\$\\$hotelDescription?opendocument](http://www.millenniumhotels.com/MCIL.nsf/_hoteldoc/116$$hotelDescription?opendocument).

PRINT05 Speakers Confirmed for LBI's Fall Meeting in Chicago

Renowned expert on electronic publishing, Frank Romano, and Rick Lamos, Lysis International, have been confirmed to speak at LBI's fall meeting in Chicago.

Romano is Professor Emeritus at the Rochester Institute of Technology and his career in the printing and publishing industries has spanned over 40 years. He is the author of 40 books and has founded eight publications, serving as publisher, editor, or both for *TypeWorld* (now *Electronic Publishing*), *Computer Artist*, *Color Publishing*, *The Typographer*, *EP&P*, and both the NCPA and *PrintRIT Journals*. His columns appear monthly in *Electronic Publishing* and the *Digital Printing Report*. Romano will discuss trends and technologies associated with on the on-demand printing industry.

Lamos travels extensively holding in-house training seminars and public speaking engagements as a sales and marketing consultant for the printing and publishing industry. His articles can be seen online at www.salesandmanagement.com. Lamos will discuss best practices for a more systematic approach to sales management as well as effective go-to-market strategies.

Romano and Lamos are speaking at the PRINT05 Conference, September 9 – 15, which immediately precedes the LBI fall meeting. Romano's sessions will address the state of the printing and converting industries in terms of firms, revenue,

technology use and other relevant trends; digital package printing; the fate of the printing/converting and paper industries; flexography and new markets; and categorizing digital printers. Lamos' sessions on proven effective sales management methods covers topics which include winning customers and not just jobs, maintaining margins in tough conditions, and keeping existing accounts while prospecting for new accounts.

PRINT05 will showcase a full range of graphic communications technology in the United States. It is an international exposition of commercial and package printing, and converting products and technologies. For more information, go to <http://print05.gasc.org/index.cfm>.

Call for Tucson Photos

If you took photographs during LBI's spring meeting in Tucson and are willing to share them with the LBI office and Suzanne Wiersma, please email Debbie Nolan at dnolan@lbibinders.org. These photos will be saved for the archives and future LBI anniversary presentations.

ALA Annual Meeting June 24 – 27, 2005 Chicago, IL

LBI and library binding were well represented at the annual meeting of the American Library Association, June 24 – 27, in Chicago. Several LBI members, LBI's president, LBI's technical director, and LBI's executive director participated in meetings throughout the conference.

On Friday, June 24, LBI executive director Debbie Nolan attended the half-day workshop, "Preservation of Library Collections: An Introduction" taught by Thomas H. Teper, Assistant Professor at the University of Illinois, Urbana-Champaign, whose book on library binding will be published sometime this year. Teper defined

preservation in terms of asset management and emphasized that "despite everything that librarians find themselves engaged in, our most fundamental purpose remains providing individuals with access to the resources that we hold." Teper went on to discuss the life-cycle of library collections and the preservation of traditional library materials. With regard to library binding, Teper illustrated that binding provides access point and order as well as rigid support and protection. Teper also referred to a 1970 ALA Study on Library Binding that demonstrated the cost effectiveness of library binding. Additionally, Teper covered conservation and reformatting as well as other preservation prevention issues. Nolan will report on this workshop in the August ALA ALCTS online newsletter.

A variety of discussion groups were held during the ALA meeting including the preservation administrators discussion group, physical quality and treatment discussion group, reformatting discussion group, preservation issues in small to midsize libraries, and the library binding discussion group.

The library binding discussion group, chaired by Laura Cameron, Stanford University, had standing room only as Werner Rebsamen presented "ALA and Library Binding – Yesterday and Tomorrow", a look at the history of library binding and ALA's relationship with LBI and standards development. You can read material related to Werner's talk in the June issue of *The New Library Scene*. Prior to Werner's talk, LBI president Jay Fairfield discussed LBI's plans for the coming year including the redesign of its web site, update of LBI educational and marketing materials, and the development of content for library binding workshops. Paul Parisi gave an update on the ANSI/NISO/LBI Library Binding Standard and ALCTS made available complimentary copies of the *Guide to the LBI Library Binding Standard* given LBI's recent contribution to ALCTS.

Debbie Nolan, represented LBI on Monday, June 27, at the Book and Paper Committee meeting where a 2006 ALA ALCTS library binding preconference workshop was discussed, and on Tuesday, June 28, Nolan presented a well received proposal for this preconference workshop to the ALCTS program planning committee. For more information on this, please contact Debbie Nolan.

Mark your calendars for the ALA midwinter meeting to be held January 20 -25, 2006, in San Antonio and the ALA annual meeting to be held June 22-28, 2006, in New Orleans.

Key Word "Binding"

Go to www.napco.com, website for the North American Publishing Company. Once there, click on the scroll down menu for napco web sites. Click on any web site and on the web site's home page, type in the word "binding" in the article archives search. When an article with the key word "binding" appears, click on the word binding and see what happens!!!

Which Future To Choose?

By Debra Mills Nolan, CAE

Having just returned from a week of marathon meetings in Chicago, I am inspired by the depth and breadth of the discourse that took place during the ALA conference – among and between librarians, library binders, and those whose work relates to one or both professions.

Like the library binding industry, libraries and librarians face challenges presented by technology and shrinking budgets. Technology and more specifically, the long term viability of digital reformatting, seem to be of utmost concern. Unlike the ANSI/NISO/LBI Library Binding Standard there is not yet a national standard in place for digital reformatting. Although this

technology serves as a much used access tool, the big picture beckons for more discussion and debate. The good news for the library binding industry is that the printed word is still considered by most to be the best long-term preservation option.

As I presented a 2006 library binding preconference workshop proposal to the ALA ALCTS program planning committee, I was pleasantly surprised by the degree of enthusiasm from these senior level preservation librarians who suggested that senior practitioners and paraprofessionals are looking for guidance on how to adjust to these changing times and that this workshop could provide an ideal forum for this discussion.

As I reflect on the conversation from the past week, it seems to me that there is an opportunity for library binders and librarians to navigate this sea of change together. Both have much to gain and even more to lose which is why the dialog must continue.

In his book, *The Future of Ideas: The Fate of the Commons in a Connected World*, Lawrence Lessig remarks, "There are two futures in front of us, the one we are taking and the one we could have." Opportunity is knocking at our door but the question is which door do we open? Is the chosen path determined by who knocks the loudest, what is behind the door, or which door is the closest? Determining the answer to this question collectively may bring about the brightest future for everyone involved.

Technical Director's Report

By Werner Rebsamen

U.S. Book Production Reaches New Heights

The good news released to the press last month may have surprised many of us who feared that digital endeavors, e-books, and the Internet will be a real threat to our business. Not so according to Bowker

(www.bowker.com) who reported an expected 14 percent increase in new book titles (195,000) in 2005. These are titles, not units produced. As I predicted for the last two decades, computers encourage writing and publishing endeavors which makes it easier than ever to mix text with pictures and create a most worthwhile document. The May issue of this publication is an excellent example.

As titles increase, the actual quantities of books produced may decrease. A large portion of certain books, like children's books, are manufactured abroad. Nevertheless, AAP reports a decrease of 15 percent in this category, therefore, not a big loss for our book manufacturers. Sales of adult hard covers increased 6 percent, paperbacks 1.5 percent and religious books jumped 9.1 percent (www.publishers.org)!

For our business, perhaps the most interesting fact is that, according to Bowker, 11,453 new publishers registered with the U.S. ISBN Agency in 2004, an increase of 5.3 percent over 2003. Bowker noted increases in fiction, religion, personal development, domestic arts and travel categories, which is a seismic shift in the marketplace from political to the personal. Now the question is how can members of LBI connect to those new publishers and promote our unique hard cover binding services?

The Infinite Library

We all read about Google's intent to digitize millions of books. Does this mean the death of libraries or their rebirth? On May 5, www.technologyreview.com had an article on this subject with a chart showing how long it would take to complete this project. It stated that such a digitization process will be very expensive and time consuming. To create the chart, they used an ALA source and assumed that each book will take 30 minutes to scan and cost \$10. This means that the Library of Congress with 29 Million Books would take 1,636 machine years and

cost \$ 290 Million and that the New York Public Library with 20 Million Books would take 1,131 machine years and cost \$200 Million.

Of course, the more machines they use, the quicker they will get done. Looks like a very extensive and expensive endeavor.

Preservation

We are all familiar with the preservation of printed materials. What about CD's and DVD's? A free 50 page PDF guide based on research at the National Institute of Standards and Technology (NIST) is offered at www.itl.nist.gov/div895/carefordisc.

State of the Printing Industry

In May, during the Web Offset Association Technical Conference in Grapevine, TX, the PIA/GATF chief economist Dr. Ron Davis offered an update on the state of the print industry which showed that 2004 had the strongest rebound in five years, shipments increased 2.8 percent over 2003, and that digital printing showed the largest share with almost 5 percent. Additionally, over capacity and price pressures are taking their toll with 1,538 printing plants closed in the last year which resulted in 18,000 jobs lost! Furthermore, it was stated "as we're losing plants, we're adding equipment with more capacity. Price pressure is expected to continue."

Looking between the lines, this is an interesting lesson. Those who do not invest in new, better, state-of-the-art equipment may not have a bright future and this could apply to library binding as well.

For our Bibliophile: Publishers Bindings Online 1815-1930 The Art of Books

In another historical era, decorative bookbindings were commonplace and treasured items. As part of a unique partnership between the Alabama University Libraries and the University of Wisconsin-Madison Libraries, close to 5,000 of these intriguing bookbindings are now available online from this site: <http://bindings.lib.ua.edu>. It is the project's

hope that it will create a broader awareness for this 'common' object called the book. The "research tools" section of the site also contains some brief biographies of noted binding designers in the early 19th and 20th centuries.

An "Interactive" Book Cloth?

Following technical progresses is fun and often lets us wonder, what will be next. Fabrics can be used as a means of communication. Just think about the many T-shirt messages, like the ones given out by Mekatronics during our 70th Birthday meeting in Tucson.

But those messages are printed, stitched or sewn onto a fabric. What if we could develop a fabric capable of displaying ever changing digital images?

The same France Telecom research team that developed optical fibre screens has now come forward with an integrated, flexible screen to display animated graphics on clothing. The color screen can be sewn into clothing and connects with a cell phone via Bluetooth. The cell phone acts as a remote control for the screens, allowing new designs, text or animated images to be drawn or displayed. Such digital fabrics are becoming "a key interface for giving a graphic expression and form to the moods", said Emeric Mourot, the R&D project manager. Question – do we need to express such moods on book covers? No doubt, someone will develop something clever along these lines and make money on this.

Something to Think About...

"What lies beyond the margins of our world often sings to us with the voice of a siren, as if calling us into its embrace. First we listen, then we are lured, finally we are seduced."

-James Cowan, A Mapmaker's Dream: The Meditations of Fra Mauro, Cartographer to the Court of Venice