Innovation and Renewal in Whitefish, Montana

LBI 2006 Fall Meeting • September 21 – 24
Grouse Mountain Lodge • Whitefish, Montana
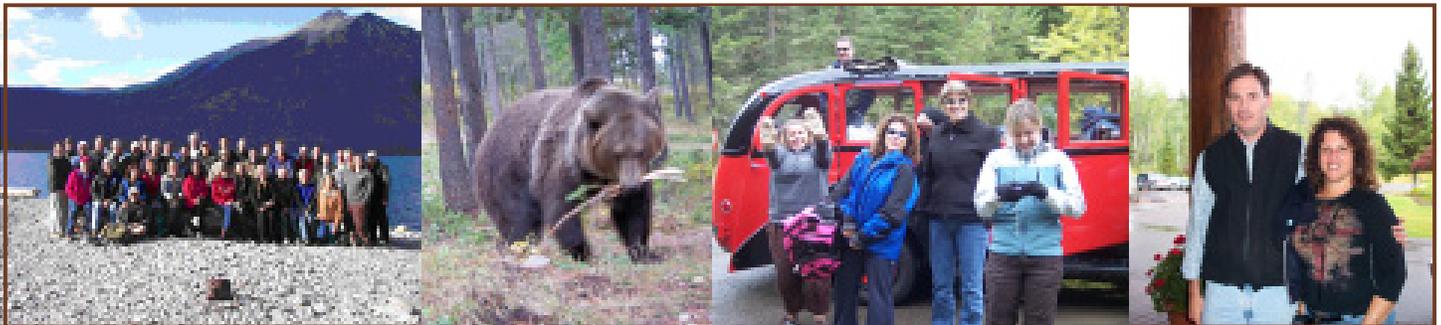
Amidst the mountains and a touch of cool weather, forty-seven LBI members and guests gathered the weekend of September 21 – 24 in Whitefish, Montana for networking and professional development during the organization's fall meeting. Among those in attendance were first-time LBI member attendees, Rick and Carol Plaut, Permalin Products; Jill Lavery, Cover Material Sales; and Laura Cameron, Stanford University Libraries. LBI also welcomed nonmembers Bruce Manson, Atlas Bookbinding, and Bob Brickell, Jr., Terry Stapley and Co to the meeting.

On Thursday evening, Gib and Judy Davis hosted a welcome reception and dinner at their home on Whitefish Lake. There, folks had the opportunity to enjoy the scenery while catching up with friends and colleagues.

The LBI Board of Directors met early the next morning and discussed the following action items:

◆ The board agreed to research the organization's policy on the timeliness of dues payments. If no such policy is in place, one will be drafted and circulated to board members. The Bylaws committee will look into policies for termination related to nonpayment of dues. Also discussed was the possibility of creating a probationary period for those whose dues are delinquent.

◆ The board agreed that a separate interest bearing account should be created for the $10,000 grant money recently awarded by the Barnard Foundation. This money is allocated for library binding education and advocacy efforts.

(continued next page)

LBI Fall Meeting 2006

- Due to Sally Moyer's recent move out of the state of Minnesota, the board agreed that LBI should be incorporated in a state where a registered agent can be hired locally to renew the organization's articles annually. Delaware was suggested as a possibility.

- Promoting *ShelfLife* (formerly *The New Library Scene*) to a broader audience was discussed. It was decided that members should be asked for the names of at least 5 key people to whom a complimentary copy, along with a subscription card, should be sent.

- At the request of Houchen Bindery, a discussion took place about replacement and insurance on customer materials. Paul Parisi agreed to draft and circulate language to be included in the updated *Guide to the Library Binding Standard*.

- The executive committee along with Nolan will review and complete a Wachovia Mutual Fund Investment Questionnaire which could help guide LBI with its short and long-term investment options.

- There was discussion about the creation of a new membership category and/or the formation of a separate trade association. Fairfield asked members to send their thoughts to Nolan.

- Fairfield suggested that LBI continue to think about short and long-term management solutions if LBI revenues/membership continue to decline. Some suggestions included the creation of a separate on demand association and/or the possibility of the absorption of LBI into a large related organization.

A Note From Laura Cameron, Stanford University Libraries:

Greetings from not-so-sunny California!

Just a small note of thanks to all of the amazingly friendly people of LBI (and those nonmembers too) who about knocked me over with the openness in which I was received. It can be intimidating at times to be the new kid in class but at once my apprehension was vanquished by the warm welcome.

Thank you all again and a special thanks to Gib and Judy for their wonderful hospitality.

Laura Cameron
Head, Binding & Finishing
Preservation Department

- The request for LBI to hold one meeting a year was expressed again at this meeting on behalf of LBI suppliers who cited the cost and time required to attend two LBI meetings a year. While one vs. two meetings a year will be alternated beginning with one meeting a year in 2008, supplier concerns were noted and it was suggested that future LBI meetings could be tied into other industry events.

After the board meeting, attendees enjoyed lunch at McDonald Lodge in Glacier Park followed by a tour of the park in the old-fashioned red jammer buses. Despite the rain and snow near the top, the activity allowed for networking opportunities in beautiful surroundings.

Saturday's morning session featured author James K. Marstiller, Jr. and a discussion on innovation. Members were encouraged to look at their operations and trade association with new eyes and to apply innovative solutions where possible. Marstiller coauthored (with Dr. Jennifer Fickeler) <u>The Power to Innovate – Rewiring the Minds of Individuals and Organizations</u> (June '05 – AuthorHouse).

The highlight of Saturday afternoon was the LBI "Reader Cup," a championship golf tournament between the Canadian and the U.S. contingents. Although the official verdict was in favor of the U.S., the scores appeared to be close. LBI president and team captain, Jay Fairfield, was awarded the official traveling trophy and will bring it to LBI's spring meeting in Santa Fe.

Saturday night, meeting attendees enjoyed a reception and dinner at Whitefish Lodge. Special thanks were conveyed to several folks, including Gib and Judy Davis, for their roles in making the fall meeting a success.

Following dinner, John Dunnigan performed Lounge and Grill. He enjoyed an audience folks who made the most of their time there.

Sunday morning's general session opened "Tribute to Mel Kavin" shown originally at meeting in Clearwater. The group acknowledged Judy Howard, Mel's daughter, attendance. Following this, Paul Parisi Werner Rebsamen's presentation on "ATM" books. Members were asked to think impact this could have on their businesses invited to send comments directly to Rebsamen. Due to wife Traudi's broken hip, Rebsamen was unable to attend the fall meeting.

Laura Cameron followed with a report as chair of ALA ALCTS' Library Binding Discussion Group. Gerrit Dykhouse then lead a marketing committee update soliciting feedback from those in attendance. Dykhouse highlighted the committee's progress to date and then turned the discussion over to Nolan and Kevin Adema, Incipit Communications, who talked about the future direction of LBI's marketing efforts including the development of a library binding toolkit and reaching/identifying new audiences. Cameron shared her thoughts on LBI institutional membership citing the value of LBI membership to university libraries.

Although the fall conference officially ended at the conclusion of the morning session, seventeen meeting attendees stayed to enjoy a whitewater rafting adventure down the Middle Fork Flathead River. Four boats carried LBI passengers along with their knowledgeable tour guides Travis, Matt, Val, and Jess. Anyone wishing to see copies of photos taking during the event should contact Debbie Nolan.

In conclusion, the fall meeting offered opportunities for reflection and interaction. Just as library binders set their sights with determination in the organization's formative stages, may this spirit which brought about the formation of the library binding standard continue to provide hope and reveal new possibilities in the year ahead.

Library News

Canadian Library Month - October 2006
Libraries: The World At Your Fingertips

The Canadian Library Association (CLA) is pleased to announce that October has been designated as Canadian Library Month. The idea for a month dedicated to library and information services in Canada was developed by library partners from across the country to help raise public awareness of the valuable role that libraries play in the lives of Canadians.

Canadian Library Month will be launched October 3, 2006 and will be celebrated under the theme " Libraries: the world at your fingertips / Les bibliothèques : le monde au bout des doigts."

At a personal level, libraries provide us with a broad range of information, resources and tools to assist us through all stages of our lives regardless of age, gender, race, religion, social status or language. At a broader level, libraries are important components of our society as centers of knowledge, disseminators of information, custodians of history and culture and gathering places for the exchange of information and ideas.

CLA encourages members to assist in raising awareness of the vital role libraries play in the lives of all Canadians by planning events or undertaking activities during the month of October 2006. The partners involved in planning this national month have developed an information kit which contains valuable resources to help you in your planning. A poster, fact sheets, press releases, and a list of suggested activities are just a few of the items you will find in the toolkit. For more information, go to www.cla.ca.

Bill & Melinda Gates Foundation Awards ALA Grant to Improve Internet Connectivity In Public Libraries

The Bill & Melinda Gates Foundation has awarded the Office for Information Technology Policy (OITP) of the American Library Association (ALA) $525,000 in support of the ALA's efforts to ensure free public access to the Internet in all of America's public libraries. The three-year general operating grant will allow OITP to help libraries meet increasing demand for public computing

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ALA ALCTS Pre-Conference Library Binding Pre-Conference Workshop Summary Available online

A summary of the content presented at the ALA ALCTS Pre-conference workshop on library binding, written by Debbie Nolan, can be found in the August issue of *ALCTS Newsletter Online*. It can be found at http://www.ala.org/ala/alcts/alctspubs/alctsnewsletter/vol17no4/annual06wrapup/progrpts/17n4progrpts.htm#r3.

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and Internet access by supporting libraries' participation in the federal E-rate program.

"Millions of people in the United States, most of them low-income and disadvantaged individuals, rely on public libraries for their primary access to computers and the Internet," said Jill Nishi, Program Manager of the foundation's U.S. Library Program. "It is critical that libraries have the resources necessary to sustain these essential technology tools so that all citizens can access the information they need."

Although virtually all of America's public libraries now offer public access to the Internet, many public libraries have difficulty funding necessary hardware and connectivity upgrades to sustain quality services for their patrons. Without continued improvements to technology infrastructure, libraries' ability to provide quality Internet access to the public is threatened. The foundation estimates that 63 percent of libraries that participated in its original U.S. Libraries Program are vulnerable to having their public computing programs become outdated because they have not been able to maintain or update hardware or have insufficient Internet connectivity.

"The Bill & Melinda Gates Foundation's generous support means that OITP can expand its efforts to ensure that our communities have free public access to the Internet," said Rick Weingarten, Director of OITP. "OITP is so pleased to be working with the foundation to close the digital divide by ensuring that all Americans-regardless of income, race, age, or geography- have equal access to online content."

Public Library Association (PLA)
2008 PLA National Conference
Minneapolis, MN • March 25-29, 2008
Call for Proposals

The PLA has issued a call for proposals related to its 2008 National Conference to be held March 25 – 29, in Minneapolis. The most important part of the planning is assembling the slate of preconferences and the 100+ concurrent program sessions that will be presented during the conference. The deadline for submitting all proposals is November 30, 2006.

The proposal process is completely electronic: only proposals submitted through this online process will be considered. The online forms are located at http://www.placonference.org/2008/proposal_form_selection.cfm. The online form is self explanatory but it will be helpful for you to review the list of proposal instructions that explain what you will need to provide on the proposal form. It is best to have as much information as possible before you begin entering your proposal. However, incomplete proposals can be saved and revised at any time until November 30, 2006. After this date, the online form will no longer be available for entering new proposals.

If you have any questions or need additional information, contact the PLA Office, 800/545-2433, ext. 5027. Program organizers will be notified of the status of his/her proposal beginning in February 2007.

The Public Library Association (PLA) is a division of the American Library Association. PLA's core purpose is to strengthen public libraries and their contribution to the communities they serve and its mission is to enhance the development and effectiveness of public library staff and public library services.

North Carolina Preservation Consortium

North Carolina Preservation Consortium
2006 Annual Conference
Greensboro Public Library
November 17, 2006 • 9:00 am - 4:00 pm

Collection institutions have a responsibility to follow sound conservation policies and practices to ensure the survival of material for use and exhibition. "A Public Trust at Risk: the Heritage Health Index Report on the State of America's Collections", published by Heritage Preservation in partnership with the Institute of Museum and Library Services, reveals that millions of items are in urgent need of treatment by a professional conservator. The North Carolina Preservation Consortium 2006 Annual Conference will address the conservation of books, manuscripts, and paper documents in its State's libraries, archives, museums, historic sites, and Records centers. Institutions with a conservator on staff and those that outsource to conservation centers or conservators in private practice will benefit from this program. The loss of intellectual and cultural heritage hinders education, research, life long learning, heritage tourism, and the diversity of discovery. Learn how to select material for conservation and prioritize collection care using limited resources effectively. Personnel performing, managing, or advocating for the conservation of collections are encouraged to attend this conference. Students in library and

The Endpaper

information science, archives, public history, museum, and conservation graduate schools are also welcome.

Conference Speakers

Tom Camden
Director of Special Collections, Library of Virginia

Jay Fairfield
President, The HF Group

Beth Doyle
Collections Conservator, Duke University, Perkins Library

Sarah Koonts
Head of Collections Management Branch, North Carolina State Archives

Matt Johnson
Associate Rare Book Conservator, Etherington Conservation Services

The registration fee is $30 for employees of NCPC member institutions and individual NCPC members, and $60 for nonmember. The fee includes lunch, refreshments, and materials. A registration form is available on the NCPC Web site under Events: http://www.ncpreservation.org/events.html.

Nominations Sought for 2007 ALCTS Awards

Nominations are being accepted for the 2007 Association for Library Collections & Technical Services (ALCTS) awards. ALCTS presents 10 awards to honor individuals whose work represents the finest achievements in research, collaboration, creative work, leadership and service in the field of library collections and technical services and to support travel for library support staff to attend the American Library Association (ALA) Annual Conference.
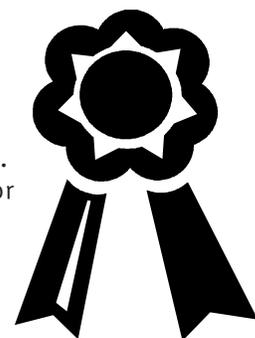
If you are interested in nominating a candidate for any of the awards, contact the chair of that award committee. The deadline for nominations and supporting materials is December 1, 2006.

ALCTS Awards Information

ALCTS Outstanding Collaboration Citation
NEW AWARD FOR 2007

The ALCTS Outstanding Collaboration Citation recognizes and encourages collaborative problem-solving efforts in the areas of acquisition, access, management, preservation or archiving of library materials. It recognizes a demonstrated benefit from actions, services, or products that improve and benefit providing and managing library collections. The citation may be presented to two or more individuals or groups who have participated jointly in an appropriate achievement. Accomplishments that expose problems may be as valuable as successes. The citation will be presented in a year when an achievement of merit has occurred. Recognized forms of collaboration must be between library personnel and other individuals or groups such as: publishers, vendors, cultural organizations, government agencies, philanthropic organizations, and the like. Results of a collaborative effort must demonstrate advancement in collection management or technical services working environments.

Send nominations, along with written justification for the citation in terms of demonstrated outcomes in work achieved through actions, services, or products; how the achievement contributed to the fulfillment of needs in the work of collection management or technical services and any other factors relevant to the merit of the achievement and two letters of recommendation to Lauren Corbett, Citation Jury chair, lcorbet@emory.edu

CSA/Ulrich's Serials Librarianship Award

Presented by the ALCTS Serials Section, the award consists of a citation and $1,500 donated by CSA. The awards are given for distinguished contributions to serials librarianship, including such activities as leadership in serials-related activities through participation in professional associations and/or library education programs; contributions to the body of serials literature; conduct of research in the area of serials; development of tools or methods to enhance access to or management of serials; and other advances leading to a better understanding of the field of serials.

Send nominations to: Mary Page, chair, CSA Jury, mspage@rci.rutgers.edu

First Step Award

The ALCTS Serials Section presents the award, a Wiley Professional Development Grant. The award provides librarians who are new to the serials field with the opportunity to broaden their perspectives and encourages professional development and participation at American Library Association (ALA) conferences and Serials Section activities. All ALA members with five or less years' professional experience in the serials field, who have not previously attended an ALA Annual Conference, are eligible. The award consists of $1,500, donated by John Wiley & Sons, Inc., and is applicable toward round trip transportation, lodging, registration fees, etc. Eligible applicants may apply more than once. Winners will be chosen based on: commitment to professional development in the serials field as evidenced by participation in continuing education activities, workshops and previous participation in professional activities; candidate's written justification for the grant in terms of commitment to and interest in serials related work; personal professional development; financial need; two letters of reference; and a vita.

Send nominations to: Clinton Chamberlain, chair, First Step Jury, Clinton.chamberlain@trinity.edu

Margaret Mann Citation

This award is presented to a cataloger or classifier for outstanding professional achievement in the areas of cataloging or classification through publication, participation in professional cataloging associations, or valuable contributions to practice in individual libraries. The Cataloging and Classification Section administers the award, a citation and $2,000 to the library school of the winner's choice, which is donated by OCLC, Inc. The Mann Citation committee bases its selection on nominations made by members of the profession or friends of the profession. Anyone with a worthy candidate is urged to nominate that person. Achievements to be considered include: notable publications; outstanding contribution to the activities of professional cataloging associations; outstanding contribution to the technical improvement of cataloging and classification and/or the introduction of a new technique of recognized importance; and outstanding contribution in the area of teaching cataloging and classification.

Send nominations to: Matthew Beacom, chair, Mann Citation Jury, matthew.beacom@yale.edu

Leadership in Library Acquisitions Award

Presented by the ALCTS Acquisitions Section for contributions by and outstanding leadership of an individual to the field of acquisitions librarianship, the award consists of $1,500 and a citation donated by Harrassowitz. Winners will be chosen based on: demonstrated leadership which has contributed significantly to improvements in acquisitions and achievement in the field of acquisitions through contributions to professional associations, literature, the education of acquisitions professionals and the advancement of the profession.

Send nominations to: Michele Crump, chair, Leadership Jury, mcrump@ufl.edu

Esther J. Piercy Award

The award, a $1,500 grant and citation donated by YBP, Inc., recognizes contributions to library collections and technical services by a librarian with no more than 10 years of professional experience who has shown outstanding promise for continuing contribution and leadership. Winners will be chosen based on accomplishments related to technical services and resources in such areas as: leadership in professional associations at local, state, regional or national level; contributions to the development, application or utilization of new or improved methods, techniques and routines; significant contribution to professional literature; and conduct of studies or research in the technical services.

Send nominations including, a statement giving the reasons for nomination and the date your nominee entered his or her first professional position, with a resume or narrative career outline to: John Radencich, chair, Piercy Jury, radencic@fiu.edu

Paul Banks and Carolyn Harris Preservation Award

The 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 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.

Send nominations, a formal statement of nomination that provides a strong rationale for the nomination by addressing

Need more information?

For additional information on the ALCTS awards, visit the ALCTS Web site at http://www.ala.org/alcts. ALCTS is a division of the American Library Association (ALA).

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

Blackwell's Scholarship Award

The award honors an author or a group of authors who have written an outstanding monograph, article or original paper in the field of acquisitions, collection development or related areas of resource development in libraries. Blackwell's will donate a $2,000 scholarship to the United States or Canadian library school of the winning author's choice. The scholarship will be given to a student concentrating in the acquisitions or collection development areas. Publications from 2006 are eligible. Reprints of earlier publications will not be accepted. The evaluation criteria include: intellectual content; practical value; theoretical value; scholarship; presentation; and style.

Send nominations, along with a statement giving the full bibliographic citation of the article, book or paper being nominated and reasons for the nomination to: Lisa German, chair, Blackwell Jury, lbg10@psulias.psu.edu

Best of LRTS Award

The award is given to the author(s) of the best paper published in Library Resources & Technical Services (LRTS), the official journal of ALCTS. The winner will receive a citation and $250 from ALCTS. Papers published in volume 50 (2006) are eligible for consideration, with the exception of official reports and documents, obituaries, letters to the editor and biographies of award winners. Each paper will be judged on the following points: content with a significant contribution about one or more issues addressed by ALCTS and its sections; statements in the paper are adequately supported by accurate data and/or documentation; and clear and readable writing style.

Send nominations, along with the title of the paper being nominated and the reasons for the nomination to: Michele Crump, chair, Best of LRTS Jury, mcrump@ufl.edu

Sage Library Support Staff Travel Grants

The Travel Grants (six to be awarded) make it possible for library support staff to attend the American Library Association (ALA) Annual Conference to be held in the summer of 2007 in Washington, DC. Sage Publications donates six grants of up to $1,000 to cover the expense of attending the conference, including airfare, three nights lodging, and conference registration, for each recipient. Library Support Staff who currently are employed in a full time support staff position, have

a minimum of three years of experience in an area of technical services (acquisitions, cataloging, collection development/ management, preservation of library materials, serials), and have not previously attended an ALA annual conference are eligible for the grants. Successful candidates will be required to submit a brief report describing their experiences at the annual conference. This report will be published in the post-conference issue of the ALCTS Newsletter Online and also will be shared with the sponsor.

To apply, send a letter addressing the application criteria, brief resume and a short statement (ca. 250 words) outlining why attending the 2007 ALA Annual Conference would be beneficial. A letter of support from the applicant's supervisor, indicating the employer's support for the application also is required. Applications and the supervisor's letter must be submitted in electronic format, with all parts emailed as Word attachments. Please send all documents to: Sarah Morris, Sage Jury, sarah.e.morris@gmail.com For questions, please contact Rhonda Marker, chair, Sage Jury, rmarker@rci.rutgers.edu

For additional information on the ALCTS awards, visit the ALCTS Web site at http://www.ala.org/alcts. ALCTS is a division of the American Library Association (ALA).

Member News

Congratulations to the Heckman Family
Congratulations to Jim Heckman and family who are the proud parents of Caitlyn Quinn Heckman, born August 11, 7 lbs, 13 ounces). Jim says "Everyone is healthy and Carson is keeping me busy!"

LBI Members Encouraged to Submit Names for *ShelfLife*
Complimentary issues of *ShelfLife* (formerly *The New Library Scene*) will be sent to potential members and subscribers with the goal of broadening the publication's audience. Members are encouraged to submit at least 5, if not more, names with contact information to Debbie Nolan. An invitation to join (when appropriate) or subscribe will be sent with the complimentary issues.

Industry News

ON DEMAND Conference & Exposition 2007 The Digital Printing and Automated Event CALL FOR SPEAKERS

Deadline for Submissions is October 17, 2006!

The organizers of ON DEMAND Conference & Exposition 2007 have issued a call for speakers to participate in the conference scheduled to be held at the Boston Convention & Exhibition Center, Boston, MA, April 16-19, 2007.

Last year's conference addressed key topics that are now generating considerable attention both within the industry and beyond. This year's conference program will build upon previous research, deliberations, debates, and discussions, focusing again on how the industry can leverage transformation for continued success.

The ON DEMAND Conference Team is looking for qualified speakers to deliver presentations and participate on panels. If you are an end-user, an industry expert, or a vendor willing to present with a client, or any combination of the above, they are interested in reviewing your submission.

Speaker Qualifications:

A biographical summary is required for all proposed speakers. Speakers must have demonstrated knowledge of the subject matter.

The ON DEMAND conference is designed to provide real-time experiences and examples. They are looking for end-users to speak and share their experiences. In certain sessions vendors may be asked to present with their customers. Session formats will be determined during the speaker confirmation process.

A written presentation may be required. To download a complete conference program, go to www.capv.com/home/ ONDEMAND07CFS/webdescriptions.pdf.

To send a speaker submission for consideration, go to www.capv.com/home/ONDEMAND07CFS/OND07CFS.html and complete the online form by Tuesday, October 17, 2006.

Frank Romano Becomes a Weekly Columnist for WhatTheyThink.com

WhatTheyThink.com recently announced that Frank Romano has agreed to become a weekly columnist for the graphic arts online news outlet. Romano, whose career has spanned over 40 years in the printing and publishing industries, is one of the most renowned authors, consultants, and educators in the graphic arts industry.

The new feature, called "Fridays with Frank Romano," will offer readers commentary, analysis and an historical perspective on industry topics. The articles, which will appear every Friday beginning September 22nd, will be available to the site's Premium Access members.

"Our editorial mission from day one has been to have the best minds in the industry writing for our audience," stated Randy Davidson, President of WhatTheyThink.com. "No one writes about the industry more comprehensively, perceptively, or entertainingly than Frank Romano. We are delighted that he will be helping our readers to close out their work week with his special wisdom and wit from now on."

Many know Romano best as the editor of International Paper's *Pocket Pal* or have read one of the hundreds of articles he has written for publications from North America to Europe to the Middle East to Asia and Australia. He is the author of over 44 books and has founded eight publications.

He lectures extensively, having addressed virtually every club, association, group, and professional organization at one time or another. He is one of the industry's foremost and most sought-after keynote speakers. Romano wrote the first report on on-demand digital printing in 1980 and ran the first conference on the subject in 1985. He continues to teach courses at Rochester Institute of Technology and other universities and works with students on unique research projects.

Mega-Issues Driving Mailers and Printers Closer Together

"Many of our members who haven't traditionally thought of themselves as printers are buying digital presses these days," says David Weaver, CEO of the Mailing & Fulfillment Service Association (MFSA).

This trend is a response to several pressures affecting the mailing industry, but chiefly reflects a desire by mailers to offer broader, more valuable services to clients instead of simple mailing.

"Mailers are concerned about the commoditization of the business and are fighting to avoid that," Weaver says. "Buyers of mailing services have become very sophisticated, and have a tendency to want to drive the price down to next to nothing. Our business is responding by trying to build up the value side of the proposition. We're offering unique services, looking for differentiation through the intelligent application of such technologies as variable data printing.

"That's why there's such a logic to having printers in the mailing and fulfillment business," Weaver says, expressing the rationale behind a recently announced plan for MFSA to hold its annual Leaders Conference, and stage a series of seminars, at this fall's GRAPH EXPO and CONVERTING EXPO in Chicago.

GRAPH EXPO and CONVERTING EXPO takes place October 15-18 at McCormick Place. It is expected to fill more than 420,000 square feet of exhibit space, the largest national exhibition in the U.S. since 2000.

Of those 420,000+square feet, more than 30,000 will be occupied by the Mailing & Fulfillment Center, a dedicated exhibit area showcasing the latest mailing technologies, presented by more than 50companies.

Weaver says MFSA is increasingly looking for alliances with other organizations to help its members cope with the convergence of postal, mailing and printing activities.

Among the critical factors affecting the business today are what Weaver terms the three "mega" postal issues: Postal reform, rate increases, and physical changes to the U.S. Postal Service. A major postal reform bill may see Congressional action this fall, and a rate increase is pending, to take effect in the spring of 2007. Higher postal rates, Weaver says, will only increase the

Libraries are changing. Funding limits and customer demands are transforming staffing levels, service models, access to resources, and services to the public. Administrators and taxpayers are seeking more efficient ways of delivering services to achieve greater returns on financial investments.

Enter Library 2.0. This new model for library service is being discussed online, at conferences, in administrative offices, and at the reference desk. If you and your library staff are not among those already talking 2.0, pay attention; Library 2.0 could revitalize the way we serve and interact with our customers.

The heart of Library 2.0 is user-centered change. It is a model for library service that encourages constant and purposeful change, inviting user participation in the creation of both the physical and the virtual services they want, supported by consistently evaluating services. It also attempts to reach new users and better serve current ones through improved customer-driven offerings. Each component by itself is a step toward better serving our users; however, it is through the combined implementation of all of these that we can reach Library 2.0.

While not required, technology can help libraries create a customer-driven, 2.0 environment. Web 2.0 technologies have played a significant role in our ability to keep up with the changing needs of library users. Technological advances in the past several years have enabled libraries to create new services that before were not possible, such as virtual reference, personalized OPAC interfaces, or downloadable media that library customers can use in the comfort of their own homes. This increase in available technologies gives libraries the ability to offer improved, customer-driven service opportunities.

Tapping new users through the "long tail"

In the current library world—particularly in public institutions—we are accustomed to focusing our services on those customers we already reach. Michael Stephens explains on ALA TechSource, "As we reach out to users, we must remember all of the folks we serve." Libraries are in the habit of providing the same services and the same programs to the same groups. We grow comfortable with our provisions and we fail to change. When thinking about this new model for library service, Stephens believes that "Library 2.0 will be a meeting place, online or in the physical world, where [library users'] needs will be fulfilled through entertainment, information, and the ability to create [their] own stuff to contribute to the ocean of content out there."

No matter how hard we try, many of the services we offer are not being used by a majority of our population. It's never been easy to reach this group with physical services, because libraries are constrained by space and money and cannot carry every item that every user desires. Many public libraries now try to offer a hit-driven collection plan, putting forth popular materials that many of their existing customers request.

Industry News

tendency of mailers to explore other promotional vehicles, and make it even more important to offer these mailers creative strategies that take advantage of every discount and preference in the postal regulations.

Marketers need to work with suppliers who have "an intimate knowledge of the postal regs," Weaver says.

Infrastructure issues also affect the costs borne by USPS and eventually impact on rates, he notes. "USPS is supposed to operate like a business," Weaver says. "It doesn't get any tax support. To operate like a business the USPS has to be flexible enough to open and close facilities around the country."

Any proposal to close a post office or other facility, though, tends to incite a political fury. Effective postal reform must address this paralyzing situation, according to Weaver.

"USPS is involved in a very objective process to make its infrastructure fit what the business process is today," he says. "They must be allowed to make the adjustments that are demanded."

MFSA's agreement with the Graphic Arts Show Company is part of the strategy of making common cause with other groups that have a vital interest in postal issues — as well as giving leading mailers a chance to catch up with rapid technological change in the printing industry.

This keeps some traditional customers satisfied, but gun-shy users might be better served if librarians consider what's called the long tail. Chris Anderson, editor-in-chief of *Wired,* who coined the phrase in an article of the same name in 2004, argues that the demand for movies or books that are not hits far outnumbers the demand for those that are hits. Match those nonhits with the people who are interested in seeing them, and suddenly you have a group of constituents equal to or greater than those who want to see and read the hits. (For more on libraries and the long tail, see Katherine Mossman's "Serving the Niche," *LJ* 7/06, p. 38–40., www.libraryjournal.com/article/CA6349032.html)

Going after the diverse long tail requires a combination of physical and virtual services, a move underway in many libraries, with efforts such as interlibrary loan (ILL) purchase-on-demand from online used-book retailers, home delivery of books to customers who otherwise never visit libraries, and by offering more electronic texts. Tim O'Reilly, in his seminal essay "What Is Web 2.0," discusses the concept of harnessing the collective intelligence of everyone who uses a product. In an online environment, this takes the form of feedback, user reviews, and user-crafted social networks. Sites as diverse as Amazon, Flickr, MySpace, Facebook, and Wikipedia (see "2.0 Resources," p. 42., www.libraryjournal.com/article/CA6365200.html#resources#resources) all depend on high levels of user participation to expand the value of the product.

Blogs and wikis are other ways to engage customers and push fresh content to users. Temple University Library, Philadelphia, uses its blog to provide a place for "news, events, and discussion." Ann Arbor District Library (AADL), MI, went a step further and turned its homepage into a blog—an opportunity to build community and also quickly respond to feedback. The resourceful librarians at the Saint Joseph County Public Library in South Bend, IN, used open source wiki software to create a successful subject guide that facilitates customer feedback.

Customer as collaborator
At its most basic level, the Library 2.0 model gives library users a participatory role in the services libraries offer and the way they are used. Customers, should they desire, will be able to tailor library services to best meet their own needs. This can be done electronically, such as through the personalization of library web pages, or physically through new service options such as allowing customers to call impromptu book talks or discussion groups. Such collaborative efforts require librarians to develop a more intensive routine of soliciting customer response and regularly evaluating and updating services.

To increase both your library's appeal and value to users, consider implementing customizable and participatory services. The Library 2.0 model seeks to harness our customer's knowledge to supplement and improve library services. User comments, tags, and ratings feed user-created content back into these web sites. Ultimately, this creates a more informative product for subsequent users. Your library customers have favorite titles, authors, and genres. Allowing them to comment, write reviews, create their own tags and ratings, and share them with others through a more versatile OPAC interface will enhance your catalog. Customers want to know what their neighbors are reading, listening to, and watching. Hennepin County Library, MN, has taken this step by allowing users to comment in the catalog.

When creating customizable services you should also consider customer privacy. Libraries should remain as vigilant with protecting customer privacy with technology-based services as they are with traditional, physical library services. There are ways to preserve privacy, such as by allowing anonymous comments and tagging within the catalog. Library users should not be required to identify themselves publicly in order to participate in virtual services.

While a lot of the discussion about Library 2.0 involves technology, libraries with limited technology funding or in communities affected by the digital divide can still work toward Library 2.0. If technology options are limited, consider physical functions that will better serve current customers as well as bring in new ones. You can develop ideas for new, affordable offerings, including physical services, from other libraries, staff feedback, and by surveying both current and potential customers.

Handling the technology
The openness of Library 2.0 extends to the software and hardware that libraries use, including integrated library systems (ILS). Modifiable automation systems and catalogs are preferable to proprietary, closed systems. An excellent example of this is the Evergreen ILS project that is being developed by the Georgia Public Library Service for use by the Georgia Library PINES Program.

Some librarians, such as John Blyberg, Ann Arbor's network administrator, are concerned that ILS vendors, in an attempt to capitalize on the changes brought about by Library 2.0, will design proprietary interfaces to link library catalog data with our users. Blyberg has responded with a call for open standards. His proposed "ILS Customer Bill of Rights" charges libraries with the need to have usable access to the data that they own in their databases and the ability to create service applications that use that data in new and creative ways. [For another AADL innovation from Blyberg, see "Baker's Smudges," p. 30., www.libraryjournal.com/article/CA6365210.html]

The Endpaper

Not every library system can employ programmers or maintain a large IT staff. "I'd say the problem (not the excuse) is that a typical library webmaster is very part-time," observes Steve Lawson, humanities liaison librarian for Tutt Library at Colorado College, Colorado Springs. "I would love to implement some of these Web 2.0 ideas, but with reference, instruction, and collection development responsibilities, I don't have the time to innovate constantly. In my own case, I'm hoping I can leverage free sites like Flickr and PBWiki and APIs [an application program interface, the end result of which is often referred to as a mashup] like Google Maps to create a Web 2.0–friendly environment for the library web site."

In other libraries, applying 2.0 is a question of awareness. "Ask yourself if your library is ready for this type of shift [in technology], because, overwhelmingly, the answer is no," writes Jenny Levine of the Shifted Librarian blog and the American Library Association. "Librarians just aren't thinking like this yet, and we need to change this. It's at the very core of the whole 'Library 2.0' discussion, and this is why it's so critical. If we keep our content locked up on our own web sites and don't get it out there for people to use as they want to use it, then our content will fall by the wayside."

For many, a realistic start means embracing some inexpensive, even free new technologies. Libraries currently offering word processing may want to move away from locally installed and administered applications and instead point customers to such wonderful online tools as Writely and Writeboard, which both offer word processing applications that run in the web browser. Michael Arrington, of the blog TechCrunch, says, "Writely is no longer a toy—it is fast becoming a legitimate alternative to Word."

These online tools offer valuable collaborative functions. Two writers can simultaneously work on Writely, crafting changes visible to the other writer, no matter their physical distance. Many other Microsoft Office–style applications exist online. 37signals offers several useful online tools that range from its powerful project management application Basecamp to the personal information organizer Backpack and sharable to-do lists called Ta-da Lists—all of which are available in free, fully optioned versions. Also, Microsoft has recently announced online productivity tools to come from Microsoft Office Live.

2.0, all the time
What makes a service Library 2.0? Any service, physical or virtual, that successfully reaches users, is evaluated frequently, and makes use of customer input is a Library 2.0 service. Even older, traditional services can be Library 2.0 if criteria are met. Similarly, being new is not enough to make a service Library 2.0. Many libraries have made encouraging advances in their electronic offerings by providing access to top-quality databases, downloadable audiobooks and music, and instant messaging reference services. Our own Gwinnett County Public Library (GCPL) in Lawrenceville, GA, has launched a successful downloadable music, video, and audiobook service. South Huntington Public Library, Huntington Station, NY, has already created an iPod Shuffle loan program. Some libraries have expanded physical services by creating specific areas for teen and community activities, reflecting the public's desire for a civic space and exciting new programs. The Cecil County Public Library in Elkton, MD, offers Teen Game Nights. GCPL held a very successful teen band competition in 2005 as part of its Year of the Teen.

Currently, libraries have a tendency to plan, implement, and forget. Library 2.0 attempts to change this by encouraging the development of a schedule that includes regularly soliciting customer feedback and evaluating and updating services. Both new and existing library services should be revisited routinely to ensure that they are still meeting expected goals. Even older, traditional library services should be reviewed with a fresh eye to determine if any aspect needs updating.
When thinking about ways to work toward Library 2.0, consider what services your library already offers that could be improved as well as new things that can be added. This includes both technology-based and nontechnology services. Also consider applications that are presented virtually, such as virtual reference, and those offered in the branches, such as your ILL system. Libraries have to evolve continuously to keep up with the changing needs of their users. You can help keep your service offerings fresh by always looking for new ideas and reevaluating old ones.

The Public Library Association's (PLA) Planning for Results is an example of a tool that can be used to evaluate library services. Planning for Results offers a starting point for measuring the worth of current services and system procedures. No matter which tool your library chooses to use, be it contracted consulting or an internally created plan, it is essential to create a schedule of regular evaluations for new and existing services and seek both staff and customer input. Be sure to survey both current and potential customers, as well as staff from all levels. A wide range of commentary will provide balanced feedback on the success of or demand for a service.

Your library may already offer some services that can be considered Library 2.0. If your organization combines these Library 2.0 options with a framework for continual change and customer input integrated into other operations within your library, it will be well on its way to becoming Library 2.0. Many tools and ideas will come from the world of Web 2.0, and many will have nothing to do with technology. The specifics of the Library 2.0 model will be different for each library system. Every library has a different starting point. Through collaboration between staff and users, you will be able to develop a clear idea of how this model will work for your organization.

Technical Director's Report

Werner Rebsamen

Werner's Fall Meeting Presentation

Unfortunately, I could not attend this interesting meeting at one of the world's most beautiful places. I love the mountains and the outdoors but on September 2, just 3 hours before we were to depart to Europe for a family vacation with our daughters who live in Germany, Traudi took an unfortunate fall inside the house and broke her hip. Instead of sitting in a plane, we spent the time in the emergency room of a hospital. When the LBI fall meeting started, my wife was able to come home and now needs my full attention for some time to come. Life has its ups and downs and we all have to learn to cope with such changes.

The PowerPoint presentation I developed for the LBI fall meeting was all about changes. This presentation was still shown but for all those who could not make the meeting, here are some of the highlights:

- What is new in the world of bookbinding? To be honest, not much. Our progress is more evolutionary than revolutionary. Just think about oversewing and Class A bindings. Look how we have changed.
- Nevertheless, there are always a few worthwhile topics to talk about. In this digital age, we seem to move-on at an ever accelerated pace.
- Remember the Book ATM machine we covered in last month *Endpaper*? Now let's start a discussion: Will this new machine be in every bookstore? Will it be part of every library? How will it affect collections at our libraries? Is this machine a threat to our endeavors into on-demand business? What about cost? A recent article said it costs only a penny to print a page. If we double this amount, a 300-page book is approximately six dollars.
- I would love to hear the librarian's perspective on this.
- My presentation proceeded to show an article published in *Publishers Weekly* 25 years ago, predicting current trends. I then covered printing on-demand at Lightning Source. This was also covered in last month's *Endpaper*.
- Now what about library binding? We can still smile. Why, our bindings are simply the best! Nevertheless, the instant book is a threat, especially if it can be produced for less that a library binding.
- An in-depth discussion then followed on the topics of the "Instant Book" vs. a library binding. The questions were as follows: If a book comes apart, will libraries choose a new "instant" book over rebinding? Should library binders offer such "instant" print and on-demand printing and binding services? Can we be as competitive against establishments like Lightning Source and others? Will increased competition put pressure on prices for such services?

- These days, trade journals have many articles on binding for digital short-run book projects. Will such articles encourage many others to get into the on-demand printing and binding business?
- Are library binders still competitive? Keep in mind, most digital printed books are soft-cover bound. Traditional library binding equipment cannot do these tasks or compete with it. Our strength is quality hardcover bindings. Unfortunately, even that market is eroding. Most customers cannot see a difference between a library binding and a conventional bound hard cover book.
- There is new, unexpected competition. Our machinery suppliers, GP2, ODM, Flesher, Mekatronics, material suppliers and others report increased business endeavors with digital "Mom and Pop" shops. Fact is, it does not require much training to bind a simple hard cover bound book. I know because I taught basic bookbinding skills for over 25 years. In the on-demand business, a good standard for bookbinding means absolutely nothing. There are quality issues but as these new enterprises go along, they will obtain the necessary skills.
- The next topic then was board warping. The next issue of *Shelf Life* will have an in-depth feature article on this particular topic. In my presentation, I covered real problems with digital printing and cover warpage. Why covers warp? The main sources are the dry book blocks. As paper picks up moisture, it then introduces the waves. Those waves lift the covers and customers start to complain.
- What is the answer to cover warpage? A board de-warping machine like the one shown from ODM. Feed the finished covers through front to back. In time, operators will learn how much of an inward "curl" is necessary. This will cure any possible warp problems. I then also assured our board suppliers that warping of the boards is most likely never their fault. It is what their clients do with their boards. Often they introduce an imbalance which then results into a warp problem. Board warping is virtually unknown in library binding, except if books are not stored in an appropriate environment. This is why I wrote the upcoming article. Librarians must know the "ideal" storage conditions.
- Some miscellaneous items covered in my presentation included new business opportunities as library binding itself is on a decline. Many library binders have added sophisticated facsimile/reproduction/restoration departments, using advanced scanning skills. This again generated some binding business. Bind the new items and re-bind the original. I was shocked to witness, at a large digital print facility, all the original books were being

discarded. I recommended using the services of library binders and recommended they look at our web site.

- Indexing is a topic Jack Bendror introduced us to during the LBI spring meeting. An all new thumb indexing gun allows you to index Bibles, dictionaries, phone books, and reference materials. Again, a new business opportunity. Once the word is out that you offer such services, it will pay dividends. Customized, hardcover bound, indexed phonebooks are popular with many clients.
- Finally, I covered PUR bindings. As digital printing goes more and more into color works, library and on-demand need to look into PUR adhesive binding. We have to get into soft-cover binding services but with a difference. Our adhesive bindings need to be superior in strength and lay flat. I asked our machinery suppliers to build a simple, single clamp binder. Preferably, one that allows each spine title to be centered automatically. In short, a self adjusting binder, where we can bind one title after the other without going

through set-up procedures. I know there is an interest, but you will let our suppliers know. Future bookbinding endeavors depend on such technology.

For those of you who could not attend but would like to comment on some of the questions, I would be pleased to have them. Just e-mail them to wtrebs@localnet.com

Solving Curl Problems on digital printed soft cover bindings

The fellow who contacted me about the problem listed above was kind enough to send a thank you note. "Werner, thanks so much for your recommendation of GBC's Lay-Flat film. They now call it "Digital." That cured our problem, our covers now lay nice and flat. We can laminate within a few minutes or a few days, it doesn't matter. Thanks for all your help. This definitely worked for us, but will it work for other printers with similar problems, I can only say that it is worth a try. " Gene Whitford, The Printing House Inc.

Executive Director's Report
by Debra Nolan

Whitewater rafting in Montana! There aren't many things like it - the beautiful scenery, ice cold water, and reliance on teamwork to make it all happen. This was truly amazing. My recent (and first!) experience with whitewater rafting taught me a few things which can be applied beyond this adventure-filled sport; concepts which can be incorporated into one's business or personal dealings. A variety of skills, individual and collective, must be called on to get the job done. The importance of proper positioning, listening to the guide's instructions, following the guide's commands, knowing what to do if you fall out of the boat, knowing what to do if someone else falls out of the boat – all calls for the ability to work together as a team but also to act individually, if need be, when the situation calls for it.

Trust is huge. Especially, when the lead paddlers strategize a sneak water attack on the raft ahead! Whether navigating the rapids or taking part in a merciless water fight, trust in one's colleagues and in oneself is necessary to stay afloat.

While whitewater rafting, I noticed something else which, at first, seemed counterintuitive. Nearly every time our raft entered rapidly flowing water, our guide instructed us to paddle forward rather then allow the current to carry us at will. When I asked Travis, our fearless leader and guide, about this, he

commented that forging into the rapids was the best way to navigate them. By maneuvering the raft head on into the rough water, we increased our odds of emerging intact and on course. Hmm, a strategy that could be applied to life as well.

In any event, this memorable exercise was instructive and invigorating – a perfect way to move forward into the next phase of LBI business.

something to think about...

"Joy is but the sign that creative emotion is fulfilling its purpose."

-Charles Du Bos, *What Is Literature?*