



## INTRODUCTION

Bruce Schauer welcomed guests and introduced KCLS' Board members and Director Bill Ptacek. He applauded Angie Benedetti for her thoughtful compilation of the panels for the retreat and invited her to introduce the first panel.

## THE AUTHOR, EDITOR, REVIEWER RELATIONSHIP

Angie Benedetti introduced the panelists and asked them how they came to do what they do:

- ♦ David Levithan, Managing Editor for Scholastic books and the author of three Best Books for Young Adults (*Boy Meets Boy*, *The Realm of Possibility* and *Are We There Yet?*), said he accidentally fell into the children and teen book arena but came to love it after serving as an intern at Scholastic Books and eventually going to work there full time.
- ♦ Nancy Pearl, former director of the Washington Center for the Book at the Seattle Public Library, a regular NPR commentator about books and author of *Book Lust* and *More Book Lust*, said she developed a love of reading at an early age and was fortunate to work at libraries where the directors saw she was good at pairing people with books they'll love.
- ♦ Deb Caletti, a local author whose second book, *Honey, Baby Sweetheart*, was a 2004 National Book Award finalist, said her interest in writing began as a reader as a child. She said she began pursuing writing intently as a young mother, wrote five books and finally had the fifth published. She added that her writing accidentally ended up in the young adult arena as a result of having overlapping audiences.

Angie Benedetti asked how an idea becomes a book. Deb Caletti said that for her it's like a wacky greyhound bus trip; you sort of know where you're starting and where going, but you don't exactly know how to get there. You spend a year or so inviting people on the bus that will be the characters and finally, you arrange the pieces in meaningful, humorous and honest way. David Levithan said the role of the editor is to sit behind the driver of the bus. While the destination is never in doubt, the editor finds the book the author wants to write and helps them get there with the fewest mishaps possible. Finally, the editor manages the book's entry in to the world via marketing, etc. Almost half the job he said is coordinating the book's private and public life with the author. Nancy Pearl said the task of a reviewer is like choosing who you're going to sit next to on the bus. While some reviewers don't get to choose what to review, Nancy Pearl said she only reviews books she wants to read and has made it her mission to highlight "hidden treasures," rather than discuss the books she wouldn't recommend people read. In comparison to the roll of reviewers in the New York Times, for example, Nancy Pearl said her roll is to raise awareness of books that libraries have available that don't receive the same buzz as best sellers, etc.

Angie Benedetti asked the panelists to highlight their current projects. Deb Caletti said she has a book coming out in March 2007 called *The Nature of Jade*. She said she is also writing a book of short stories due out in October. Nancy Pearl said she is working on a piece called *Book Crush*, which is filled with recommendations for children and young adults. David Levithan said he is working as an editor on new PUSH titles. He also noted that he has three books coming out next month: *The Full Spectrum*; *Nick & Norah's Infinite Playlist*; and *Wide Awake*.

Angie Benedetti asked what one trend in publishing the panelists were most excited about or distressed by. Deb Caletti said she is excited that the lines between young adult and adult fiction is blurring. She said she is also encouraged by the increased quality of young adult literature. She said she is distressed by the growing

### PRESENT

LeRoy McCullough  
Lucy Krakowiak  
Charlotte Spitzer  
Bill Ptacek  
Julie Wallace  
Linda Glenicki  
Nancy Smith  
Charlene Richards  
Bruce Adams  
Greg Smith  
Denise Siers  
Bruce Schauer  
Jed Moffitt  
Jennifer Wiseman  
Randy Barthelman  
Michele Drovda  
JoAnn VanderKooi  
Barbara Carmody  
Julie Ben-Simon  
Angelina Benedetti  
Mary Jo Edelman  
Mary Lynn Potter  
Susan Veltfort  
Lori Robinson  
Ursula Schwaiger  
Rebecca Tuck  
Libby McClean  
Maida Ingalls  
Charlene Noto  
Carla Hopkins  
Melody Benneti-Gayle  
Jill Olson  
Mike Denton  
Brenna Shanks  
Donna Funcke  
Nancy McGill  
Kathleen Olson  
Sandy Livingston  
Lois Hartwig  
Phillis Bodle  
Maren Ostergard  
Sally Smith  
Susan Jonovich  
Bill Merrell  
Laura Boyes  
Jean Bowman  
Chris McQuown  
Donna McMillen  
Julia Shaw  
Rick Orsillo  
Alene Moroni  
Karen Moore  
Denny Redman  
Kelly Jones  
Rob Bowman  
Sandy Smith  
Judy Weathers  
Robin Rothschild  
Jennifer Fleck  
Jennie Westlund

popularity eBooks. She said she can't imagine reading one in the bathtub and said she would miss the scent of the pages. Nancy Pearl said she is most excited about the number of different voices being portrayed in books for all ages. She said she is worried that there are so many books being published that people won't be able to find ones they love. She also said there is a lack of copyediting and expressed concern that the classics are being rewritten to be more politically correct. She noted that the politically incorrect parts of books offer an opportunity to talk about issues of respect and diversity. David Levithan said we're in the second golden age of teen literature, where people are able to write what they want to. He emphasized that it's had an extraordinary impact on teenagers as evidenced by the flow of feedback he receives from them. He said he is most scared by the large corporations (i.e. Walmart, Target, Costco, etc.), which get more and more of the market share while only carrying a selection based on their ideology.

Angie Benedetti asked how authors can attract a publisher. Deb Caletti said the best way to attract a publisher's attention is to write a good, honest book that makes people feel something. While not the only way, Nancy Pearl suggested getting a well-respected agent with the ear of publisher. David Levithan reiterated that you can't just write a good book; you have to write a great one. He said that if you want to write literature, quality is best selling point. Harry Potter, for example, he said sold itself.

Angie Benedetti asked each panelist to talk about a fun or exciting experience they've had doing what they do. Deb Caletti said that getting to interact with Judy Blume during National Book Award ceremonies was a highlight, as was being talked into paragliding as a public relations effort when her first book came out. Nancy Pearl said she enjoys getting to meet authors like Deb Caletti and David Levithan, people whose books she admires. She also said she loves it when people discuss with her what should and shouldn't have been included in *Book Lust* and *More Book Lust*. David Levithan said he enjoys meeting the authors, but said he really values the e-mails he receives from teens and the experience of seeing books serve as a catalyst on issue of importance.

Finally, Angie Benedetti asked how a web presence has changed the panelists' relationship with their readers. Deb Caletti said the web gives readers a greater connection with the author. Nancy Pearl agreed, saying that the website seems to be helpful. David Levithan said a lot of authors talk about dual roles, writer and author. A writer spends much time alone at computer, whereas an author spends more public time interacting with readers. He reiterated that web pages and e-mail is essential to being an author today.

## THE INDEPENDENT SPIRIT

Nancy Pearl asked each of the panelists to introduce themselves:

- ◆ Elliott Wolf said he has more than 30 years in the self-publishing business as the Co-Founder and CEO of self-publishing company Peanut Butter Publishing. He pointed out that Peanut Butter Publishing recently published the popular Steve Pool weather book *Somewhere I Was Right: Why Northwest Weather is So Predictably Unpredictable*.
- ◆ Michael Wieggers said he is the Executive Editor from Copper Canyon Press, a nonprofit publisher based in Port Townsend. He noted that Copper Canyon Press won the Pulitzer Prize (Ted Kooser for *Delights and Shadows*) and the National Book Award for Poetry in 2005 (W. S. Merwin's for *Migration*).
- ◆ Chauni Haslet said she's been in the business of selling children's books for 20 years as the owner of All for Kids Books and Music in Seattle.

Nancy Pearl asked about the differences between book selling as a small retailer versus an independent publisher. Michael Wieggers said everything is based on an economy of scale. With poetry bought only on a small scale nationwide, he said Copper Canyon Press is constantly working to develop publicity plans that can garner attention in the mass media. While poetry doesn't perform well in the marketplace, he noted that Copper Canyon Press' singular focus in poetry has made them a go-to publisher. Chauni Haslet said the independent booksellers face the challenge of competing against larger, well-located chain stores. Independent booksellers, she said, have the advantage of very intelligent and literate staff members who have ready many, if not all the books in the shop. While the independent booksellers have a tremendous knowledge and ability to find books to encourage even non-readers, she said she often feels like a dying dinosaur in the industry. Michael Wieggers pointed out that chain stores represent 50% of Copper Canyon's sales. Elliott Wolf added that about two independent book stores close their doors each month. Chauni Haslet said independent booksellers love what they do because they have great books, but she said that they don't just sell books, they sell relationships. Like libraries, Chauni Haslet said knowing their clientele is very important.

Nancy Pearl asked how librarians learn about books published by small presses. Michael Wieggers said his distributor consortium represents about 80 small presses, so it's a great place to start. He also recommended Small Press Distribution and Poet's House.

Nancy Pearl asked about how authors can get their books reviewed. Elliott Wolf said self-published books don't sell because of reviews, but rather because of the author's credibility, or name recognition. Most authors need to get the attention of a publisher by sending a book, calling or e-mailing them. He explained that Peanut Butter Publishing has been creative in distributing some self-published books. For example, one was sent to U.S. Congressman. When a passage from the book was mentioned by Newt Gingrich, Peanut Butter Publishing went through two more printings. Michael Wieggers asked if he has more editorial flexibility in the types of books they acquire. Elliott Wolf said small presses can say that they take risks, but may not know any better because they don't have systems for analyzing cost and benefit.

Nancy Pearl asked Elliot Wolf if he would suggest self-publishing for a first time author. Elliot Wolf said many authors come to him to maintain control of their manuscripts, but noted that the chances of getting published as a first time author, even if it's a very good manuscript are slim, though not impossible. From the perspective of the independent bookseller, Chauni Haslet said she has a different interpretation of self published versus small published materials. She said independent booksellers love "small published," because small publishers edit their materials and know more about the book industry. Independent booksellers often agree to keep a copy of self-published books on a shelf, but leave the onus on the author to follow-up and see if it's sold. Michael Wieggers went one step further to say he views small presses as independent presses. He said the worst thing that can happen to the independent booksellers or small press publisher is Oprah's "Book of the Month" because it takes a great deal of money to be in the publishing business. If a small press publication caught on as Oprah's "Book of the Month" it would be difficult to publish adequate quantities with limited funding. Chauni Haslet added that when independent booksellers get publisher's catalogs, they only buy three copies of books that had 250,000 copies printed because that book will be found anywhere; their focus is to hand sell book "gems."

Finally, Nancy Pearl asked for the panelists favorite 2005 or 2006 titles. Chauni Haslet said her favorites included National Book Award winning *The Penderwicks* and *Each Little Bird That Sings* by Deborah Wiles. Elliott Wolf said described a compilation of love notes 92 year-old Joe Diamond had written during 65 years of marriage. He also mentioned *What Healthy People Know*. Michael Wieggers described an Arabic translation of Palestinian poets, re-issuance of *Straw for the Fire: Notebooks of Theodore Roethke* and *Dreaming Beyond War* by Hadassah Haskale

## DIGITAL ACCESS: THE "ANYTIME" LIBRARY"

After introducing moderator Jed Moffitt, KCLS Associate Director of Information Technology Services, she introduced the panelists:

- ◆ Steve Potash is the founder, President and CEO of Overdrive, Inc., which offers "eBook technologies and Digital Rights Management solutions for publishers, retailers and libraries." Overdrive was the first company to offer a circulation model for digital collections.
- ◆ Tom Mara is the Executive Director of KEXP, the public FM radio station which was the 2004 winner of the Webby Award for Best Radio Website and the first radio station to podcast, making local music broadcasts freely available to listeners around the globe.
- ◆ While working as a reference librarian at the University of Washington, Peter McCracken saw the need for a system that would search the University's databases. His company, Serials Solutions, now offers a reliable way to offer greater access to libraries' electronic format journals.

Jed Moffitt asked panelists how big of a trend digital downloading is. Steve Potash said he can easily predict that the growth of the copyrighted download hasn't even begun yet. There is an exponential future ahead as more consumers obtain a device through which to purchase downloads. Tom Mara said digital downloading is on everyone's horizon, but cautioned that adopting a particular model wouldn't be wise at this time. He said that as society changes the means of production and media change; a change he believes is in progress. He expressed concern, as a public broadcaster, facing a rather conservative audience. He explained that he wants to mobilize to serve other audiences (i.e. 18-25 year olds) and create meaningful experiences for them as well.

With what knowledge they have about libraries, Jed Moffitt asked how to respond to these types of changes. Peter McCracken said it creates a greater opportunity to get further in the community to share digital resources. Providing resources through digital delivery can help ensure libraries remain relevant in today's society. Jed

Moffitt asked what barriers there are to creating the anytime, anyplace library. Peter McCracken said one major problem is that people are unaware what they have access to at the library.

Jed Moffitt mentioned that iPods aren't as easy to use in a library environment. He asked the panelists to talk about this challenge. Steve Potash said that as an online media distributor, Overdrive faces the challenge of supporting broad based consumer access while providing reasonable copyright protections for more than 500 publishers. Technologies for Digital Rights Management (DRM) and licensing aren't currently compatible between Apple and Microsoft. In addition, there aren't universal formats on which DRM can be applied for online books.

Jed Moffitt asked how an item makes the cycle to become a digital file. Tom Mara said KEXP is a non-commercial radio station that brings in knowledgeable DJs and gives them the responsibility of connecting people to a wide array of music. He said they invest heavily in live performances, taking advantage of relationships with musicians and labels. KEXP's production protocol includes gaining permission to record and distribute via podcast. He noted that their model is built on championing music, much like libraries champion for things like literacy.

Jed Moffitt noted that OCLC conducted a survey regarding the perception of libraries in which respondents indicated that they most often begin an information search using search engines (i.e. Google). Peter McCracken noted that depending on the question being asked, most people ask find the information they need with a simple web search. He explained that for more extensive research, for example, a simple web search may not suffice.

Finally, Jed Moffitt asked the panelists to share a story about their services changed usage patterns. Steve Potash said he was told by a librarian at the Talking Book Library that what they were doing was a dream 20 years in the making, but wouldn't work for her patrons because they can't use a mouse, etc. With input about developing fully accessible software, Overdrive delayed the launch in order to include features making it easy to use for non-seeing patrons. He noted that eAudio is now available in six Talking Book Libraries in the country.

## **COLLECTION DEVELOPMENT: A BEHIND THE SCENES LOOK**

Bill Ptacek introduced the panelists:

- ◆ Nancy Messenger is the Collection Development Manager at Sno-Isle Libraries
- ◆ Sharon Ufer is the Collection Management Librarian at the Pierce County Library System (PCLS)
- ◆ Tom Horne is the Selection Services Manager at the Seattle Public Library
- ◆ Angelina Benedetti is the Manager of Selection and Order at the King County Library System (KCLS)

Bill Ptacek asked about patrons' savvy regarding the collection. Nancy Messenger said half of the patron requests come in when the libraries are closed and patrons are searching the web and using other resources. She pointed out that Sno-Isle Libraries has a 70% fill rate of patron requests. Sharon Ufer said that in the south end, selection is done centrally using electronic resources, input from branch libraries and members of the public who largely use Amazon.com. Bill Ptacek asked if the panelists are convinced that selecting and ordering centrally works best. While there have been no formal discussions about whether centralized selection and order is optimal, the panelists agreed that it has worked well. Branch staff has acknowledged that they don't have the time to do it in a decentralized model. Tom Horne said that since Seattle Public Library began centralized selection in 1994, circulation has increased and the time from selection to shelf has decreased. Angie Benedetti agreed that centralized selection and order is a collaborative effort. While KCLS has expert staff dedicated to building areas of the collection, patron and vendors input is essential in making staff aware of materials available.

Bill Ptacek asked panelists to discuss the advantages and disadvantages of using resources from vendors. Angie Benedetti said independent sellers and publishers can make libraries aware of items they need. She said they also make it easy for staff with standard order plans, etc. She said they aren't as good at making staff aware of independent markets. Tom Horne said Seattle Public Library wouldn't have been able to create an opening day collection for the new library without the help of vendors, explaining that they stored and delivered the books in advance of opening day. He also said that vendors are used to apply barcodes, RFID tags, etc. He noted that Seattle Public Library is continuously assessing the cost-effectiveness of vendor services. Sharon Ufer said that in addition to working with four major vendors to provide electronic "shopping carts" of books that can be cataloged on the same day as "on order," their staff needs help cataloguing language materials. She pointed out that statistics extraction capabilities are something their library system would like to see improvements in. Nancy Messenger agreed that she would like to see better statistical data and be able to do more inventory work than currently possible using their Integrated Library System.

Bill Ptacek asked panelists what part of their collection they see growing and declining. Nancy Messenger said use of media is continually growing, especially with the introduction of digital downloads. She also said the area of young adult books is growing. Sharon Ufer agreed and added that an increased focus on early childhood education has impacted the juvenile collections. She noted that cassette tapes and VHS are areas of the collection that are shrinking. Tom Horne said less print reference materials and more electronic reference is a growing trend and pointed out that world language materials has become a large priority in response to changing demographics. Angie Benedetti also mentioned that KCLS is focused on increasing the number of downloadable formats and products, including circulating MP3 players.

Bill Ptacek asked panelists to talk about satisfactorily addressing the need to hand-sell materials and services, like independent book sellers do, within the library model. Angie Benedetti said patrons know they can go to the staff for reader's advisory services. She also pointed out that the way collections are marketed, or promoted in the library, aids in do so. Sharon Ufer added that it is important to balance the need to locate materials with patrons' expectation to get it timely manner, while facilitating browsers, etc. Nancy Messenger pointed out that what distinguishes libraries from bookstores is that library services are free.

Bill Ptacek asked what metrics are used to evaluate whether the collection is well-developed. Nancy Messenger called out circulation statistics as one measure, as well as the success rate in completing patron requests for materials. Sharon Ufer said PCLS attempts to offer all the award-winners. Tom Horne mentioned hits to the library catalog and cost per use of electronic resources. He also said that SPL staff is developing a plan that guides the scope and nature of the collection. Angie Benedetti noted that in a centralized model, the trust of community library staff is an indication that the Collection Management Services staff is doing well.

Finally, Bill Ptacek asked panelists to describe the biggest challenges they face. Angie Benedetti said conflict with a marketplace model has made it increasingly difficult to provide services, especially digital downloads. She also said that maintaining a quality level of access through cataloging is difficult as more libraries rely on vendors to catalog and library professionals become more pressed for time. Tom Horne said branch shelving capacity has become a problem with increases in publishing output. He also said budget fluctuations make it more difficult to fill space with less money. Finally, he said an exciting challenge it to continue serving new immigrants. Sharon Ufer emphasized that libraries need to find and encourage younger staff members to enhance their collection development skills and reiterated that funding is an ongoing concern. Nancy Messenger noted that they are challenged by and focused on developing a web presence that is used for more than just searching the catalog. She added that moving large amounts of materials throughout the system (from branch to branch) is also a challenge.