



## SIS INFO

SIS INFO

Vol. 23 No. 2

March/April 2008

### Next Meeting

**What: April Meeting and Dutch Treat Dinner with  
Guest Speaker Gary Mormino, Florida Historian and Author**

**When: Thursday, April 17, 2008  
5:30-8:00 p.m.**

5:30-6:00 pm (Meet and Greet)  
6:00-7:00 pm (Meal, Meeting)  
7:00-8:00 pm (Program)

**Where:** Panera Bread  
Bardmoor Village 10801 Starkey Road  
Largo, FL 33777  
727.320.8830

**Map:** <http://www.panerabread.com/cafes/map.php?cafe=3342>.

**Food:** .Dutch Treat from the Panera menu.

**RSVP:** Send RSVPs to Jessica Zairo at <mailto:jessica@everlove.net> or leave a voice mail at 813-476-3310 no later than Wednesday, April 16, 2008.

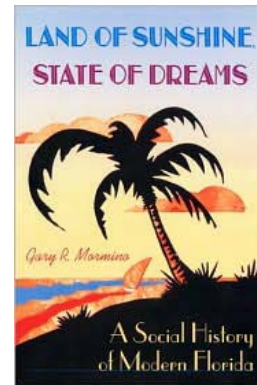


Image from [www.bn.com](http://www.bn.com)

### What's Planned

Our speaker will be Gary Mormino, USF Department of History professor and co-director of the Florida Studies Program at USF—St. Petersburg. He has written extensively about Florida history, and is the author of several books, including [Land of Sunshine, State of Dreams: A Social History of Modern Florida](#), and [The Immigrant World of Ybor City: Italians and Their Latin Neighbors in Tampa, 1885-1985](#).

### Upcoming Events

For further information on this upcoming meeting, please view the Meeting Schedule at <http://www.tbhc.org/sis/meeting.htm>.

**SIS / Suncoast Information Specialists  
Program and Meeting  
26 February 2008  
MINUTES**

The February meeting of the SIS/Suncoast Information Specialists was held on Tuesday, 2.26.08, at CAE in Tampa. Before the meeting, **Betsy King** provided a tour of the CAE facility. Social hour and registration began at 5:30 pm, followed by a catered dinner from the CAE cafeteria. Cost for the program was \$10. A total of 41 members and guests attended.

**Agenda:**

At 6:00 pm, **Caroline Reed** opened the meeting. She explained that as immediate past president of SIS, she had agreed to facilitate the meeting in the absence of SIS President **Janine Awai**, who recently had a baby. Photos of Janine and baby Miles were shown on the large screen as a backdrop.

Caroline asked everyone to introduce themselves. A large number of USF library science students were in attendance. She encouraged all those present who are not current SIS members to consider joining the organization (\$5 annually). At 6:15 pm, the group broke for dinner.

The business portion of the meeting continued at about 6:50 pm. Secretary **Marcy Carrel** read the minutes from the 12.03.07 meeting; **Alicia Ellison** made a motion to approve; **Deb Henry** seconded and the minutes were approved.

**Betsy King** read the Treasurer's Report in the absence of Treasurer **Sarah Miselis**. The account balance is \$1,087.88, which does not include monies from the current meeting. There are currently 67 paid members of SIS, before accounting for tonight's renewals and new memberships.

**Caroline** asked for a round of applause to thank **Betsy King** for hosting tonight's

meeting. Betsy also thanked **Joanna Palaveda** for her assistance.

Caroline informed the membership that the committee is reviewing the applications for the SIS student scholarships to attend FLA. The deadline to apply was Monday, 2.25.08.

**Announcements:**

SIS Vice-President **Jessica Zairo** announced that SIS is considering hosting a future meeting in Sarasota at the Ringling Brothers Museum and asked for a show of interest in the venue. Because of the location, the meeting would need to be held earlier in the day, perhaps starting at around 3 pm, and carpools might be a possibility. **Cheryl Dee** recommended that we carefully measure potential attendance before making a commitment to the location.

Caroline announced that the Jane Bancroft Cook Library hosted the African American Read-In on Monday, 2.04.08. This is the 3rd year that the Library has sponsored this event at which students, faculty and staff from New College of Florida and the University of South Florida Sarasota-Manatee read aloud from their choice of novels, poems, plays and short stories by African American authors. The program is now also available from their website as a 2.5-hour podcast.

**New Business:**

None

**Program:**

At 7:00 pm, Jessica announced the evening's speaker, librarian and author, Ken Kister. The program and meeting concluded about 8:30 pm.

SUBMITTED 2.27.08  
Marcy Carrel, Secretary

## **“Print-On-Demand (POD) Publishing: Perks and Perils”— An evening with Ken Kister**

Ken Kister began his presentation with the story of “Derek”, a friend, librarian, and poet who had negative personal experiences with the traditional publishing route, and later with the “vanity press” alternative of the 1970s. Against this backdrop, Mr. Kister discussed his own more recent experiences with POD—publishing on demand. Kister, well-known author of several reference books published through traditional publishing channels, also authored the book, “Florida on the Boil” using XLibris, a print-on-demand publishing firm.

Advantages of POD include: editorial control by the author; author retains all rights, higher royalties (25%); books not printed until sold, eliminating need for storing inventory; faster and cheaper so the production of niche books is facilitated; and no “out-of-print” occurrences.

Disadvantages of POD include: all marketing, advertising, and promotion are the responsibility of the author; most bookstores will not take POD books; no POD publishers are completely “free”; POD staff can be erratic and of varied levels of expertise; and many libraries will not carry books not carried by their wholesaler.

Kister illustrated these advantages and disadvantages with examples from his own experience with “Florida on the Boil”. He paid about \$250 to XLibris for the very basic service and he purchased none of the ‘extras’. He worked with 7 or 8 different XLibris staff at different times and the level of expertise and the quality of the service interactions varied tremendously. He approached two local bookstores, both of whom treated the POD book concept with disdain. He also was told by a librarian that the library could not purchase the book because it was not carried by their wholesaler (XLibris uses Ingram). Despite these problems, Kister remains positive about print-on-demand publishing.

Kister finished his talk at about 8:00 and opened the floor to questions. When asked about the time frame for POD publishing, Kister indicated that the total process for “Florida on the Boil” was about seven or eight months, start to finish. Kister also stated that his book can be bought from Amazon.com and turnaround would depend on whether any copies are in stock or would need to be printed. If the book is ordered directly through XLibris, and needs to be printed, turnaround to the customer would probably be a few weeks. The lively Q&A session continued for about 30 minutes and would have gone on longer if time had permitted.

SUBMITTED 2.27.08  
Marcy Carrel, Secretary

### **Some Advantages of POD**

author has editorial control  
author retains all rights  
higher royalties (25%)  
books are not printed until sold  
no need to store inventory  
production is faster and cheaper  
facilitates niche books  
title never goes “out-of-print”

### **Some Disadvantages of POD**

author responsible for all marketing,  
advertising, and promotion  
most bookstores will not stock POD  
books  
no POD is completely “free”  
POD staff can be erratic  
POD staff has varied levels of expertise  
many libraries only purchase books  
through their wholesaler (YBP, B&T,  
etc.)



## Toot Your Own Horn—Members on the Move

Key: Member names in **bold**; affiliate and non-member names in *italics*.

**Please share your successes and achievements with the group. All it takes is an email to [sandy.hawes@saintleo.edu](mailto:sandy.hawes@saintleo.edu).**

Congratulations **Janine Awai**, current SIS president, on the birth of her son, *Miles*, on Monday, 2.18.08, at 3:39 pm. "He was eager to meet us even though he only weighed 6lbs, 1oz at the time of delivery," said the proud mom.

Congratulations also are in order for some local FLA award-winning libraries, programs, and directors, to be recognized at the closing session of the 2008 Florida Library Association meeting in St. Petersburg. They are:

- Library of the Year Award—Pasco County Library System, *Linda Allen*, Director
- Betty Davis Miller Youth Services Award—Clearwater Public Library System, *Barbara Pickell*, Director
- Special Projects Award - Friends of the Elsie Quirk Library (Sarasota County)
- Outstanding Program Award—Friends of the Bloomingdale Regional Library (Hillsborough County)

In case you missed it, *Charlie Parker*, of TBLC, wrote an exceptional opinion piece, "Libraries are more e-necessary than ever," that appeared in the March 18, 2008, *Tallahassee Democrat*. You can access a copy on the newspapers website: <http://tallahassee.com/apps/pbcs.dll/article?AID=/20080318/OPINION05/803180303/1006/OPINION>

Also of note: Pasco County's Land-o-Lakes Branch and Regency Park Branch libraries are featured on page 52 of the April 2008 architectural issue of *American Libraries*.

## Research and Resources of Interest

Material culled by S. Hawes from press releases, online journals, listserv posts, and member contributions. Key: Contributing member names in **bold**; contributing non-member names in *italics*.



The call for participation deadline has been extended to April 22, 2008, for "A Reference Renaissance: Current and Future Trends" (Aug. 4-5, 2008, Denver, CO), sponsored by BCR (Bibliographical Center for Research) and RUSA (Reference and User Services Assoc.), an ALA Division: <http://www.bcr.org/referencerenaissance>



Applications for the IMLS "Connecting to Collections Bookshelf," a retail value of \$800, will be accepted through April 30, 2008. Intended for libraries with special collections to help preserve them, the IMLS Bookshelf application is online at

[www.aaslh.org/Bookshelf](http://www.aaslh.org/Bookshelf). The Bookshelf will be distributed free to 2,000 institutions. Contact Terry Jackson at AASLH, 615-320-3203 or email [jackson@aaaslh.org](mailto:jackson@aaaslh.org) if you need more information or have questions. .

This was mentioned on ResourceShelf.com: "RocketNews discovers the most popular stories from over 60,000 news sources from around the web." You can find this "current news search engine" at: <http://www.rocketnews.com>.

*Library Journal* is looking for book reviewers with subject knowledge in: biography, business/economics, communications, history, law/crime, political science/current events, and social science. If interested, send resume, subject interests, and a short writing sample to [Margaret Heilbrun](mailto:mheilbrun@reedbusiness.com?subject=BookReviewers) (mheilbrun@reedbusiness.com?subject=BookReviewers).

"Tracked in America"

([www.trackedinamerica.org](http://www.trackedinamerica.org)) was "highly recommended" by *CHOICE* in the March 2008 issue (v.45, n.7). It is an online audio-visual documentary developed by historians, the ACLU of Northern California, and the national ACLU.



The Association of College and Research Libraries, Florida Chapter (FACRL) is accepting proposals for the 2008 Fall Program to be held at the University of North Florida in Jacksonville on Friday, November 7, 2008. The theme is "Proving Your Worth and Adding Value to your Institution". Format and details for proposals can be found at: <http://facrl.fcla.edu/programs/Fall2008Program/callpresentations2008.html>.

Interested in blogging with "librarians, publishers, distributors, aggregators, and others interested in the publishing and information industry" about eBooks in libraries? Try "No Shelf Required" at <http://noshelfrequired.blogspot.com/>.

There's a new report on Web users and usability you might be interested in: <http://www.useit.com/alertbox/user-skills.html>



## A.N.T.S. ANimated Tutorial Sharing Project

Libraries Working Together to Create Open Source Library Tutorials

You may be interested in registering to participate in the online repository of animated tutorials for libraries being developed by ANTS, the ANimated Tutorial Sharing Project. You'll find it here: <http://ants.wetpaint.com/>.

Do you have an idea for a presentation? Do you know someone who would be perfect to speak at a meeting? Would you like to volunteer your services? If so, please contact us by calling 813.622.8252 or 352.588.8262, or by sending an email message to [sis@tbhc.org](mailto:sis@tbhc.org) or [sandy.hawes@saintleo.edu](mailto:sandy.hawes@saintleo.edu).



---

Suncoast Information Specialists  
c/o Tampa Bay Library Consortium  
1202 Tech Boulevard, Suite 202  
Tampa, FL 33619

Phone: 813.622.8252  
Email: [sis@tbhc.org](mailto:sis@tbhc.org)  
Electronic list: <http://tbhc.org/sis/list.htm>  
URL: <http://tbhc.org/sis/>

---

## SIS Officers 2008

### *President*

Janine Awai  
University of South Florida  
Tampa, FL  
813.974.4336, [jawai "at" lib.usf.edu](mailto:jawai@lib.usf.edu)

### *Vice President*

Jessica Zairo  
Everlove & Associates  
St. Petersburg, FL  
813.476.3310, [Jessica "at" everlove.net](mailto:Jessica@everlove.net)

### *Secretary*

Marcy Carrel  
USF—St Petersburg, Nelson Library  
St. Petersburg, FL  
727.873.4404, [mcarrel "at" nelson.usf.edu](mailto:mcarrel@nelson.usf.edu)

### *Acting Treasurer*

Betsy King  
CAE USA  
813.887.1658, [kingbet "at" tampabay.rr.com](mailto:kingbet@tampabay.rr.com)

### *Newsletter Editor (appointed)*

Sandy Hawes  
Saint Leo University  
Saint Leo, FL  
352.588.8262, [sandra.hawes "at" saintleo.edu](mailto:sandra.hawes@saintleo.edu)

### *Webmaster (appointed)*

Betsy King  
CAE USA  
813.887.1658, [kingbet "at" tampabay.rr.com](mailto:kingbet@tampabay.rr.com)

### *List Owner (appointed)*

Alicia B. Ellison  
HCC--Ybor City Campus  
Tampa, FL  
813.253.7731, [alicias "at" yahoo.com](mailto:alicias@yborcity.com)

### *Immediate Past President (2007)*

Caroline Reed  
Jane Bancroft Cook Library  
5700 North Tamiami Trail, Sarasota, FL  
941.487.4568, [creed "at" ncf.edu](mailto:creed@ncf.edu)