We have a new look! To better match our services, we’ve been working to update HFS’s look and feel. After months of brainstorming — and, of course, assistance from a local design firm — we have a new logo (above). We’ll also soon be utilizing a new web address and will let you know as soon as that goes live. All of our email addresses will stay the same, and you’ll get the same great service, but the communications you receive from us may look a bit snazzier.

Starting in August, we began providing the monthly reports in Excel and as PDFs. These files will be available to our clients on a secure FTP site, so no more concerns about large emails, and you can now sort and import the data. These reports are designed to be more user-friendly, and we hope you find the changes helpful.

Additionally, we’ve make changes to our monthly invoicing and are now able to provide all documents digitally and in a more readable format. We’ll continue to make changes and enhancements as the ever-changing book business dictates, and we welcome any and all feedback.

As many of you are aware, Deb Hoerner, who will have been with HFS 37 years in November, had to have major surgery last December. Her recovery and physical rehabilitation have been difficult and she has not yet been able to return to work. If you would like to send her a card or note, please direct it to the HFS Dept Mailbox (Deb/HFS, 2715 N. Charles Street, Baltimore MD 21218) and we’ll make sure she gets it.

The HFS team has been great in pitching in to help cover Deb’s responsibilities — Melinda and Alicia have been especially helpful. Since Deb’s recovery is taking longer than expected, we are now planning to bring in a new Customer Service Representative to help stabilize the workload. I hope to introduce you to the new HFS team member in the coming weeks.

Lastly, please join us in congratulating Melinda Kelly, who is celebrating her 25th year with HFS!
Notes from the Editor

It is hard to believe I started at HFS in the midst of record-breaking blizzards and now, eight months later, we are simply hoping the record-breaking heat will soon abate. It certainly has been a roller coaster of a year so far!

I attended BEA in May and my first AAUP meeting in June. Then in July, I learned I had been nominated to the board of the Independent Book Publishers Association (IBPA) and was awarded one of the seats. These vantage points — with one foot in academic publishing and the other in trade — have given me a unique opportunity to see what each side has to offer, and better still, can learn from the other. I am accustomed to the more reactionary, trend-oriented trade side of the business, so it is refreshing to see such forethought and long-term strategy being applied to decisions. On the flipside, I see areas where academic publishers are just now responding to technology and trends that trade publishers pounced on a few years ago.

This is one of the reasons my involvement with IBPA is so rewarding. They are a non-profit that supports, lobbies for, and educates independent presses. Often these presses are driven by a mission (as well as profit), something they have in common with academic publishers. IBPA is on the frontlines, learning everything they can to be able to advise and educate their member presses. For example, a recent article in their newsletter, Independent, addressed chunking content (www.ibpa-online.org/articles/shownews.aspx?id=2997). It is hard to keep up with the changing marketplace, new vendors, and terminology, but I know I will learn at least three new things every time I pick up Independent. I look forward to my term on the board.

I also see education and support as part of my role as a distributor — I need to be out there watching trends and making sure the services we are providing are keeping pace with the market; I also need to inform our clients about the changes.

As an example of that, we are still investigating POD options and how we could potentially integrate an additional POD vendor to help consolidate shipments and create faster turnaround. We are cautiously optimistic that we’ll have a workable plan in the next few months. If you have not already returned the POD survey I sent out in July, please do so now. We found the responses very helpful and are adjusting our plans based on your feedback.

We plan to use HFS Review to keep you more informed about what is going on within HFS and also to share items we feel could be useful to your publishing program. I welcome your comments and suggestions, so please contact me at dgb@press.jhu.edu or 410-516-6961.

Davida G. Breier, Manager, HFS

Project MUSE Editions

Project MUSE is pleased to announce Project MUSE Editions, a new initiative to incorporate scholarly book content into its research platform and product offerings. Beginning next year, e-book collections will be available for purchase alongside MUSE journal collections, with an integrated discovery environment that allows for browsing and searching journal and book content side-by-side. Users and libraries may expect to see “beta” digital books on MUSE as soon as the first quarter of 2011. Project MUSE plans to formally debut the e-book collections, and provide information on specific titles and pricing for the Fall 2011 offering, in late March 2011. For more information, please contact: Dean J. Smith, Director, Project MUSE, djs@press.jhu.edu.
HFS’s Summer Intern, Antonio Smith

The Next “Top Chef”?
By Peg Nagl

HFS was fortunate to have Antonio Smith from Coppin Academy High School as our summer intern. Coppin Academy is a lottery school located on the campus of Coppin State University in West Baltimore, and even though “Tony” lives in East Baltimore, he wanted the opportunities available at this school across town. Our intern was not a stranger to working during summer vacation. Tony spent the last two summers with Baltimore Youth Works and the Baltimore Youth Apprenticeship Program. He said he’s enjoyed experiencing the “working world” and found out about this internship from his grandmother, who works at Johns Hopkins Hospital. Tony has three brothers and two sisters, all of them native to Baltimore. He starts his junior year at Coppin this fall with plans to follow his passion, cooking, after graduation. Even though he doesn’t have his sights on publishing, he said he wouldn’t mind returning to HFS next year. He “learned a lot” working here and liked that it was a “different thing every day!”

Publishing Industry Trends on Twitter and Facebook

There was an article in Shelf Awareness on July 14, 2010, “Hashtags Could Save Publishing,” that detailed some of the Twitter threads opening up conversations between authors, publishers, readers, and booksellers. These included #dearpublisher, #askagent, #bookrageous, #followreader, #fridayreads, and #pubQT.

The original article is at: news.shelf-awareness.com/ar/theshelf/2010-07-14/hashtags_could_save_publishing.html, with a follow-up at news.shelf-awareness.com/ar/theshelf/2010-07-22/publishers_respond_to_hashtags_that_could_save_publishing.html and Shelf Awareness has been including new threads (including the funny #litgaffe) in the daily newsletter.

Also of interest is Media Bistro’s list of the best publisher Facebook pages: www.medialistro.com/galleycat/facebook/best_publisher_pages_on_facebook_168321.asp.

HFS Employees of the Month

June
Courtney Spies “...is always cheerful and willing to go the extra mile.”

July
Darlene Sparks “...goes out of her way to help everyone.”

August
Keith Brock “is working diligently to create documentation for the whole department.”

HFS Trivia:
We sold 312,149 books and processed $3.4M in sales in August 2010 — up 10% over the same period last year!

Who’s Who at HFS

<table>
<thead>
<tr>
<th>Employee Name</th>
<th>Ext.</th>
<th>Dept.</th>
</tr>
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<tbody>
<tr>
<td>Alice Jones</td>
<td>410-516-4442</td>
<td>HFS Customer Service (returns)</td>
</tr>
<tr>
<td>Alicia Catlos</td>
<td>410-516-4441</td>
<td>HFS Customer Service</td>
</tr>
<tr>
<td>Barbara English</td>
<td>410-516-6958</td>
<td>HFS Accounts Receivable</td>
</tr>
<tr>
<td>Courtney Spies</td>
<td>410-516-4446</td>
<td>HFS Customer Service</td>
</tr>
<tr>
<td>Darlene Sparks</td>
<td>410-516-4450</td>
<td>HFS Customer Service</td>
</tr>
<tr>
<td>Davida Breier</td>
<td>410-516-6961</td>
<td>HFS Manager</td>
</tr>
<tr>
<td>Deb Hoerner</td>
<td>410-516-4448</td>
<td>HFS Customer Service</td>
</tr>
<tr>
<td>Dee Lancaster</td>
<td>410-516-6959</td>
<td>HFS Customer Service</td>
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<tr>
<td>Jeff Colosino</td>
<td>410-516-4443</td>
<td>HFS Customer Service</td>
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<tr>
<td>Joanne Braverman</td>
<td>410-516-4444</td>
<td>HFS Customer Service</td>
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<tr>
<td>Keith Brock</td>
<td>410-516-3854</td>
<td>HFS Accounts Receivable</td>
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<tr>
<td>Linda Edmonds</td>
<td>410-516-4301</td>
<td>HFS Customer Service</td>
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<tr>
<td>Margret Nagl</td>
<td>410-516-4334</td>
<td>HFS Customer Service</td>
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<tr>
<td>Melinda Kelly</td>
<td>410-516-4449</td>
<td>HFS Customer Service Supervisor</td>
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<tr>
<td>Patrice Wright</td>
<td>410-516-4455</td>
<td>HFS Customer Service</td>
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<tr>
<td>Sonja Hill</td>
<td>410-516-6548</td>
<td>HFS Accounts Receivable</td>
</tr>
<tr>
<td>Tim Heintzman</td>
<td>410-516-4447</td>
<td>HFS Customer Service</td>
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Hopkins Fulfillment Services
2715 N. Charles Street
Baltimore MD 21218
410-516-6965

Book Orders:
By phone: U.S. and Canadian: 800-537-5487
All other customers: 410-516-6965
By fax: 410-516-6998
By email: hfscustserv@press.jhu.edu

By mail:
The Johns Hopkins University Press
 c/o Hopkins Fulfillment Services
 P.O. Box 50370
 Baltimore, MD, 21211-4370

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