



## year in review

### T-E-A-M

Wolper Subscription Services made 2006 the Year of Teamwork. Holding two separate company-wide workshops designed and facilitated by an outside management consulting firm, we immersed ourselves in teambuilding concepts and techniques and buffed up our skill sets in that arena.

This hands-on training supports our philosophy, which includes using a team approach to deliver the best customer care the industry has to offer.

Our Customer Relations staff has a collective 50+ years of experience, and our systems enable internal cross-departmental consultation for the stickiest challenges. We don't just do basic "fix-it." We manage the overall relationship and general business issues as well as day-to-day servicing needs. Wolper's proven methodologies and personal touch are designed to earn and keep your business.

Customer devoted.  
Technology smart.  
Subscriptions delivered.®

**MILE HIGH!** You may be reading this at the annual conference of the Special Libraries Association (SLA), this year in Denver, the Mile High City, on June 3-6.

With a mission to provide the information currency that can facilitate accurate decision-making in corporate, academic and government settings, SLA information professionals represent one of Wolper's key target markets and, since the show is among the industry's best attended, this conference is always a milepost in our year.

For more than three decades, Wolper has successfully served Fortune 500, Fortune 100 and other top-tier corporate, library and institutional clients with access to more than 270,000 serial titles, including mainstream consumer magazines; scientific, technical and medical journals; books, CD-ROMs, newspapers and e-journals; both domestic and foreign, in both print and electronic formats.

We've earned a reputation for fast, effective and personal customer service (witnessed by our unmatched customer retention rate) and a robust web-based system – WOLPERweb® (Wolper On-line Periodicals and Electronic Resources) – that allows customers 24/7/365 access to their accounts and the most highly customized reports in the industry, dynamic and available for printing on demand.

Our clients – who cover the gamut of industries, from pharmaceutical to finance, and include many of the world's leading publishers as well as research libraries – count on information to help them manage the pressures of Wall Street, government regulation, emerging technologies, competition, and so on. Those pressures make this market segment one of the most demanding. We pride ourselves on our 30 years of success serving them.

*continued onto back page*

## High Tech, High Touch

“The sheer amount of information we generate and deal with daily in the 21st century is astounding. It’s changed everything from the way we communicate to the way we earn and exchange money. It has driven – and is being driven by – the rapid pace of technological development. And it’s shaping the emergence of a knowledge-based economy, in which workers are valued for what’s in their minds and how they transform that into ideas and innovations; in which soft skills such as critical thinking and problem-solving are oft times far more valuable than an organization’s hard assets.

Within the serials management field, the continuing push toward electronic resources and desktop solutions demands that we keep technology high on our list. But we’ve found that high tech requires high touch, too. And with our 30-year focus on delivering extraordinary customer service, we’re well-suited to deliver on both ends of this delicate balance.

As you’ll read throughout this newsletter, we at Wolper Subscription Services are striving to stay as far on the cutting edge of this movement as possible. We’re applying our ethic of constant improvement to enhanced functionality of our proprietary website (WOLPERweb), to new ERM solutions, and to other technology-oriented products and services. And while we endeavor to make our WOLPERweb interface as intuitive and user-friendly as possible, and wrap it in Help features and ready-at-a-click QuickGuides, etc., we continue to strive to be ever-ready with a human voice on the other end of the phone (never an auto attendant), and to go above and beyond to deliver quick and satisfactory action in response to claims, queries, and customer suggestions.

As you’ll also read in these pages, we as a company have invested considerable time and money this year in fine-tuning some of the soft skills required of a “High Touch” service enterprise: first among them, communication; also, collaboration, critical thinking, and creative problem-solving.

We’d like to get your feedback on how we’re doing – in both areas, “tech” and “touch” – in addition to your observations regarding industry trends and your own evolving needs. We’ll use this information to help guide our future planning, training and development. If you haven’t received a copy of our first ever Customer Value survey tucked into this issue, please let us know so we don’t miss hearing from you.

Thank you, as always, for your business, for your trust in our services, for your opinions and insights.”



President and CEO

*“High touch [is] a response to high tech... The more technology we introduce into our lives, the more we seek a high touch balance, a human ballast.”*

*~ John Naisbitt, author of the best-seller Megatrends*

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# What We Stand For

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When you sit down at your desk every day, you know what your job is. You also, no doubt, know more than a little something about how you're expected (and how you wish) to perform. How you work says as much or more about you and your company as does the What You Do. How you work reflects your organization's core values.

At Wolper, we've spent decades creating a legacy of great customer service, forward-thinking investment in technology, innovative and customer-driven changes. We didn't think of it as our legacy or our marketing platform. It was just how we do business. You might think of it as part of our company "DNA."

As we continue to grow, it's become imperative to stop and take stock and be a bit more deliberate about what we stand for and where we're headed. It's important, for example, in training new employees. But it's also important as a touchstone for every future undertaking – from strategic planning and marketing to recruitment and management practice.

Besides helping us to stay on-course, core values are important to share with you, our valued customers. With this information, new prospects might have a stronger sense of who it is they're choosing to do business with; with this information, any of you can hold us accountable. Though these may require some fine-tuning over time, as you'll see, they're relatively evergreen kinds of statements of principle. Not the kind of thing that changes dramatically. We are who we are and who we've been – for nearly 30 years, and counting.

## Wolper Company Values and Objectives

- To provide subscription management services to corporate, government, public, and academic libraries and desktop users in a manner that is relevant and valuable in today's marketplace
- To maintain the highest business ethics in our relationships with employees, customers, vendors, publishers and other partners and regulatory agencies
- To create an environment for our employees in which they feel respected, challenged, and fulfilled
- To provide an exemplary level of service to our customers through relevant, up-to-date services and information, accurate data capture and processing, knowledgeable and professional communication, courteous and timely response, and competitive prices
- To create a work environment marked by individual accountability for results and daily striving for excellence and constant improvement
- To be as agile and innovative a company as the market demands and our resources allow

By “clubbing our books to a common library, we should, while we lik’d to keep them together, have each of us the advantage of using the books of all the other members, which would be nearly as beneficial as if each owned the whole.”

- Benjamin Franklin

## America’s First Library

On July 1, 1731, “the Mother of all American Subscription Libraries” was established when Benjamin Franklin and a number of his colleagues drew up articles of agreement to found the country’s first library. The Library Company of Philadelphia remained important throughout the birth of the country (though things were idle during the war years) and is still in existence today.

Franklin spent more time and care (hundreds of hours per year) on the Library Company than on any other of his many civic projects. He faithfully attended meetings and served at various times as director, librarian, secretary, and its London book agent.

Although his first library experiment failed, Franklin’s perseverance and creativity paid off. Friends who had pooled their book collections grew frustrated over having their own titles unavailable to them or feeling that they were receiving inadequate care. The later successful venture was a subscription library, in which each member would pay forty shillings to join and then ten shillings a year as an annual contribution for buying more books.

Franklin was limited in recruiting members since “so few were the readers at that time” and “the majority of us so poor.”

The early holdings were dominated by historical works, followed by literature (mostly plays and poems), science, theology and philosophy.

Franklin believed that these works “improved the general conversation of Americans,” making “the common tradesmen and farmers as intelligent as most gentlemen from other countries.”

Franklin himself designed a seal for the Library Company which incorporated the slogan, “To pour forth benefits for the common good is divine.”

Early on, the library was located in the librarian’s own home. When it grew too large, it was moved into rooms in the newly finished west wing of the State House in Philadelphia, now Independence Hall.

The first surviving book catalog from the Library Company was printed by Franklin in 1741 and listed 375 titles. A subsequent catalog – printed in 1770 – showed 2,033 holdings.

The first librarian was Louis Timothee. Franklin himself later served as librarian. He was, ironically, a careless record keeper!

After its move to Carpenters’ Hall, the growing Library Company served as a resource for John Adams and others when they convened at that same address for the First Continental Congress in 1774. In fact, from then until the national capital was established in Washington, D.C., in 1800, the Library Company served as the de facto Library of Congress. Unfortunately, there are no circulation records from those years, or we might be able to see the influence of certain writings in particular delegates’ or congressmen’s work in the framing of our nation.

Adapted from *At the Instance of Benjamin Franklin: A Brief History of The Library Company of Philadelphia*

# S A p o c r i f

## The Electronic Age

One might argue that Ben Franklin's Philadelphia of the 1700s was a predecessor of the "knowledge economy" we read so much about today. But there's no comparison to this era's dramatic proliferation of information and the unprecedented rate of change in media formats for the delivery of data, books, journals, broadcasts, and more. Electronic resources – and related issues – dominate the scene in nearly all fields and market segments, including libraries and serials management.

We're long past the advent of computerized card catalogs. Electronic versions of print journals, having debuted in the mid-1990s, are practically "old news." Nearly 100% of all public libraries provide free public computer access to the Internet. That's up from 25% just a decade ago.

Today's libraries are networked, powered by and for electronic resources. Not to the exclusion of old-fashioned print materials bound and stacked on shelves in brick-and-mortar structures, but with a large and growing virtual component, to be sure. The information age has become the digital age, thanks to rapid adoption of the internet and subsequent, related leaps in computing power, bandwidth, digitizing of data, and investment in search and other helpful desktop-driven technologies.

As early as 2003, estimates pegged the percentage of published scholarly journals available online at about 75%. It's not uncommon for half of a library's serials budget today to be dedicated to e-resources, and an even greater percentage of new serials budgets to be ear-

marked for the same. Some libraries are even beginning the shift to 100% electronic.

The technology is shifting the market's distribution methods and channels, and opening the way for a proliferation of new players and fragmentation. Besides print and online options, we now have content aggregators, link resolvers, enterprise search solutions, license negotiations, access maintenance issues, and much, much more. From a packaging and pricing standpoint, we have a near endless menu of choices. Libraries and serials management today operate in a very different – and very complicated – world.

At Wolper, we've already extended our expertise into the licensing arena, for example, and we've expanded our IT capabilities to accommodate EDI transactions and integration with ILS systems and corporate punch-out services. We've established partnerships with other vendors (i.e., Ingenta, Ariba, etc.) to provide seamless, integrated solutions for our customers. We're immersed in the hard and continuous work of transforming and re-imagining our business model to stay relevant and useful to our customers, with ERM and related tools and services designed to provide cost, consolidation and customization benefits much as we've done throughout the heyday of print.

*Is it the end of the world, as we know it? Is the digital revolution likely to eliminate the art, craft, and science of librarianship? Not likely, but it certainly has and will continue to change it. ...The digital landscape belongs to no one and everyone.*

*~ John V. Lombardi of The Center at the University of Florida on "Academic Libraries in a Digital Age"*

# WOLPERweb version 2.1 rolls out

## *On April 9th, Wolper Subscription Services unveiled*

a major update to WOLPERweb.com, its password-protected website for customers' 24/7/365 use in searching for title information, placing orders, claiming and renewing subscriptions, and generating custom account activity reports.

The new interface makes site use more intuitive and efficient. Upgrades include a cleaner overall design, simpler navigation and several time-saving and utility-boosting features.

Wolper's customer support staff pre-screened and tested the upgrades in order to help make the transition as seamless as possible for users and administrators. Wolper has a reputation for having the most powerful website in the industry and supports that with an ethic of continuous improvement and an equal commitment to exceptional customer service.

## People News

## New faces (and voices) at Wolper

### **Other new appointments at Wolper include:**

#### **Yvette Schreiber, Operations Manager**

Her daily oversight of core operations and headquarters-based personnel is designed to ensure operational efficiency and high levels of customer satisfaction as well as the implementation of Wolper's strategies for long-term success.

Schreiber has been with the company since 1995. She's a former manager of the Data Services department and was most recently a member of the IT team. During her tenure at Wolper, the company has grown significantly, in terms of employee base, sales volume and technology.

"It's a much more complicated and high-pressure business today," says Wolper President and CEO Susan Wolper. "I'm pleased and confident having Yvette's eyes – and increased authority – overseeing our operations. She knows our operations, our clients, their changing needs and the importance of being smart, agile and customer-driven."

#### **Didi Yunginger, Director of Operations and Strategic Development**

Yunginger joined Wolper a year ago from Rodale, Inc., where she held various managerial, marketing and business development positions over a 20-year span. She also has an MBA degree from DeSales University, Center Valley, PA. Her knowledge and experience in project management, staff development, and generally in the publishing industry has become an invaluable asset for Wolper.

**New in Data Services:** **Shelli Brotzman**, who spent the last 5 years in medical billing.

**New in Customer Relations:** **Barb Bellenoit**, who joined us after nearly 6 years as a clerk with the Bethlehem Public Library.

#### **Wolper Names Business Relations Director**

On May 21st, Wolper Subscription Services announced the hire of Ian Tauber as Business Relations Director. Tauber is responsible for cultivating and nurturing relationships with publishers and other potential business partners in order to identify and develop enhancements and extensions to Wolper's core subscription management business.

Tauber brings to Wolper broad perspective and experience gained over 15+ years on the business side of the publishing industry, in marketing, sales, market research, and publicity. He holds a Masters of Business Administration degree, with a marketing concentration, and a B.A. in communication studies. Tauber has experience with magazines, books, and, most recently, newspapers, having worked as a market research analyst for the past 6 years for Tribune Corp.

"I'm excited to have Ian's unique and relevant mix of professional skills and experience contributing to our strategic planning," says Wolper President and CEO Susan Wolper. "We need to be continually scanning and analyzing the marketplace for opportunities, and Ian's the right person to help that process. He understands how and why people consume information, and that's the broad competitive environment we need to be monitoring."

#### **Wolper Hires Midwest Sales Manager**

Wolper Subscription Services has established a Midwest sales location with the hire of Kim Banach, a 10+ year veteran, with experience selling database products to the public, academic and government markets. Banach is based in Evanston, IL, just outside of Chicago.

Banach previously represented AGC United Learning, Proquest, Kaplan and, most recently, CQ Press/Congressional Quarterly, managing collegiate and public library accounts. Previous to her selling career, she worked as a librarian, in both public and university settings.

"I'm excited about Wolper's services and reputation and about working for a woman-owned small business," Banach says.

"Kim is a great addition to Wolper and our sales team," says Wolper President and CEO Susan Wolper, "with her affinity for prospecting, providing good consultative selling and solid service after the sale. We're excited to have her onboard."

## Wolper and Women-Owned Businesses

Mary Katherine Goddard was one of the first publishers in the American colonies, and in 1777 she was contracted by the Continental Congress to print the first copy of the Declaration of Independence with the names of the signers included. Today her business would have been counted among more than 32,000 majority (51% or more) women-owned firms in the information industry in the United States.

- Nearly 10.4 million firms are owned by women (50% or more), employing more than 12.8 million people, and generating \$1.9 trillion in sales.
- Three quarters of all women-owned businesses are majority owned by women (51% or more), for a total of 7.7 million firms, employing more than 7.1 million people, and generating \$1.1 trillion in sales.
- For the past two decades, majority women-owned firms have continued to grow at around two times the rate of all firms.

Wolper Subscription Services is a certified woman-owned business. We were recertified by the Commonwealth of Pennsylvania's Bureau of Minority and Women Business Opportunities in June 2006 and are pending approval by the Women's Business Enterprise National Council (WBENC), founded in 1997, the nation's largest third-party certifier of businesses owned and operated by women in the U.S.

PA state certification is a comprehensive process that assures only qualified companies are approved. In addition to owning at least 51% of their companies, "Woman Business Enterprise" owners must be U.S. citizens, must have training or experience in their business fields, and must have management and operational control of their companies. Unlike many certified woman-owned businesses, Wolper is and always has been 100% woman-owned and -operated.

Source: *Enterprising Women: 250 Years of American Business*, Virginia C. Drachman and Women-Owned Businesses in the United States 2006, Center for Women's Business Research

## inspired thinking

- > We are magazine and book hounds around here (no surprise!), in part because of the sparks that challenging reading can provide: a fresh or provocative point of view; pure learning; a simple mood boost.

*Don't judge each day by the harvest you reap, but by the seeds you plant.*

~ Robert Louis Stevenson

Over the past year, we've created a repository of some of our favorite quotes. We're building them into the redesign of our corporate website, [www.wolper.com](http://www.wolper.com). There, thanks to our IT brain-trust, the database will regularly refresh a Thought for the Week feature on the homepage. So, visit us for a daily dose of positive thinking – not to mention news updates or quick, easy access to your log-on to [WOLPERweb.com](http://WOLPERweb.com).

The call-out above is a sample from our collection. Check it out. And if you're so inspired (and we hope you will be), send one or more of your favorites to us and we'll keep accumulating and sharing great sayings. Send it to [inspire@wolper.com](mailto:inspire@wolper.com).

# MILE HIGH!

continued from front page



## DENVER THE MILE HIGH CITY

Earlier in the season, Wolper exhibited at the Computers in Libraries and Ariba Live! expos.

Last year marked our debut at Computers in Libraries, which followed naturally on the heels of our approval as a FedLink vendor. The 2,000 participants in this show are primarily federal and government customers. We got to spend lots of quality time, one-on-one, with prospects there. Our inroads into this marketplace are coming, in part, because of our huge success with corporate accounts over the years.

It was our "sophomore" turn at Ariba Live!, too. As the only certified woman-owned subscription agency designated Ariba Ready™, we offer attendees at this show the advantage of being able to satisfy diversity mandates as well as adding a proven subscription management solution to their overall corporate spend management agenda.

If it's not yet time to head home from the Rockies, we'd love for you to stop in to see us at **Booth # 737**.

## WOLPER directory

We want to hear from you—any way you wish to contact us—by phone, fax, or e-mail. And we want you to be able to find the right person to answer your question or request, quickly and easily. We've tried to anticipate a wide range of needs in compiling the following directory. If you don't see it here, though, please call anyway and Michele, our receptionist, will direct you. Thank you!

### > *Large enough to serve your needs, Small enough to care* <

Main telephone: [610.559.9550](tel:610.559.9550)

Main office fax: [610.559.9898](tel:610.559.9898)

For sales-related

inquiries: JoAnne Kelley, VP of Sales  
[jkelly@wolper.com](mailto:jkelly@wolper.com)

Or: Ted Behling, Sales Support Specialist  
[tbehling@wolper.com](mailto:tbehling@wolper.com)

To report a claim

(or check

progress on one): Joan Hunt, Customer Relations Mgr.  
[jhunt@wolper.com](mailto:jhunt@wolper.com)

For billing issues: Stacey Craig, Accounting Mgr.  
[scraig@wolper.com](mailto:scraig@wolper.com)

(Publishers) To submit price updates or to

report other changes: Trish Kleiman, Publisher Liaison  
[tkleiman@wolper.com](mailto:tkleiman@wolper.com)

To submit a general business proposition

(partnership/joint venture): Didi Yunginger, Director of Strategy & Development  
[didiy@wolper.com](mailto:didiy@wolper.com)

Or: Susan Wolper, President and CEO  
[swolper@wolper.com](mailto:swolper@wolper.com)

To comment on our website or report a

website problem: William Cays, IT Director  
[wcays@wolper.com](mailto:wcays@wolper.com)

To apply for a job

at Wolper: Yvette Schreiber, Operations Mgr.  
[yschreiber@wolper.com](mailto:yschreiber@wolper.com)