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BBOB Harbor Cruise 2005

by Nancy Howell



On a lovely summer evening in August, 295 Bookbuilders members boarded the *Bay State* for the annual cruise around Boston Harbor. Guests were

welcomed by the cruise's "house band," the Halftones. There were a few surprises in store this year. As people walked onto the boat, they were given a handful of play dollar bills, for the variety of casino games set up on the first floor. Dealers from Interactive Entertainment Concepts waited patiently for the attendees to be bit by the gambling bug. By the end of the evening, there was not an empty spot around the black jack and roulette tables.

Guests were treated to a different menu from years past. The caterer "Catering to You" provided a fun spread of vegetables

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CALENDAR

March 2006
New England Book Show

May 2006
Annual Meeting

July 2006
Benjy Nite



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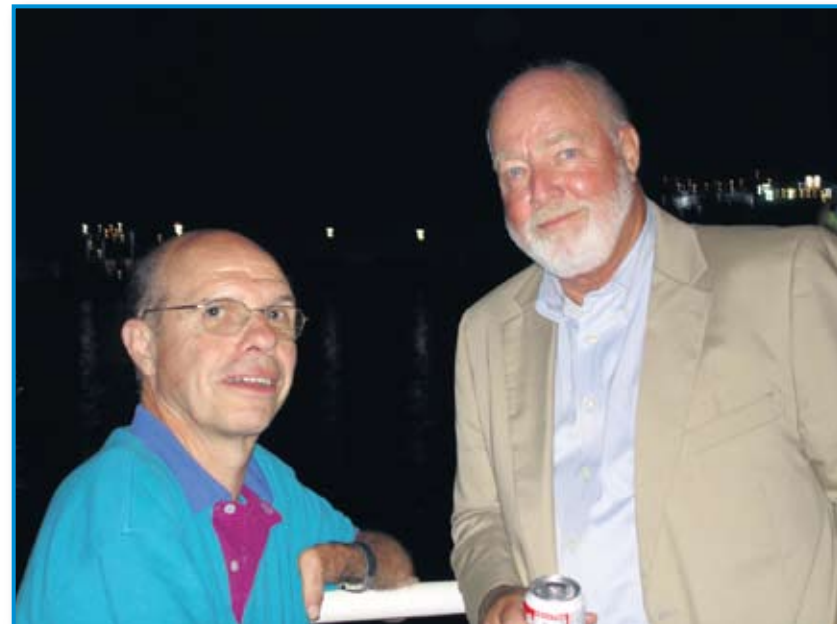
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and dip, artichokes, mushrooms, tomatoes, pasta salads, and fajitas. For dessert, attendees had their choice of cookies and pastries.

As usual, the top deck was a popular spot. Some members crowded around the Halftones and danced to classic rock tunes, while others enjoyed watching the planes fly overhead, and taking in the bright lights, big city of Boston!

Thanks to Committee Chair Kelly Bower and her committee: Kim Boedigheimer, Gustavo Cinci, Denise Mickelsen, and Marty Rabinowitz.

Thanks also to Chrissy Kurpeski for designing the postcard and DS Graphics for printing the postcard, Boston Harbor Cruises, Catering to You, Interactive Entertainment Concepts, and the Halftones.

BBOB Harbor Cruise 2005 (continued)



Where Are They Now?

Checking in with Last Year's Scholarship Winners

by Tara McGoff

Current Students

Karissa Kloss

Emerson College Master's Program



Karissa has recently finished her final publicity course and defended her thesis project. Since May 2004, she has worked as a production assistant at Shambhala Publications in

Boston, where she plans to stay after graduating. Karissa is interested in book interior design and looks forward to the free time she'll have once she's no longer a student. She also makes homemade handbags for friends and family.

Jenna Pelletier

Boston University—Junior

Though Jenna is a student she finds time to work. Not only does she serve as the executive editor for BU's independent student paper *The Daily Free Press*, but she also interns at Daily Candy Boston. Last summer she wrote and edited as an intern for *Cape Cod Magazine*. "I am very thankful for my Bookbuilders Scholarship," says Jenna, "It really took some of the pressure off me." She will be heading off to London for another internship in the spring.

Lauretta Ray

Northeastern University—Senior



"It gives me an edge," says Lauretta about her thirty years of work experience. She began her career as a proofreader, and later became a book editor and website designer. Today, Lauretta

takes classes in the evenings and works full time during the day. She enjoys her studies and never wants to stop learning, but she also says that "seeing results is gratifying." Lauretta is excited to receive her BS in Graphic Design in May.

Tracy Taylor

Rochester Institute of Technology—Senior

Halfway through her third year on scholarship, printing student Tracy Taylor can see the light at the end of the tunnel. She will graduate this spring and hopes to work in media publishing in Boston. At RIT, Tracy is the project manager for the New Media Project, a group of six multimedia students (two each from the Publishing, IT, and Design programs) who collaborate on projects together. She is on the varsity swim team and looks forward to graduation.

Working in the Real World

Reem Abu-Libdeh

Emerson College Master's Program

Since receiving her scholarship last year, Reem has been upwardly mobile. She was promoted from a manuscript editing assistant to an assistant manuscript editor at Houghton Mifflin. Though these positions sound similar, Reem will assure you that they are not. Along with the new title came her first book assignment. "It was a collection of short stories," she remembers fondly.

Rebecca Nasman

Emerson College Master's Program



For her master's thesis Rebecca wrote a memoir about her experiences teaching English in the Dominican Republic. After graduating in May 2005, she worked as an editorial assistant

in social science at Allyn & Bacon. Rebecca says that as an EA she was able to explore different jobs and get a feel for the day-to-day life of various positions. She recently decided to increase her interpersonal skills and build new relationships as a sales representative at her company.

Amy Nottingham-Martin

Simmons College

With a Master's in Children's Literature under her belt, Amy was ready for her next challenge. After interning at Candlewick Press last spring she stayed on for some contract work throughout the summer. That all changed on August 16 with the birth of her first child. Owen Alexander Martin was 10 lbs. 10oz. when he arrived in the world. "Since then," Amy says, "I have taken some time off from the world of publishing." She plans to begin doing freelance book design work after the New Year.

Janell Sims

Emerson College Master's Program

Janell was offered a job at Houghton Mifflin on her last day of classes. Now she works as a Project Coordinator in HM's College Custom department. "The job is challenging, but not stressful, so I'm able to spend my free time reading those books I never had time to pick up during school." Janell believes her courses at Emerson provided the exact background she needed to jumpstart her career and thanks Bookbuilders for making that possible.

Laura Woollett

Simmons College



After graduating, Laura began her work as an editor with Educators Publishing Service, which publishes language arts texts for grades K-12. Last summer she wrote a nonfiction book for young adults that focused on the Hartford

Circus Fire of 1944, as part of her thesis project. Laura feels that it is an honor to be associated with Bookbuilders, and credits the BBOB job bank with helping her find her job.

Letterpress Printing Demo at the BPL

by Chuck Brandstater

Among the various presentations and lectures on typesetting, binding, and related arts included in the BPL's Boston Ink exhibition, the letterpress printing demonstration proved to dovetail nicely with various themes gleaned from the exhibit. Delivered in a cozy corner of the exhibit hall by John Kristensen of the Firefly Press, the 90-minute talk revolved around the putting to use "today" of a pedal-operated platen press manufactured in 1876.

With a pica ruler in his pocket, the speaker began by describing a handout; it bore an illustration of a typeset, with capital letters in roughly alphabetical order—and some of the ligatures—on the right side, and with punctuation and lowercase letters and other ligatures in a more complex arrangement (with the most common characters in large central boxes) on the left. Then he touched on the history of printing, noting that replication of exact-proof texts has been key since Gutenberg's day. He added that movable letterpress (metal) type represented the world of printing (engraving being an exception) for some 500 years. He then suggested that this method, which

is in fairly common use nowadays for small custom jobs such as diploma printing, still handles text better, in precision of replication, than does offset. It also involves some pretty heavy equipment; he noted that the smallest production presses weigh some 700 pounds.

A description of the printing process followed. First, you pick from your typesets a size and face of sorts, or characters, to use. You arrange them in a galley, confirming that each is positioned with bottom down by monitoring the nicks in the lower edges, and also inserting ligatures in preference to pairs of letters that would break if adjacent. Your line of type, looseness gone, now goes into a composition stick; this is placed in a typeform, which in turn goes into the press. Inking the device—and cleaning off the ink between printings—you spin the flywheel, bringing the two platens together. The result of their kissing is the relief printing of a single page.

Feeding the platen press by hand, as was necessary before the onset of Monotype or Linotype or other such mechanical devices, and using sorts that on this occasion were drawn from a pair of 19th-century caseboxes, the presenter demonstrated the technique. Then he let the 30 or so audience members each take advantage of the movable aspect to print a custom version of a broadsheet bearing an aphorism on printing, which was originated by an early president of the Society of Printers.

At Home at a North Bennet Street School Open House

by Chuck Brandstater

What kind of handicraft training is apt to appeal to quite a broad spectrum of the folks from whom Bookbuilders draws its membership? One instructional source that may fit the bill not only has a full-time bookbinding program but also offers workshops on the crafts of non-adhesive and cloth-case bookbinding, as well as one on book repair and conservation. The bookbinding program was first introduced in 1986. Upon completion of the two-year program, graduates can find employment in settings such as production shops, university binderies, and library or school conservation departments.

Knowing less than this about the offerings of North Bennet Street School, I attended the 120-year-old North End institution's November 5 Open House for the purpose of getting a better sense of what the school is about.

What may well first catch the visitor's eye is the assortment of machinery—all in everyday use despite the antique appearance—located throughout the bookbinding rooms. Just inside one door are a job backer for rounding and backing (to let the spine open wider) and a boardshear to cut paper or board of any thickness (from superfine paper at one extreme to the 98 point binder's board at the other, materials in these and various thicknesses in between are displayed on the shelves). Then there are the line press and the half dozen or so nipping presses. On a somewhat smaller scale is the thickness gauge hanging on a wall; it measures paper or board or leather to a fraction of a millimeter.

Taking up the middle of each room are desks laden with implements. There are scissors, pliers, dividers, bone folders (still so named although now often made of plastic), and awls for stitching cotton tape or silk thread. Not to mention spools of those two materials, as well as adhesive and the glue brushes for applying it (which obviously are not always put to use).

Serving to round out the "exhibit" were a display case containing a dozen or so books and some spools of thread, another containing slipcases, and—right near the exit—a lead typeset. As I left the school, I picked up a copy of its latest newsletter. Notable in the event calendar was an entry announcing an antiquarian book fair.

See <http://www.nbss.org> for details about the school's bookbinding workshop schedule.

Creating Community Ties Through Philanthropy

by Ann-Michelle Levangie

Social responsibility is becoming an increasingly important factor in the corporate world, and corporate philanthropy is moving beyond the usual cash gifts to employee volunteerism and product donation. This more hands-on approach to charitable giving is creating closer ties between corporations and their surrounding communities. Three BBOB member organizations that are doing just this kind of community outreach are publishers Pearson and Houghton Mifflin, and printer D.B. Hess.

Several years ago, Pearson was looking for a charity to team up with that would fit in with the company's educational involvement in America. What it found was Jumpstart. Because Jumpstart was so amenable to customizing this partnership, Pearson enthusiastically joined the organization and created the Pearson Teaching Fellowship. This program provides support for graduating Jumpstart Corps members to become pre-school teachers in low-income communities.

Kate Miller, from Pearson's Corporate Communications department, describes other efforts being made in this partnership. In addition to a yearly \$1 million contribution to Jumpstart, there are many programs that call for employee involvement. "Read Together, Talk Together" sends employees out to read to and interact with pre-schoolers for an hour a week. The company not only donates Penguin books to both the schools and the families of the students, but it also publishes books custom-designed for the program. Miller points out, "If employees are too busy to volunteer outside of the office, they can help to create these resources for Jumpstart."

Pearson's involvement with Jumpstart and its community goes even further because, as Bill Barke, President and CEO of Addison Wesley Higher Education and Jumpstart Board Member, points out, "What is a publishing company without literacy?"

Emily Allen, the recently departed campaign chair of Houghton Mifflin's United Way/Earthshare campaign, agrees. She feels that this kind of community outreach is "an investment in our community, which we rely on. We need kids to be healthy and their families to be healthy so that they stay motivated to learn."

Endowment Fund Open 2005

by Mike Prestigiacomio



The weather could not have been better on Wednesday, September 21, as Bookbuilders of Boston sponsored its 11th annual Endowment Fund Open. This year's golf outing, with almost 120 participants, was once again held at Stow Acres Country Club in Stow, MA.

In recent years, some of our players have registered impressive scores, and this year was no different. The winning team of Tom Jango, Charlie Moulton, Rick Roche, and Bill McArdle garnered two eagles and a flock of birdies to net a 9 under par 63.

Although six teams tied for second place last year, this year's runner-up team of John Welton, Terry Lamoureux, Kim Richardson, and Andrew Rosenau was all alone in second and only one shot back, with an 8 under par 64. Rounding out the winners for third place with a 5 under par 67 was the team of Carol Heston, Philip McGaw, Don Kilburn, and Peter Minot.

As for the day's individual honors, Tom Jango returned to the trophy table to collect his second that evening—this one for the men's longest drive—or what some called a cannon shot. The men's closest to the pin on the par 3 hole went to Bill Hoyt.

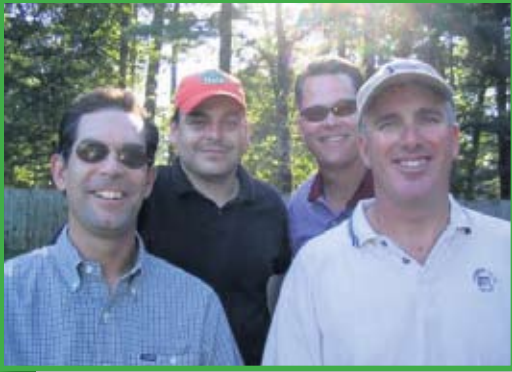
In the women's category, Wendy Newsham put on a demonstration of accuracy and distance, as she captured both the longest drive and closest to the pin contests.

The evening also provided a few happy surprises. Eileen Ly, who just narrowly missed taking third place that day, ended up drawing her own name in the raffle (no, she didn't cheat) to win the \$800 set of graphite irons. In the 50-50 On-the-Green contest, Tom Finneran, Jr. was the lucky winner of the \$530 cash drawing, which he promptly gave back to the Endowment Fund. As for the other half of the 50-50 proceeds, Bookbuilders donated that portion to the American Red Cross to aid victims of Hurricane Katrina.

And of course the final winner of the day was the Bookbuilders Endowment Fund, as the EFO committee of Bill Gadoury, Nancy Fenton, and Andrew Rosenau presented Bookbuilders President Victor Curran with a check for \$11,000. That sum pushes the grand total over the eleven-year period of this event to more than \$100,000.

Also contributing to this year's success was Meredith White, who started early at the registration table, and then spent the day overseeing the On-the-Green contest. Meredith and Betsy Ferreira also took photos of all the players. Prior to the event, Brian Reardon did another great job of designing our new EFO logo and other materials. And of course, a special thanks goes to Chuck Wallace, who agreed at the last minute to fill in as MC that evening when he heard that Jerry Seinfeld had to cancel. I suspect we'll see Chuck again next year...





BBOB Softball Team Plays First Season

by Nancy Howell

Pictured from left: Mary Santa Maria, Larry Bisso, Mike Tapply, Sue Jackson, Jon Panutich, Dave Brady, Charlie Feldman, Brian Reardon, Bob Doron, and Tom Lovasco.

Not pictured: Bill Gadoury, Kate McCarthy, Kate MacLean, Treacy Lambert, and Aaron Miller



BBOB members played fall softball through the Boston Ski & Sports Club this year. BBOB Treasurer Larry Bisso played in the Boston Ski & Sports Club fall softball league a few years ago, and thought that it would be fun to play again with a new team. He and his coworker from Bradford & Bigelow, Tom Lovasco, were joined by Bob Doron of EPS Books; Kate MacLean and Kate McCarthy of Pearson Education; and Dave Brady, Charles Feldman, Mary Santa Maria, Mike Tapply, Bill Gadoury, Susan Jackson, Treacy Lambert, Jon Panutich, Brian Reardon, and Aaron Miller of Houghton Mifflin.

The BBOB team played a total of eight games during August and September. It played at fields all around the Boston area. I saw the team play a great game on August 26 at Connell 2 Field in Hyde Park, against the Cobra Kai. Leading the BBOB team on the mound was Tom Lovasco. Cobra Kai scored three runs in the first inning. However, Brian Reardon's double accelerated the BBOB team and pushed them ahead, 4-3. At the

top of the second, the Cobra Kai came back and scored three more runs, but BBOB fought back to regain the lead, 8-6.

There was no action during the third inning, but the teams made up for it in the fourth. BBOB was down by five runs, until Charlie Feldman sent two teammates home, and Larry Bisso hit a two run-home run! At the end of the fourth inning, BBOB was down by just one run, 13-12. A close game fueled seventh-inning heroics. Tied, Mike Tapply hit the game-winning single scoring Jon Panutich. The final score was 17-16.

The team had shown considerable improvement by the end of the season, missing the playoffs by one game. Larry said, "Despite not making the playoffs, I thought the chemistry was successful and all players had fun participating. In addition, we all had something in common, two things really: book publishing and softball competition."

The team plans to play again next fall! Contact Larry Bisso at lbisso@Bradford-Bigelow.com for details.

Creating Community Ties Through Philanthropy (continued from pg 8)

Houghton Mifflin's efforts to this end have been focused on the United Way for the past 40-50 years. United Way has a substantial outreach to the Boston community and is something of a "one-stop shop" for helping children, their families, and schools.

Houghton's involvement includes an annual \$100,000 corporate contribution and an extensive employee-driven fundraising campaign. The company recently began supporting Earthshare as well. The Earthshare campaign addresses the concerns of recycling and helping at-risk forests. It also looks at issues in our own backyard, aiding in local causes like the Charles River Watershed, where results can be readily visible to employees.

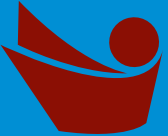
Allen stresses the importance of these motivations, "Over time, the most successful campaign any company can implement is one that appeals to the business and resonates for the employees—that makes it a win-win situation."

D.B. Hess, an Illinois-based book manufacturer with Boston-area offices, believes in this philosophy, but carries it out in a different manner. Fred Bull, Vice President of Human Resources at D.B. Hess, explains that the company has a strict policy of not soliciting contributions from employees.

Instead, the company works closely with the local communities of Woodstock and DeKalb, Illinois, in a variety of ways. The primary focus, however, is to provide the schools of those communities with materials, paper, and equipment for graphic arts programs, along with graphic arts scholarships. "One semester," Bull adds, "we even provided an instructor!" In that instance, an employee with teacher certification was able to fill a vacancy left by a last-minute resignation.

Other employees frequently help out through programs such as Toys for Tots and donations to the local blood banks, and several serve on the local school committees.

It is this recognition of the importance of the community that carries through each example of corporate philanthropy here. Bull summarizes well, "They [community organizations] grow our talent. We appreciate the contributions *they* make to *us*." It is definitely a win-win situation!



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