

Editorial

I was privileged to be invited to attend the Tenth Anniversary Conference of the North American Serials Interest Group, whose deliberations took place under the rather daunting title of "Serials to the Tenth Power: Tradition, Technology and Transformation". As a born again NASIGer after an absence of five years, it was a heartwarming experience to be welcomed back by so many friends.

NASIG was founded as a result of a visit to the UKSG 1984 Conference at Guildford, Surrey by sixteen American serial librarians. Greatly impressed by what they saw and heard, they went back to start up their own group, using the UKSG as a role model. The first conference, held in 1986, had 251 delegates. This year it was over 600. They continue to be a fiercely independent and successful organisation with over 1,000 members, and a very healthy bank balance. Many of the founder members still play a major role.

Unlike the UKSG, they still depend entirely upon voluntary labour and do not have a paid Administrator. Considering the size of NASIG this is a remarkable achievement. Another major difference is that they do not have a trade exhibition, believing that this would detract from the feeling of togetherness which is such a fundamental part of the conference.

When listening to the papers presented at the UKSG and NASIG conferences one cannot but wonder if the word 'serials' is fast becoming obsolete in describing the *raison d'être* of both the groups. Perhaps a more apposite description is 'information transfer' as we devote the major part of our conference programmes to gophers, webs, document delivery, electronic journals, virtual libraries, changing roles and learned journals at the crossroads, etc. Indeed, the articles we publish in *Serials* reflect the many changes that are taking place.

We would like to hear from anyone who thinks the UKSG should change its name. If so, to what? Preferably a name with an easily pronounceable acronym?

In an attempt to keep abreast of what is new and exciting in the market place, beginning with the November 1995 issue we are publishing a regular feature on 'New Products and Services'. We hope this will have the enthusiastic support of our commercial members - more details on page 108.

For all those heroes still working with hard copy journals have a good claim-free summer and an enjoyable holiday before the renewal season starts up for 1996!

John Merriman