

## contents

---

### recent news

[in the space of weeks](#) · [crm update](#) · [rugrats in monticello](#) · [brain teaser](#)

### making it happen

[encyclopedias](#)

### events

[spring special event](#)

### announcements

[welcomes](#) · [births](#) · [birthdays](#) · [brainteaser answer](#)

## recent news

### in the space of weeks

*distinguished author [jeffrey r. weeks](#) writes 2e of classic dekker title [the shape of space](#)*

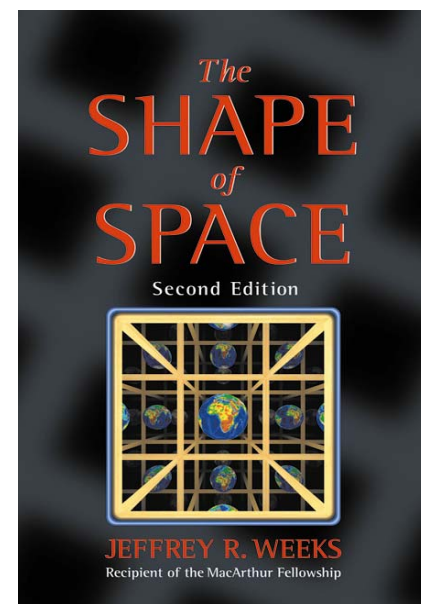
by [brian black](#), book editorial

Jeffrey R. Weeks is one of Dekker's most distinguished authors. He is a freelance mathematician and lives in Canton, New York. The author of numerous scholarly papers on geometry, topology, and cosmology, he is also a recipient of the [MacArthur Fellowship](#), a generous cash award which gives experts in their respective fields latitude to devote full-time energy in their areas of interest.

I asked Jeff Weeks if he ever felt isolated from his colleagues living in a small town near the Canadian border. "I love living in Canton. You can walk or bike anywhere in town, you constantly run into people you know, and it's a great place to raise a kid. Isolation isn't a problem -- with the Internet it's easy to work with people around the world," he said. Weeks does do a bit of traveling and confessed that "I haven't put isolation to the test, because I typically go to a conference or meeting about once a month, and get face-to-face contact with colleagues that way."

Weeks splits his time between scientific research with cosmologists hoping to use satellite data to determine the shape of the universe, and developing interactive 3D software and other materials that bring the modern concept of space to middle school, high school, and college students. See the [Space Daily](#) website for a recent collaboration, including some theorizing on mind- and space-bending concepts for current and future study, such as that the universe is spherical, what we observe through telescopes is an optical illusion, the "billions and billions" of stars we see may be repeated images of the same galaxies. Weeks' webpage, [Topology and Geometry](#), is for youngsters and non-specialist older folks; you can also stretch your brain playing [Torus Tic-Tac-Toe](#), the classic game with a topological twist.

Weeks' current Dekker book, [The Shape of Space](#), is one of our all-time best sellers and currently in its second edition. Never out of print since it appeared in 1985 to universal acclaim, the new edition features three new chapters that apply topology to cosmology among other interesting new topics and many illustrations.



Part of the charm of the first edition was the simplicity of design. Printed off the old Princeton mainframe, Weeks was his own typesetter, using double-spaced paragraphs as per his 1980s software/hardware setup. The second edition was professionally typeset and none of Weeks' homebrew user-friendliness of the first edition was lost in the transition. An Amazon.com reviewer has even picked up on the good typographic and design choices made for the second edition, calling it [successful](#).

To quote the prophetic words of Marcel Dekker's 1999 congratulatory speech to Weeks on his receipt of the MacArthur Fellowship, "*The Shape of Space* is recognized as a classic in the field. I expect sales will continue well into the next century." He was right!

## crm update

### *pittcon – a week with analytical chemists*

by anne mullins, customer relations

I have just returned from Pittcon, officially the *Pittsburgh Conference on Analytical Chemistry and Applied Spectroscopy*, held in New Orleans this year. According to Pittcon's website, this meeting "is the country's largest conference and exposition for laboratory science and instrumentation. The annual event attracts thousands of conferees-primarily analytical, research, and process chemists, spectroscopists, and other lab professionals-and brings them together with about 1,300 exhibiting companies."

Despite being the largest meeting of it's kind, it has felt the effects of September 11<sup>th</sup> and attendance was down this year. Nevertheless, the Dekker staff on site at the meeting still managed to beat booth sales from last year, and I was able to speak with the conferees about their needs as researchers.

Below are some of the high and low points from the survey conducted at the conference. If you are interested in seeing a more detailed report, please do not hesitate to contact me.

High Points	Low Points
<ul style="list-style-type: none"> <li>• Two-thirds of conferees spend between \$101 and \$700 on STM products a year and 71% of those surveyed purchase from Dekker</li> <li>• Respondents described their purchase experiences as: "affordable", "very trouble free", "good", and "fast"</li> <li>• 85% of those surveyed use the web to search for STM products</li> </ul>	<ul style="list-style-type: none"> <li>• 46% of respondents are not on the Dekker mailing list and 35% said they did not know if they were on the mailing list</li> <li>• Journal editors still having problems accessing their complimentary online subscriptions</li> <li>• Ability to search within a product not clear enough to the user</li> </ul>

**Going The Extra Mile:** Jodi Gonzalez and Ronda McClernon added a personal touch to an order at the request of a customer. The customer asked for a book to be gift-wrapped and sent to her brother on the day of his birthday. Jodi purchased the wrapping paper, and Ronda applied her wrapping expertise to satisfy the customer's request.

**Sign We Still Have Some Work To Do:** "Your website is really screwed up... A real hassle that did not work repeatedly." - angry online customer.

I'm still on the look out for any customer compliments or complaints. Don't be shy...forward them along.

## rugrats in monticello

by jon levine, warehouse/distribution

On February 27, Monticello played host to a multitude of three, four, and five year old boys and girls from the Sullivan County Head Start Program. Once in the morning and again in the afternoon, we were visited by thirty to forty of these inquisitive and energetic young people.

The school's director first asked Jodi Gonzalez, our Director of Distribution, in January if Monticello would be willing to host a tour to teach the kids about how people communicate and how letters and packages get from person to person. Being the largest mailer and shipper in Sullivan County, we were a natural choice, though not the first -- that honor belonged to the post office. However, sadly, due to heightened safety concerns since the events of September 11th and subsequent anthrax scares, the USPS has discontinued children's tours. Jodi and I talked and formulated a game plan, which would attempt to entertain and educate our little charges. By day's end, I'm not sure who was entertained or educated more -- them or us.

The neat thing about kids is that they can ask questions without inhibition; to them, there is no such thing as a stupid question. For instance, when I showed them a map of the world and explained all the places we ship to, one little girl asked why I had skipped over all the blue parts. And actually, it made me realize that, yes, we do indeed use the blue parts for our international shipments via sea freight. We also learned from a little boy, when shown a UPS package label, that "My grandma's got one of those." All in all it was a lot of fun and kids being kids, they particularly liked the green packaging peanuts and the seemingly endless variety of different-sized cardboard boxes.

We were glad to be a part of these youngsters' educational experience and we are happy to be part of a community where we can share what we do with our littlest citizens.

## brain teaser

Of the thirteen respondents from last month's teaser, 46% of respondents found 3 Fs; 8% found 4 Fs, 15.4% found 5 Fs, and 31% (!) found 6 Fs on the first try. As a group, Dekkerites seem to have an above-average IQ. Either that, or the rest of us were too embarrassed to admit that we misunderstood the question.

For both those who want to redeem themselves or reconfirm their genius, here's another teaser:

**Q: An old-fashioned bike wheel has 21 spokes. Without drawing it, how many spaces are between the spokes?**

The answer is available at the end of the *announcements* section of the newsletter.

## making it happen

### encyclopedic evolution

by carolyn hall and maria kelley, encyclopedias

The Encyclopedia Department is one of Dekker's youngest, yet most innovative departments. From its humble beginnings as a two-person operation (and at times only a one-person operation), the Encyclopedia Department has continually faced challenges and found ways to deal with them.

Since its inception, the department has struggled to be noticed even within Dekker itself. With Dmitriy Pyatkovskiy and Eric Reiss' support, Encyclopedias initially created a database that allowed our members to capture and utilize data specific to the department's needs. While this database allowed us to better track and organize our projects, we soon realized that working on a unique system outside of EIS, the department – along with all of its projects – grew and developed unbeknownst to the rest of the company. Suddenly our first projects, the *Encyclopedia of Pharmaceutical Technology, Second Edition* and the *Encyclopedia of Pest Management*, were ready to go into production, and the young Encyclopedia Department eagerly awaited instructions on how to proceed. We waited, we asked again, and we waited. But no one else had heard of us – not in a real Dekker sense anyway. Without maintaining records in EIS, Production, Creative Services, nor Marketing had us on their “To Do” lists.

Fortunately, several members from other departments rallied around us and the Encyclopedia Department found itself more and more integrated in the Dekker ways. Electronic Publishing, Production, Intellectual Property, Marketing and IS all worked with and helped us solve the myriad of issues that arise from dealing with hundreds of authors and thousands of pages. From intricate contract issues to understanding and unraveling HTML, XML, PDF, and other dizzying file names; from author instructions on how to format manuscripts to author instructions on how to access an article online, the challenges Encyclopedias – and all whose paths we have crossed – faced have been varied and seemingly relentless. Yet to everyone's credit, these challenges have been and continue to be duly met. Actions, decisions, and habits adopted from the onset of our department which carried repercussions that could not have been realistically foreseen during those fledgling years, are now better understood. With the imminent release of new titles, such as the *Encyclopedia of Soil Science* and the *Encyclopedia of Surface and Colloid Science*, we can see how we have overcome many of the old issues that once plagued progress towards publication.

If nothing else, being a young department has allowed us to be flexible, willing to change our ways as needed to best facilitate a smooth development and production process. We are confident that this spirit of flexibility within the department will allow us to continue the successful development of future encyclopedia titles from the signing of an editor's contract through the ongoing publication of quarterly online updates.

From its humble beginnings as a behind-the-scenes operation, the Encyclopedia Department now consists of eight members, and like many other departments at Dekker, we can't quite find enough space to fit everyone – even with three telecommuters! As the department's Managing Editor, Carolyn Hall oversees absolutely everything that goes on in surprising depth from her home office in Arlington, Texas. She travels to New York four times a year to make sure that people do not forget what she looks like. Although Carolyn has only formally worked for Dekker since April 2000, she has been working with Dekker encyclopedias since 1986. Maria Kelley is an Editor and the Department Supervisor. She joined Dekker in March 1998 and transferred to the Encyclopedia Department in August of that same year. Sometimes, on a cold winter's night, if you listen real hard, you can still hear her tell tales of the early days. Editor Ellen Lichtenstein telecommutes from her home in New Jersey, and has a weakness for chocolate and pilots named Lamar. Sapna Maloor and Alison Cohen are our Assistant Editors. Sapna also telecommutes from Queens, makes occasional appearances to the office, and attends law school in her spare time. Alison is the newest member of the department and comes to us with a few years of publishing experience. Susan Lee and Claudette Ulshafer are our Editorial Assistants. Susan is quiet, but extremely reliable and organized. Claudette works hard helping out on a good many of the new model encyclopedias. Kirsten Taylor works part time as an editorial assistant intern and recently completed her Masters in Publishing at Pace University. She is from New Zealand, and wins everyone over with her enchanting accent.

The Encyclopedia Department would like to thank everyone for all of your assistance, understanding, and support during our growing years. It's been (and will continue to be) quite a ride.

## events

### special spring event

As a company member, Marcel Dekker, Inc. has been invited to participate in the *Eddie Bauer Corporate Guest Event*. **From Wednesday, April 17, through Sunday, April 21, Dekker employees can shop to their heart's content, and receive 20% off on all Eddie Bauer merchandise from the Eddie Bauer Sportswear, and Eddie Bauer Home, stores, catalogs and website (but not outlet stores).** To take advantage of this offer, you must pick up an invitation in the Human Resources information area in the New York City office, or from Judy Bocker at the Distribution Center.

## announcements

### welcomes

Alison Cohen                      Assistant Encyclopedia Editor, Encyclopedias  
Michele Grant                     Sales Assistant, Sales

### births

**2/28** Dmitriy Pyatkovskiy had a baby girl, Emily Pyatkovskiy, weighing in at 7.14 lbs.

### birthdays

<b>4/05</b> Richard Johnson	<b>4/13</b> Kerry Doyle	<b>4/16</b> Lewis Boris	<b>4/26</b> Kathleen Westervelt
<b>4/07</b> Michelle Kohl	<b>4/15</b> Sherman Kimmons	<b>4/18</b> Rumela Mitra	<b>4/26</b> Taian Zhao
<b>4/11</b> Michael Minichiello	<b>4/16</b> Moraima Suarez	<b>4/22</b> Toni Whipple	<b>4/29</b> Eric Stannard
<b>4/13</b> Rita Lazazzaro	<b>4/16</b> Helen Gandulla	<b>4/25</b> Barbara Bruno	

## congratulations to all!

### brain teaser answer

There are 21 spaces between the spokes. Most people will assume it will be one more or one less but you can draw it out to find the truth.

Please take a moment to email Kyoung Kim at [kkim@dekker.com](mailto:kkim@dekker.com) with your original answer (and please be honest!). Results will be included in the next issue of *doings@dekker*.

*If you would like to include events or announcements in the next issue of doings@dekker, or would like more information on content in this issue, please contact Michelle Molly at [mmolloy@dekker.com](mailto:mmolloy@dekker.com), ext 456, or Kyoung Kim at [kkim@dekker.com](mailto:kkim@dekker.com), ext. 236.*

#### Confidentiality Notice:

This e-mail and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you are not the intended recipient, you are hereby notified that any disclosure, copying or distribution of any information in this transmission is strictly prohibited. The views expressed in the e-mail and files transmitted with it are those of the individual and not necessarily of the company. If you have received this e-mail in error, please immediately notify the sender. Internet communications may not be secure and Marcel Dekker, Inc. is not responsible for their abuse by third parties nor for any alteration or corruption in transmission. This footnote also confirms that this e-mail message has been scanned for the presence of computer viruses.