

## **BOOK BINDING - THRIVING IN A DYING PROFESSION**

Bookbinding is a dying profession, according to US Department of Labor. This agency said machinery and cheap imports has caused the bookbinding profession to decline.

Just don't say this to Soren and Judith Petersen, both deaf and both owners of the Atlantic Bookbinding Company in Atlantic, Iowa.

Immediately after graduation from Iowa School for the Deaf in 1960, Soren became a bookbinder, working at the Atlantic Bookbinding Company. He eventually took over the business after the owner's death.

While it is a one-man operation, they get plenty of customers, especially repeat customers - as seemingly everyone has something they want to bind.

They use faxes, e-mail, postal mail, VRS (with interpreter) and handwritten notes to communicate with customers, not just locally in Iowa but from afar as Florida.

It's a small-town deaf-business success story.