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- ❖ Content Data Solutions, Inc.
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- ❖ Edwards Brothers, Inc.
- ❖ Emantras
- ❖ HighWire Press Stanford University
- ❖ Macmillan Publishing Solutions North America
- ❖ Manuscript Central™
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THE ASSOCIATION OF AMERICAN PUBLISHERS



Professional/Scholarly Publishing (PSP) Division

Interactivity 2008: Communities, Content, Connectivity

**New 3 Track Program – Attend one specific track or mix and match the
concurrent sessions**

2008 PSP Annual Conference

**February 6th-8th, 2008
Renaissance Mayflower Hotel, Washington, DC**

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Featuring Special Guest Speakers

CHRIS WILLIS is Vice President of Social Media at Footnote.com, a place where people discover, contribute and share historic documents.

He enjoys speaking and writing about the disruptive and democratic nature of the web. His last paper, "We Media: How audiences are shaping the future of news and information" has been downloaded more than 250,000 times in both English and Spanish.

As a visual journalist and editor, Willis has won some of journalism's highest honors working for newspapers such as The Detroit News, The Dallas Morning News and The Cleveland Plain Dealer.

He co-founded the successful city magazine HOUR Detroit and did concept work for Oprah's "O" magazine.

In 2002, he wrote a successful e-commerce book, "Designing Web Sites That Sell," published by Peachpit/Rockport.

His blog can be read at hypergene.net/blog.

DR. JEROME GROOPMAN holds the Dina and Raphael Recanati Chair of Medicine at the Harvard Medical School and is Chief of Experimental Medicine at the Beth Israel Deaconess Medical Center. He received his B.A. from Columbia College summa cum laude and his M.D. from Columbia College of Physicians and Surgeons in New York. He served his internship and residency in internal medicine at the Massachusetts General Hospital. Following that, his specialty fellowships in hematology and oncology were performed at the University California and the Children's Hospital/Sidney Farber Cancer Center, Harvard Medical School in Boston. Dr. Groopman served on the Advisory Council to the National Heart, Lung and Blood Institute for AIDS-related matters, as Consultant for the Center for Biological Evaluation and Research at FDA, and a member of the Food and Drug Administration's Senior Biomedical Service Credentials Committee. He also was Chairman of the Advisory Committee to the FDA for Biological Response Modifiers, and was an original member of the Institute of Medicine/National Academy of Sciences Committee on AIDS. He serves on many scientific editorial boards and has published more than 150 scientific articles.

Dr. Groopman's research has focused on the basic mechanisms of cancer and AIDS. He has been a major participant in the development of many AIDS-related therapies including AZT, ddI, ddC, d4T, 3TC and most recently the protease inhibitors. Recently, Dr. Groopman has extended the research infrastructure in genetics and cell biology to studies in breast cancer and neurobiology. Dr. Groopman also has established a large and innovative program in clinical research and clinical care at the Beth Israel Deaconess Medical Center, an institution which provides specialized medical services to people with AIDS and cancer.

He has authored several editorials on policy issues in The New Republic, the Washington Post and the New York Times. His first popular book, "The Measure of Our Days," published in October, 1997 by Viking Penguin, explores the spiritual lives of patients with serious illness, and the opportunities for fulfillment they sometimes find. It was serialized in The New Yorker and in The Boston Globe Sunday Magazine. In 1998, he became a staff writer in medicine and biology to The New Yorker. His second book entitled "Second Opinions: Stories of Intuition and Choice in the Changing World of Medicine," was published in February 2000 and his third book was The "Anatomy of Hope." His latest book "How Doctors Think" was published in March 2007 to rave reviews.

WEDNESDAY, FEBRUARY 6, 2008

8:00am-9:00am **Registration and Breakfast for Pre-Conference Attendees**

3:00pm-4:00pm **Your Chance to Visit the Exhibitors**

Pre-Conference Program *(separate registration fee)*

Wednesday, February 6th

9:00am-3:30pm *Produced by the PSP Electronic Information Committee (EIC)*

Cyberscholarship: Where are our users taking us?

Scholarly and professional publishing has traditionally been a top-down endeavor where authors authored, publishers published, and readers read. New digital technologies have begun to change this paradigm as users and creators of electronic content increasingly take control of a newly democratized professional and scholarly communication environment. This seminar will explore how professionals and scholars communicate, learn from and with each other in communities, and conduct research in the evolving digital environment; how they use or interact with the published literature and data upon which it is based. It will examine the significance of these innovations for professional and scholarly publishers and present case studies of publishing ventures that have attempted to address them.

Four pivotal and thought-provoking sessions will address the following questions and issues:

- How are the new digital technologies changing how professionals and scholars create, share in communities of interest, and acquire information interactively?
 - What are the opportunities and challenges facing publishers as a result of these trends?
 - Is the role of scholarly and professional publishers changing?
- How do groups of interest form in the context of information gathering and sharing?
 - How are the “digital natives” acquiring information and how do their information needs compare or contrast with the kinds of information and services provided by publishers and libraries?
- How do learn what the information needs of users are and how information is put to use?
 - Recent developments in studying user behavior, about ways in which publishers can establish dialogs with users, and illustrative case studies
 - Case study: the development of a social networking site with a discussion of what has been working in the development of new types of social networking products, what has not, and why.
- Case studies based on products developed around user generated content that will address the following questions:
 - What have we learned from these products?
 - What are the implications for “traditional” professional and scholarly publishers?
 - What opportunities do they present?

ANNUAL CONFERENCE BEGINS

4:00pm–5:00pm **Keynote Opening Address**
7 Rules of Social Media: How people & the Internet are changing the nature of information and what you can learn from it

Chris Willis, VP, Social Media, Footnote.com

5:00pm–7:00pm **Exhibitor Meet & Greet**

7:00pm–9:00pm **Evening Reception at Anderson House**

(Dinner on Your Own)

THURSDAY, FEBRUARY 7, 2008

8:00am–9:00am **Continental Breakfast with Exhibitors**
Sponsored by CrossRef

9:00am–11:00am **Plenary #1:**
Public Policy is Everyone's Concern Series
Presented by the PSP Public Issues Task Force

Part I: Update on Critical Policy and Legislative Issues

- NIH/FRPAA
- e-reserves
- DMCA
- Orphan works
- Shield Law
- "Libel Tourism"

Moderator: **F. Hill Slowinski**, J.D., Senior Director and Executive Editor, ASCO Publications, American Society of Clinical Oncology, Chair, PSP Public Issues Task Force

Speakers: **Allan R. Adler**, Esq., Vice President, Legal and Governmental Affairs, Association of American Publishers, Inc.
Martin Frank, Ph.D., Executive Director, American Physiological Society

Part II: New Copyright Challenges: Balancing Needs, Limiting Risks

This important presentation will discuss the upcoming report of the Section 108 Study Group and the series of changes to Section 108 recommended to make it work in an age of digital technologies. Some publishers may think they go too far, some librarians may think they don't go far enough. Panelists will review the history of the exemptions to the exclusive rights of copyright owners, describe the process of the Study Group, review the report recommendations, and answer questions from attendees. Since the purpose of the report is to produce changes in the copyright statute, it's important that the members of PSP understand what those changes are, why they're significant, and how they've been crafted to limit the risks to rights holders.

Speakers: **Martha Fishel**, Chief, Public Services Division, NIH
Peter Givler, Executive Director, AAUP
Lois F. Wasoff, Esq., Attorney-at-Law

11:00am–11:30am **PSP Business Meeting**
PSP Budget, Goals, and Plans for FY 2008–2009
Presentation of New Executive Council Chair and Officers for 2008–2009

11:00am-12:00pm **Networking Break in the Exhibit Area**

12:00pm-1:30pm **Luncheon:**
PSP Awards for the Best Publications of 2007
Master of Ceremonies: **James D. Jordan**, President & Director
Columbia University Press
Address by R.R. Hawkins Winner

1:30pm-2:15pm **Networking Break in the Exhibit Area**

2:15pm-3:45pm **Plenary #2:**
Marketing 2.0

The traditional marketing model in publishing has been “push marketing” – we tell people what we think they want to hear about our products in a relatively untargeted way. This is probably best exemplified by the mass mailing of Books and Journals catalogs. New marketing technologies allow us to create much more of a two-way conversation, enabling us to listen to customers and tailor our marketing communications to their interests and needs. In the future, an academic might be “engaged in a dialogue” about a book or journal article that is completely centered around his or her research or teaching interests...and only around his or her research or teaching interests. The service sector is using these strategies to great effect but how might they be applied to scholarly/professional publishing?

Moderator: **Tom Taylor**, VP Sales & Marketing, SAGE

Speakers: **Christopher DeLessio**, Marketing Database Manager, The Baltimore Sun
Yuchun Lee, CEO, Unica Corporation

3:45pm-4:00pm **Networking Break in the Exhibit Area**

4:00pm-5:15pm
Symposium topic #1:

Humanities & Social Sciences

Changing Modes of Scholarly Communication in the Social Sciences and Humanities

This session will focus on the ways in which scholarly communication is changing, attempting in particular to understand the impact that new technologies (largely web 2.0) are having among faculty and students in these fields. How is technology changing the ways in which they conduct research, teach and communicate? How will technology change the traditional metrics of scholarly authority? What impact might these changes have on the products and services publishers provide and the way in which they are delivered?

Moderator: **Alison Mudditt**, Executive VP, SAGE

Speakers: **Stephen Abram**, Vice President, Innovation, SirsiDynix
Philip M. Davis, PhD Student, Department of Communication, Cornell University
Michael Jensen, Director of Strategic Web Communications, The National Academies Press

4:00pm-5:15pm
Symposium topic #1:
Sci./Tech

Engineering Interactivity: *How content providers are reaching out to specialized engineering communities on their own terms.*

The rapid growth in online engineering content provides both threat and opportunity to commercial content providers. In this session, veterans from organizations

actively engaging engineering communities online will share their approaches to creating and building these interactive communities.

Moderator: **Steve Chapman**, Publisher, McGraw-Hill Professional

Speakers: **Bruce Bergwell**, Sr. Director Business Development, GlobalSpec, Inc.

Colby Ellis, President & CEO, Elsevier Engineering Information

Barbara Wasserman, EVP, Operations, Knovel Corporation

4:00pm-5:15pm

Symposium topic #1:

Medical Publishing

Medical Publishing: Opportunities in Maintenance of Certification (MOC) Programs

Several medical societies will present examples of MOC products they are offering and the collaborative effort with their publications group. Specialty medical societies are providing the knowledge and quality improvement products to help their members navigate the process and acquire credits toward re-certification. This session will provide an overview of the Maintenance of Certification (mandated by the American Board of Medical Specialties) for board specialty physicians in the U.S.

Moderator: **Charmaine Cummings**, Ph.D., Senior Director, American Society of Clinical Oncology

Speakers: **Ellen Brown**, Manager for E-learning, American College of Radiology

Deborah J. Hales, MD, Director, Division of Education, American Psychiatric Association

5:15pm-6:00pm

Networking Break in the Exhibit Area

6:00pm-7:30pm

General Reception in the Exhibit Area

Sponsored by Mark Logic Corporation

7:30pm-9:30pm

Dinner

Keynote Address:

Jerome Groopman, M.D., Professor of Medicine at Harvard Medical School, staff writer for The New Yorker and author of the recently released, How Doctors Think.

Introduced by: **Michael Hays**, Incoming PSP Executive Council Chair & Managing Director, Global Publishing, McGraw-Hill Higher Education

FRIDAY, FEBRUARY 8, 2008

8:00am-9:00am

Continental Breakfast with Exhibitors

9:00am-10:15am

Symposium topic #2:

Humanities & Social Sciences

E-book Models in the Social Sciences and Humanities

The objective is to understand trends and emerging business models for e-books in the social sciences and humanities, which have been slow to take off. Is there a way to market and sell e-books without cannibalizing print sales, or is it either/or? Is there a demand (and business model) for smaller slices of content (chapters)? How can electronic books best be incorporated within libraries' environments? What do users want? How are users' behaviors' changing? How can book content be delivered and presented to users so that they will turn to the web for book content just as readily as they do for journal content?

Moderator: **Craig van Dyck**, VP Global Content Management, Wiley-Blackwell

Speakers: **Allen McKiel**, Dean of Library & Media Services, Western Oregon University
Paul Millicheap, Marketing Director, Books, Social Sciences and Humanities, Wiley-Blackwell
Marcus Woodburn, Vice President, Publisher Relations, Ingram Digital Group

9:00am-10:15am

Symposium topic #2:

Innovative and Evolving Websites in STM Publishing

Sci./Tech

How technologies have changed the publishing and communication experience for authors, publishers, libraries, readers, users, etc., and how the publishing community is changing or might need to change. Specific themes will include technologies deployed in portal and "research platform" sites provided by publishers (commercial, society, or other), including wikis, folksonomies, RSS feeds, blogs, (often referred to as web 2.0 tools) and the like. Speakers will discuss the editorial and technical difficulties of setting up sites, and key questions like what worked, and what didn't? What was the purpose for creating the site, and was it successful?

Moderator: **Evelyn Jabri**, Ph.D., Senior Acquisitions Editor, American Chemical Society

Speakers: **Kent R. Anderson**, Executive Director, International Business & Product Development, New England Journal of Medicine
David A. Crotty, Ph.D., Executive Editor CSH Protocols, Cold Spring Harbor Laboratory Press
Richard Kidd, Manager, Informatics, RSC Publishing, Royal Society of Chemistry
Jonathan Morgan, Assistant Director, Web Innovation, American Chemical Society

9:00am-10:15am

Symposium topic #2:

Medical Publishing

Online Ad Sales: Challenges and Opportunities

Measurement of advertising sales success in print publications, via readership scores and other studies, is well established; and guidelines and processes to maintain a successful ad program in print are in place. The fast-growing world of online advertising in professional publications presents a host of new opportunities and challenges. In this session, industry leaders who are finding the opportunities and meeting the challenges will share their knowledge and experience by addressing these and other questions: How and where has technology facilitated online advertising revenue opportunities? What defines an online ad, and what forms can it take? What are the considerations when selecting placement and format? What are the challenges in maintaining editorial independence online, and how does this influence format and placement selections? How is online creative used and measured for different applications? Who are the online advertisers? How do they measure success? When is it appropriate for demographic and usage data to be used for targeting messages? What new business models are in development?

Moderator: **Glen Campbell**, Senior VP, US Health Sciences Journals, Elsevier

Speakers: **Tom Easley**, Managing Director, Publishing, NEJM
Monique Fayad, Sr. Vice President and Publisher, OncologySTAT, Elsevier, Health Sciences Division
Jamie Trapp, National Sales Manager, PERQ/HCI & SRDS, The Nielsen Company

10:45am-12:00pm

Symposium topic #3:

Humanities & Social Sciences

The Digital Future in the Social Sciences and Humanities

This session will focus on possible digital futures in the social sciences and humanities. It will begin with a broad overview of trends in digital publishing, and will be followed by a focus on two new models that have emerged recently.

Moderator: **John Shaw**, Director of Publishing Technologies, SAGE Publications

Speakers: **Jason Phillips**, Associate Director, Library Relations, JSTOR
Stephen Rhind-Tutt, President, Alexander Street Press
Oona Schmid, Director of Publishing, American Anthropological Association

10:45am-12:00pm

Symposium topic #3:

Sci./Tech

Research 2.0

How new and emerging technologies are changing the face of research, and creating "alternative research environments" including the rise of the field known as "eScience." As the old principal investigator paradigm declines, what will replace it? How will researchers' access and use research data? What will a publishable unit look like? The research output of the government and publishing sector are more connected than ever before. The government is collecting and cataloguing various information and sometimes consider itself a publisher. Computational power has enhanced the abilities of scientists to do research, collect, store and share results with peers and among virtual teams on multiple continents - how is this changing the traditional models of peer review, publishing, and the scientific record?

Moderator: **Lee Dirks**, Director, Scholarly Communications, Microsoft

Speakers: **Phil Bourne**, Ph.D., Professor, Department of Pharmacology, University of California San Diego, Co-director, Protein Data Bank

Jill P. Mesirov, Ph.D., Associate Director, Chief Informatics Officer, Director, Computational Biology and Bioinformatics, Broad Institute of MIT and Harvard

10:45am-12:00pm

Symposium topic #3:

Medical Publishing

How Institutions Measure Value of e-Products

Libraries, hospitals, academic and corporate research institutions spend a larger percentage of their budgets on electronic products, e-collections as professional and scholarly publishing transitions from a print to an electronic business. In this session representatives from these markets will address how they measure the return on investment on electronic purchases and what metrics they use to determine their value to their end users.

Moderator: **Peter C. Katz**, Senior Vice President, Elsevier Corporate Sales, Elsevier Inc.

Speakers: **Kira Cooper**, Senior Communications Manager, Elsevier
Inez Dinwoodie, InfoCenter Services Team Lead, MITRE Corporation

Anne Linton, Director, Library Services, George Washington University Medical Center, George Washington University

12:00pm-1:00pm

Closing Reception

Adjournment

**PSP would like to thank the following companies for partially
sponsoring the 2008 PSP Annual Conference:**

AIP Publishing Services

CrossRef

Jack Farrell & Associates, Inc.

Mark Logic Corporation

SAGE Publications, Inc.

REGISTRATION FEES

	AAP Member & Librarians	Non-Member
<input type="checkbox"/> Pre-Conference Seminar on 2/6/08 <u>Only</u>	\$250	\$385

REGISTRATION PACKAGES
(Please check appropriate boxes)

	AAP Member & Librarians	Non-Member
<input type="checkbox"/> Registration Package 1 Includes PSP Annual Conference	\$1,260	\$1,890
<input type="checkbox"/> Registration Package 2 Includes PSP Annual Conference Pre Conference Seminar	\$1,510	\$2,275
<input type="checkbox"/> Registration Package 3 (New attendees – or if you haven't attended since 2004) Includes PSP Annual Conference	\$880	\$1,320
<input type="checkbox"/> Registration Package 4 (New attendees – or if you haven't attended since 2004) Includes PSP Annual Conference Pre Conference Seminar	\$1,130	\$1,705

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Special Note – Librarians can register at the AAP Member Rate

ADDITIONAL INFORMATION

****THE OFFER OF \$1,130 (AAP MEMBERS) AND \$1,785 (NON-MEMBERS) IS GOOD UNTIL JANUARY 11, 2008.** After that date, full registration fees (see below) will be applied – no exceptions **

MEALS/RECEPTIONS

- ❖ Pre-Conference registration fee includes a continental breakfast and luncheon.
- ❖ Conference registration fee includes opening reception at Anderson House, (Wednesday, Feb 6th); PSP Annual Awards Luncheon & Evening Dinner (Thursday, Feb 7th), and all continental breakfasts and luncheons.

LIMITED HOTEL SPACE AVAILABLE - REGISTER EARLY!!

The **Renaissance Mayflower Hotel** is holding a **block of rooms** at a **special reduced rate** of \$230.00 per night if you reserve your accommodations **BEFORE JANUARY 15, 2008**. Be sure to mention AAP when contacting the hotel directly at 1-800-hotels-1 or 202-347-3000 (Guest rooms are available for check-in after 3:00 pm. Check out is requested by 12:00 pm.) The Mayflower Hotel is located at 1127 Connecticut Avenue, NW, Washington, DC 20036.

CANCELLATION POLICY

Full refund for cancellations on/before January 7th, 2008. **NO REFUND FOR CANCELLATIONS AFTER JANUARY 7th, 2008.** In the unlikely event of conference cancellation, the AAP/PSP is not responsible for any costs, damages or other expenses of any kind including, without limitation, transportation and/or hotel costs incurred by registrant. Speakers subject to change without notice.

FOR MORE INFORMATION:

Email Sara Firestone at sfirestone@publishers.org

Visit the PSP website at www.pspcentral.org

PSP '08 Annual Conference Planning Committee:

Michael Hays, McGraw-Hill Higher Education (PSP Executive Council Incoming Chair), **Glen Campbell**, Elsevier, **Bill Cook**, American Chemical Society, **Michael Forster**, John Wiley & Sons, Inc., **Patrick Kelly**, Wiley/Blackwell, **Thane Kerner**, Silverchair Science+Communications, Inc., **Mark Licker**, McGraw-Hill, **Alison Mudditt**, SAGE Publications Inc, **Lynne Rienner**, Lynne Rienner Publishers, Inc., **Hill Slowinski**, American Society of Clinical Oncology

AAP: **Sara Firestone**