

How to Work with the Government

Module Chair: Jerry Cowhig, Managing Director, Institute of Physics Publishing

10:15 – 10:30

Public Access – Holy Grail, Inchoate Vision, or Both

Panel Moderator: Eric Massant, Senior Director, Government & Industry Affairs, Reed Elsevier

Public access has generated strong feelings and is driving government policies around the world, yet it is largely undefined. It has been proclaimed as the way to address a purported need to broaden and enhance access to research funded by the taxpayer. The concept over-simplifies a complex and dynamic system with many players, including: librarians who typically deliver access, government agencies who manage the research, and private sector not-for-profit and commercial publishers who provide added value. Very little of the debate has recognized the degree to which access already exists.

This session will examine the state of access to federally funded STM research. Who has it – to what? How is it used? Who wants it? Who needs it? What does the future hold?

10:30 – 11:00

Public Access – Expectations of the User Community

Karen A. Butter, University Librarian and Assistant Vice Chancellor, Library Services Francisco

With the implementation of the NIH Public Access Mandate, this session will provide an overview of the expectations for change in access to information by those who use NIH funded research. Users range from scientists, librarians, and the general public to families and individuals with health care concerns. This session will discuss their need for information and the roles public access materials provide for various categories of users.

11:00 – 11:30

Reed Elfenbein, Vice President, Director of Sales and Marketing, Wiley-Blackwell, John Wiley & Sons

Explaining what publishers provide in terms of added value, who they provide it to, expanding markets, author posting policies, patient access, developing world access, how the services are used generally and how publishers try to address those needs. What does the future hold in terms of enhanced access likely to be offered by publishers – web 2.0 semantic web, databases, links, etc?

11:30 – 12:00

Publishers and third IT mini-revolution

Dr. George O. Strawn, Chief Information Officer, Office of Information & Resource Management, National Science Foundation. Strawn guides the agency in the development and design of innovative information technology – working to enable NSF staff and the international community of scientists, engineers and educators to improve business practices and pursue new methods of scientific communication, collaboration and decision-making.

Publishers face challenges today as great as mainframe computer makers faced in 1985 and telephone companies faced in 1995. Strawn will review some of his experiences with the PC, Internet, and information IT mini-revolutions and offer some potential lessons for publishers.

12:00 – 12:30

Communicating with Government – What Works?

Christopher A. Padilla, Managing Director, C&M International, Ltd., an international trade and investment consulting firm of experienced former trade negotiators, economists, and political scientists. Padilla advises clients on international business, trade, and investment matters with a particular focus on Asia, Latin America, export controls, foreign direct investment reviews, and market access issues. Prior to joining C & M International, Mr. Padilla served as Under Secretary for International Trade of the U. S. Department of Commerce.

During six years of service at USTR, the State Department, and the Commerce Department, countless industries and interest groups on international business issues lobbied Mr. Padilla. In this segment, Padilla will discuss what messages and techniques work best when communicating with executive branch officials -- and will also give some examples of campaigns that flopped. How can scientific and technical publishers make their issues a priority for the new Administration? What challenges do they face on issues such as open access and foreign copyright piracy? How can our industry be heard above the noise of countless others? Hear candid advice from someone who until recently was on the receiving end.

12:30 – 1:45 Lunch

Copyright Challenges

Module Chair: Carol Richman, Director of Licensing, Sage Publications

1:45 – 2:30

Keynote: Online Piracy

Keith Kupferschmid, Senior Vice President, Intellectual Property Policy & Enforcement, Software & Information Industry Association (SIIA). Mr. Kupferschmid is responsible for working directly with SIIA's Intellectual Property Committee and also supervises the association's Anti-Piracy programs.

Kupferschmid will address piracy taking place on Internet sites, such as eBay, RapidShare and websites. The talk will focus on ways to effectively combat online piracy, pursuing online piracy using limited resources and money, enforcement initiatives that have proven to be the most effective. Kupferschmid will also talk about effective educational campaigns and ways to generate revenue from your piracy actions.

2:30 – 3:00

Identifying subscription fraud: Opportunities to protect and increase revenue for STM publishing programs

Justin Spence is a principal in Publishers Solutions International (PSI) – a consulting firm that specializes in helping publishers maximize institutional subscription sales and revenues. Virtually all scholarly publishing programs offer personal and/or member rate print and electronic journal subscriptions at significant discounts off the institutional rates designed for widespread, multi person use. Although personal rate subscriptions are specifically intended for individual use and represent a major benefit of membership in scholarly societies, their misuse is alarmingly widespread. Each year, significant numbers of personal rate subscriptions are resold to libraries around the world; literally translating into millions of dollars in lost revenue for publishers of all sizes, limiting customer contact, and negatively impacting efforts to create fair and appropriate site license pricing.

This presentation will provide an overview of a major multi-publisher initiative currently underway that successfully identifies instances of problematic subscriber behavior and enables publishers to put a stop to this inappropriate, and costly, misuse of personal rate subscriptions.

3:00 – 3:30 Break

3:30

Is publishing on the margin or at the core of scholarship? – the relationship between publishing and the academy

Introduction: Mark Seeley, Senior Vice-President & General Counsel, Elsevier

3:30 – 4:00

Scholarship and Learned Society Publishers

Sir John Enderby, University of Bristol and IOPP Ltd.

Enderby will begin by setting the scene for funding mechanisms of academic research in the UK. In particular, he will describe the importance of the Research Assessment Exercise (RAE) in determining the research support given to individual Universities. The RAE relies on peer evaluation and takes into account the perceived quality of papers (maximum of 4) submitted for consideration by the panels. Sir John will then describe the agenda of each of the five stakeholders: academics, funders of research, librarians and information managers, publishers and the general public.

The speaker will explain how new research information is nowadays accessed by the academic community and the role publishers play in recording and verifying through peer review such information. He will emphasise the importance of high quality as seen from the perspective of academics and the significant contribution publishers make in this regard.

4:00 – 4:30

The University View of Scholarly Communication Processes and the Role of Institutional Repositories

Amy Brand, PhD, Program Manager of the Harvard Office for Scholarly Communication

In February 2008, the Faculty of Arts & Sciences at Harvard voted to give the University a prior, non-exclusive license to their scholarly journal article manuscripts. The Law School followed suit in May, and other schools are considering similar resolutions. This talk describes the implementation of these policies, and how the University is attempting to engage the publishing community.

4:30 – 5:00

Starting and maintaining the “conversation” between universities and publishers over copyright and “business” issues

Peter Givler, Executive Director, The Association of American University Presses

Mr. Givler will address some issues relating to the conversation between universities and scholarly publishers, including university presses.

5:00

Day Wrap-up

6:00 – 7:30

Evening Reception at the Le Meridien

Thursday, 30 April

7:45 – 8:45

Continental Breakfast

8:45 – 9:00

Welcome & Opening, Jayne Marks, Sage Publications

Innovations: Web 3.0 - It’s all about relationships: the Web, the Semantics, and the Publisher

Module Chair: Thomas Connertz, Director, Electronic Journals, Thieme Publishing Group

From Searching to Finding, the Semantic Web will change scientific publishing

What is serendipity? An Italian professor once described it as, “Looking for the needle in the haystack and finding the farmer’s daughter”. In the new reality of Web 3.0, serendipity comes to life and is called semantic search.

Several powerful new applications turn laborious web searching into easy ways of finding really good and relevant stuff that would otherwise have been difficult to find. As some say, the semantic web will not just deliver information, it will deliver knowledge.

Semantic web information is tagged and enriched with metadata in ways that relationships between information, data and people are visible. The metadata adds meaning and context to the available documents and files. That makes semantic searching and the semantic web an important opportunity for scholarly publishing; some say it could even revolutionize it by enabling the sharing of research data, the discovery of people working in related areas and, at a more simple level, by providing meaningful connections between related publications, data and people.

9:00 – 9:45

Keynote: Web 3.0 and the Next Internet – New Directions and Opportunities for Scientific, Technical, and Medical Publishing

Mills Davis, Founder and managing director of Project 10X — a Washington, DC based research consultancy specializing in next wave semantic technologies, solutions, and business models. The firm’s clients include technology manufacturers, global 2000 corporations, government agencies, and web 3.0 start-ups.

The new ecosystem for scientific, technical, and medical (STM) publishing is digital, connected, collaborative, community-driven, data-intensive, multi-channel, and computational. It is an era of open, co-evolving, networked techno-socio-economic processes where commercial publishing models based on exclusive literature collections are simply not enough. By understanding changes coming with Web 3.0 and the next internet, STM publishers can identify new roles and viable business opportunities.

9:45 – 10:10

How the semantic web hype has turned into a reality

Darrell Gunter, Executive Vice President, Chief Marketing Officer, Collexis Holdings, Inc. The speaker will provide both a vision and a compelling example of how semantic technologies and social networking are working for scientists.

STM publishers that have related professional societies typically have many disparate forces driving them. If a random sampling of employees who work at such organizations were asked to name the single, most-important driving force behind their organization, you would likely get a wide range of answers which would include, “membership services, conferences, continuing education, professional outreach, and last, but not least, scholarly journals.” Instead of being somewhat unrelated functions performed by different departments in the same organization, what if, through a combination of a Web 2.0 scientific community and powerful knowledge-discovery tools, a synergistic cross-fertilization of the driving forces listed above could be achieved? What if the tools in

question, in addition to harnessing the power of the traditional offerings, could create opportunities for new services and products to be introduced?

In this talk the speaker will highlight:

- How publishers can use semantic Web technologies can be applied in an automated fashion to create communities from published content
- How professional societies can increase their membership
- How the publishing workflow can be streamlined and made more effective through significant improvements in the peer-review process

10:15 – 10:45 Break

10:45 – 11:10

Semantic Web Technologies at Work: How Publishers could use Semantic Web Technologies for enriched content and enhanced discovery

Priya Parvatikar, Technical Architect, Scholarly Division, Publishing Technology

The speaker will present a talk on the practical application of Semantic Web technologies to STM Publishing. She will demonstrate real life examples using Semantic Web technologies to:

- Enrich and enhance the user researcher experience
- Drive more traffic to research content
- Open up new channels to research content
- Enable strategic partnerships between like-minded publishers

11:15 – 11:40

Exploring Semantic Means

Daniel Tunkelang, Chief Scientist and co-founder of Endeca

Endeca is a leading provider of enterprise search. While Endeca is not a “semantic web” company, we share Tim Berners-Lee’s dream of exposing the semantic content of data to help people meet their information needs. Our emphasis is on exploratory search, as contrasted with the conventional “10 blue links” approach. This presentation will explain how Endeca enables a conversation between humans and data through content enrichment and set-oriented retrieval; and will demonstrate how this approach works for digital libraries.

11:45 – 12:00 **Day & Meeting Wrap - up**

12:00 – 12:45 **STM Members Forum**

12:45 **Conference Close**

Program Committee

Thomas Connertz, Director, Electronic Journals, Thieme Publishing Group

Jerry Cowhig, Managing Director, Institute of Physics Publishing

Gerry Grenier, Staff Director, Publishing Technologies, IEEE, Inc.

Valentina Kalk, Rights Manager, The World Bank

Roy Kaufman, Legal Director, Wiley-Blackwell, John Wiley & Sons, Inc.

Dominic Knight, Managing Director, Palgrave Macmillan, Ltd.

Christine Lamb, Marketing Director, New England Journal of Medicine

Eric Massant, Senior Director, Government & Industry Affairs, Reed Elsevier

Carol Richman, Director of Licensing, Sage Publications

Mark Seeley, Senior Vice President & General Counsel, Elsevier

International Association of STM Publishers

- Michael Mabe, CEO
- Janice Kuta, Director of Marketing & Membership
- Eefke Smit, Director of Standards & Technology

REGISTRATION FORM

What keeps Scholarly Publishers up at Night? Political Environments: Threats & Opportunities, Copyright Challenges & Web 3.0

Le Meridien Cambridge
20 Sidney Street
Cambridge, Massachusetts, U.S.

[For quick registration, register online](#)

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Payment must be received in full at the time of registration. Cancellations must be made in writing up to 30 days before the seminar for a 50% refund. No phone cancellations or refunds will be accepted or made after that deadline. Substitutions may be made at any time.

Registration form should be faxed to Sofie Peeters at +32 2 761 16 99

Organizations registering 5+ people for this conference should contact info@stm-assoc.org for discount information.

Hotel information

The Le Meridien Cambridge is holding a block of rooms at a reduced rate of \$259.00 per night (April 28 & April 29, 2009), if you reserve **BEFORE APRIL 1, 2009**. Remember to mention the International STM Publishers Conference 2009 room block when contacting the hotel directly 617-577-0200. [BOOK YOUR HOTEL RESERVATION ONLINE](#).

For more information, please go to <http://www.stm-assoc.org/stm-events>