

ASIDIC newsletter

No. 96, Fall 2007

ASSOCIATION OF INFORMATION AND DISSEMINATION CENTERS

Mike Walker Elected ASIDIC President Mike Mahoney Joins Executive Committee Highly Successful Fall Meeting

ASIDIC's Fall 2007 meeting, September 9-11 in Arlington, VA was extremely successful. 85 attendees (the third highest number in recent years) gathered to hear a program on "Trends, Tactics, and Truths in the Information Industry", which was organized by **Dave Myers** (Publishing Industry Consultant), with assistance from **Iris Hanney** (Unlimited Priorities Corporation). A new Members-Only session on Sunday afternoon drew 37 attendees. It featured a debate between "old age" and "new age" panelists from information industry organizations and was organized by **Barry Bealer** (Really Strategies). Summaries of these programs appear below.

At the meeting, **Mike Walker** (NewsBank) was elected ASIDIC president, and **Mike Mahoney** (Nerac) joined the Executive Committee. Iris Hanney, Local Host, arranged a delicious dinner on Monday evening at Landini's Restaurant in Old Town, Alexandria.

MARK YOUR CALENDAR

**February 15, 2008: Spring Early Registration
Discount and Hotel Block Rates End**

**March 16-18: Spring 2008 Meeting
Las Vegas, NV**

March 16: Members-only Session

September 14-16: Fall 2008 Meeting

CONTENTS

Association News	2
Committee Reports	
Elections	
Members Only Session	
Spring 2008 Meeting	
Fall 2008 Meeting	
President's Column	
Past President's Column	
New Members	
Technical Program Summary	6
Sponsors	19
Full Members	20
Associate Members	21
Executive Committee	22
Fall Meeting Attendees	23

ASIDIC
Association of Information and Dissemination Centers

ASSOCIATION NEWS

Committee Reports

Treasurer: **Miriam Drake** (Georgia Tech), substituting for ASIDIC Treasurer **Tim Ingoldsby** (American Institute of Physics), reported that ASIDIC's finances are good, but meeting fees need to be increased to cover costs.

Executive: Miriam Drake, substituting for ASIDIC President **Kevin Bouley** (Nerac), reported on the Executive Committee meeting. The Executive Committee acted on the recommendation to increase meeting fees and set the new fees at \$450 for Members and \$695 for non-Members. The 20% Advance Registration discount has proven to be very popular (48 people took advantage of it at the Fall meeting) and was retained. The initial mailing for meetings will be discontinued; marketing will be done through post-cards and e-mail blasting, with respondents being directed to the website.

Membership: **Barry Bealer** reported that four new members have joined ASIDIC since the last meeting. They are listed below.

Sponsorship: Nineteen organizations generously provided sponsorship for the Fall meeting. They are listed following the program summary and attendee list.



Elections

The Nominating Committee consisting of **Miriam Drake**, **Jay van Eman** (Access Innovations) and **Kevin Bouley** presented the slate of candidates. No further nominations were received, so **Mike Walker** (NewsBank) was unanimously elected President, replacing Kevin Bouley, and **Mike Mahoney** (Nerac) was unanimously elected Member-At-Large, replacing **Erica**

Mobley (Inspec), whose term had expired. A vacancy in the Executive Committee resulting from the resignation of Iris Hanney will be filled by appointment of the President. The roster of the new Executive Committee is included in this Newsletter.



Members Only Session

The Fall meeting saw the introduction of a new Sunday afternoon session for ASIDIC members. It proved to be highly successful, with 37 Members attending. The program featured an industry overview by **Leigh Watson Healey**, Chief Strategist at Outsell, Inc. She reported that market growth of the information industry is slowing, but it is expected to remain at about 5% per year. The largest player is Google with \$10 billion in revenues.

The news segment is an industry tragedy and will show negative growth for this year and perhaps as long as the next five years. For some news players, it may already be too late to recover. Delivery of news has moved from subscriptions to printed newspapers and magazines to content and service licenses, then to syndication, pay per answer offerings, pay per view, and finally to payment for software and tools.

Crowd sourcing, Web 2.0, and user-generated content are important emerging trends, and business models are emerging around communities. Peer-to-peer communication has become important; users usually do a Web search first, but if they are unable to find the information they want, they frequently turn to colleagues next.

Healey predicts that by 2020, all services will be digital and mobile proficient, fully

customizable, and fully personalizable. They will display high intelligence factors and maximum interoperability and will be funded by multiple revenue sources. Some features of today's industry will disappear. There will be no Open Access, just access. Copyright will be replaced by clickable licenses within communities. Journals will become trackable information events, and publishers will become value-added service providers.

Following Healey's overview, a panel, "Old Age versus New Age Industry Feuds", moderated by **Tom Hogan**, President, Information Today, Inc., engaged in a lively discussion of trends in the industry. "New Age" panelists were **Mike Mahoney**, **Chris Willis** (footnote.com), and **Stephen Rhind-Tutt** (Alexander Street Press); "Old Age" panelists were **Sue Polanka** (Wright State University), **George Beckerman** (Marlin & Associates), and **Bill Marovitz** (Cerebrio LLC). Subjects discussed by the panel were:

- User Generated Content (UGC) vs. editorially created and vetted (some might say "real") content. How do you build a business around UGC?
- Paid content vs. "free" or advertising supported content. Some companies (like Thomson) are running away from advertising-supported content, but other people say that paid content is a dying breed, or at least an endangered species.
- Librarians and other intermediaries vs. direct to consumer media and information services. We have all become "Googleized." Why do we need libraries and other intermediaries?
- Digital Natives. Some experts are saying that we need to adapt our products and services to suit them.
- Is print dead or dying? Information Today publishes 10 magazines and 8 directories that are doing pretty well. Will I

wake up one day and be out of business?

Spring 2008 Meeting

The Spring 2008 meeting will be March 16-18 at the Wynn Hotel in Las Vegas, NV. **Randy Marcinko** (Marcinko Enterprises) will be Local Host, and Mike Mahoney and **Matt Brisbois** (ProQuest) will be Program Co-Chairs. They have chosen "*As Worlds Collide*" as the theme for the meeting.

The Information Universe is expanding at an exponential rate causing not one, but many worlds to collide. Each collision presents both opportunities and dangers to the marketplace. Will the collisions destroy individual worlds or fuse worlds together?

- Will Free Content knock For Fee Content out of geosynchronous orbit?
- Is User Generated Content a super nova or a new galaxy?
- How much will Open Access Publishing warp the space-time continuum of Traditional Publishing?

Escape the gravity of your black hole and ride the solar wind to explore these and other questions at the Spring ASIDIC Meeting in Las Vegas!



Fall 2008 Meeting

The Fall 2008 meeting will be September 14-16 in the Boston, MA area. **Bill Burger** (Copyright Clearance Center) will be Local Host. A Program Chair for this meeting is needed; anyone interested should contact Mike Walker.



President's Column

By Mike Walker



Another year has passed and ASIDIC remains as healthy and vibrant as ever. The September meeting at the Arlington Gateway Hotel was a big success and will end up in the top 3 of our most successful meetings.

Thanks to a lot of folks behind the scenes. **Iris Hanney** arranged a great hotel, assisted on the program, drove the marketing plan and found a very nice Monday night location. **Barry Bealer** pulled off a very successful Sunday Members only meeting. We heard very positive comments about this new addition. **David Myers** managed a strong program from beginning to end. What a great group of speakers and moderators!

This was a very challenging year and a lot of people stepped forward to help out. **Miriam Drake** picked up the reins as acting President after **Kevin Bouley's** unfortunate injury. Kevin graciously filled the position on an interim basis while **Carolyn Finn** recovered from her illness. We have a great group of dedicated members and they continue to show their quality and professional leadership.

Thanks to the Executive Committee and their continued guidance and commitment. **Iris Hanney** and **Erica Mobley** are leaving this group but they leave us with a great out-

line for future marketing strategies. We also know their advice will be available when needed.

Thanks to **Don Hawkins** for his diligence in keeping the meeting details and planning on schedule all year. He and his wife Pat do a fantastic job of seeing we are welcomed for each meeting. The newsletter is of real value to all of us and Don has published one for every meeting.

A big **THANKS** to all of our sponsors! Their financial support gives us the resources to put on successful meetings. Let's promote our sponsors whenever we can.

ASIDIC is a very unique organization and one that continues to evolve with every meeting. If you want to get a feel for how much we have changed, read some of the newsletters from the 70's and 80's that are on our web site. It seems like a lifetime ago when the discussions were around client server technology, what is a network, batch processing, and online fees. Now we spend our time trying to understand the business models of User Generated Content, advertising versus pay for content and Social Media. The platforms are new but the opportunities are similar. Now I know why we always have reason to meet and new material to discuss. I would encourage all our members to browse the past newsletters. They will give you a feel for places we have met, subjects we have discussed and for many you will see the names of old friends.

There are few organizations like ASIDIC where everyone has a chance to meet everyone at the meeting and new members and guests are made to feel welcome. Our evening events together are special and they help build long term relationships and strong networks. There is a lot of value in being part of ASIDIC.

We need speakers, panel moderators and your ideas to make each meeting better than the last. Don't be shy. We need your input and your thoughts on topics to discuss, locations to meet, Keynote and Endnote speakers. Help us make the organization stronger by getting involved.

See you in Vegas in March 2008.




Past President's Column

By Carolyn Finn

Dear Friends,

In July, I resigned as President of ASIDIC due to health issues. Since then, many of you have reached out to me with concern and encouragement. I am deeply grateful for your kindness and prayers. I am doing well and am looking forward to seeing you all soon.

I would like to thank Kevin Bouley for assuming my responsibilities on top of his already hectic schedule as CEO of Nerac and NFAIS President. Many thanks to Don Hawkins, ASIDIC Secretariat and to the Executive Committee whose support and execution have furthered ASIDIC's primary goals of building meeting attendance and membership. In particular, special thanks to Iris Hanney and David Myers who are responsible for the great success of our September meeting in Arlington, VA.

Congratulations and best wishes to Mike Walker in his new role as ASIDIC President; and to Mike Mahoney, our newest Executive Committee member. I look forward to seeing you in Las Vegas in March.




New Members

ASIDIC welcomes the following new Members:

BSI British Standards
389 Chiswick High Road
London W44AL, England
Representative: Peter McKay

Gale (Cengage Learning)
27500 Drake Rd.
Farmington Hills, MI 48331
Representative: John Barnes

Newstex LLC
10 Potter Hill Drive
Guilford, CT 06437
Representative: Larry Schwartz

Paratext
2806 Flintrock Trace Road Suite A-204
Austin, TX 78738
Representative: Eric Calaluca



TECHNICAL PROGRAM SUMMARY

*Note: For more detail on those summaries for which “PowerPoint Presentation Available” is indicated, see the Final Program at <http://www.asidic.org/meetings/fall07.htm> and click on **PowerPoint Presentation**. Podcasts are available for the Keynote and Endnote Addresses. To hear these, visit the same page and click on **Listen Here**.*

Introduction

The future direction of the Information Industry may not be as clear and evident as it may seem. The ASIDIC Fall Meeting looked at the big picture—where the industry is now and where is it headed—backed by evidential data, surveys and research. Leaders in the Information Industry provided real-world strategies and lessons learned, as well as what worked, what didn’t work, and the rest of the story.



KEYNOTE ADDRESS

In With the Old?

Eugenie Prime

Manager, Corporate Libraries,
Hewlett-Packard (Retired)

PowerPoint presentation available

We usually extrapolate for today from past trends (John Naisbitt examined that concept in his book *Megatrends*, which has sold more than 9 million copies), but it is easy to misread the direction in which a trend is going. Change is affecting old world institutions, but new ones are also being transformed. Old and new coexist because they meet different needs. Trends have their limits, and if you simply follow them, you are already behind the pace of progress! In today’s very disruptive times, the key to success is to be a



trend setter. It is easy and comfortable to look at new developments through the lens of the old, but that can lead to becoming trapped in a stranglehold of the familiar.

Old and new coexist because of us. We may try to reach second base without taking our foot off first base, with its comfort zones, security, and predictable revenues. As a result, according to John Kenneth Galbraith, “We do many things that are unnecessary, some that are unwise, and a few that are insane,” and we move into new worlds very grudgingly.

We need to adopt tactics needed to operate in a hybrid world (these are our new “ABCs”):

- *Ambiguity*: We must accept it, embrace it, and see it as a gift. The greatest opportunities lie in the fluidity of ambiguity.
- *Ambidexterity*. Create protective hedges for revolutionary channels because that is where new ideas come from.
- *Bifocal vision*: Get used to living in old and new worlds. According to Karl Albrecht, in *The Power of Minds at Work*, “Bifocal vision is the capacity to entertain the challenges, problems, crises and necessary actions of the moment without losing sight of those yet to come or their counterparts on the horizon. By analogy, it is the ability to drive the car while you are figuring out how to get where you want to go.”
- *“Ceeing” differently*: It is the only way to do things differently and get a new perspective. Question what you do and the models. In *Seeing Differently*, John Seely Brown said, “Seeing differently

means learning to question the conceptual lenses through which we view and frame the world, our businesses, our core competencies, our competitive advantage, and our business models.”

- *Courage and chutzpah.* It takes courage to buck a trend or a customer (and they may not always be right!). Be careful when you listen to customers; where they are compromising is the area for greatest growth.



Industry Titans on Competitive Strategies for the Future

Panel discussion moderated by Matt Dunie, President, ProQuest

PowerPoint presentation available

The six Ws of strategy planning are Who, Why, When, Where, What, and (W)how. It is the responsibility of business managers to create value, whatever the metric. The future is now! Businesses need to set ambitious courses that can be achieved. Business objectives include vision (what we strive for) and mission (what we do).



David Kellogg

CEO, Mark Logic Corporation

PowerPoint presentation available

Three business strategies for today's world:

- **Contextualization:** What business are we in? We need to transition from publishers to information service providers. It is dangerous to assume that a single application will always work and lead to future success. For example, many passenger railroads in this country failed because they had a narrow product-centric view (they were in the railroad business), rather than a wider user-centric one (they were in the transportation business). We need to ask what our

customers are actually doing with the information we give them.

- **Content Applications:** Determine what content is needed by our customers, then integrate it, enrich it, and contextualize it. What applications are we trying to build? How will they be used? It is dangerous to assume that a single application will always work and will lead to future success. Content applications are either led by one or more specific applications or an infrastructure-centric vision.
- **Content Agility:** In an ambiguous world, the best things you can have are agility and resources. If one application fails, you need resources to allow rapid experimentation and development of another one.



Jan Fleming

Director Business and Planning,
American Psychological Association
(APA)

PowerPoint presentation available

History has led us to today. We have moved into an environment of finding and discovering, and APA has implemented several strategies to accommodate this change: obtain more content, exercise the synergy between primary and secondary information, be where customers want to find you, maintain your own channel, do business the way your customers want, protect and promote the brand, use Google (everyone is doing it, so use it to your advantage), support author-mania, be generous about member access, and actively observe, participate, and experiment in communities. Users want more than content; they want services, and information providers must give them what they want; for example, a “playground” of information that matters to them, interaction with others like them with

access barriers removed, along with relevance and validity.



Russ Perkins

Founder and CEO,

InfoCommerce Group

The common element to all publishers' competitive strategies is to *add value*. We must recognize that the Internet has changed not only our business but also that of our customers. A quiet development paralleling the rise of the Net is the revolution in business communications as a result of faster computers, the PC becoming the machine of choice, improved software, and more stable operating systems. The average knowledge worker in businesses today has an unparalleled ability to access, manipulate, and use data, which means that there is a large potential market for the right products.

Businesses consider data very valuable and are willing to pay for it. But they are also scrutinizing data much more than they have in the past. A challenge for the publishing market is that if we do not get our products right, users will go to the competition, which usually means Google. The best way to play in this environment is therefore to add value. "Good enough" is no longer an option, nor is "you figure out how to find value in the data". Customers are clear about what they want: high quality data, currency, ability to manipulate the data, and richer and deeper content.

Thomson Financial, which has 98% of its reviews online, and Thomas Publishing, which ceased printing the 37,000 page *Thomas Register* and put all their data online for free are two success stories. As a result they are receiving very high B-to-B traffic. Will publishers make the necessary investments to play? Some already have: Lexis Nexis and Thomson West have spent tens of mil-

lions of dollars. There is a bright future for data publishers who understand users' needs and meet them.



Making Money With the Government

Panel discussion moderated by

Martin Kalfatovic, Head, New Media

Office, Smithsonian Institution Libraries

David Gillikin

Head, Bibliographic Services, NLM

NLM's business activities include leasing the Medline database, as well as catalog, serials, and chemical data. There is no cost to license the data, which is now leased by about 450 organizations, primarily for researchers who need large amounts of data to develop and test software systems. NLM also has a unified controlled vocabulary which is used by over 2,000 organizations. Linking data is loaded from publications and libraries into PubMed. They also develop and publish XML standards.



Ellen Herbst

Director, NTIS

Part of NTIS's mission is "selling free government information". Its mission is to make non-classified sci/tech information provided by the Federal government easily accessible. NTIS does not receive any Congressional appropriations; all its services are fee-based. About half of its work is bibliographic control and creation of its database, which is starting to show signs of growth. The other half is partnering with other government agencies and disseminating their information. NTIS can also partner with the private sector in joint ventures. In the future, it is looking to provide more digital information and is doing controlled experiments with Google to provide some infor-

mation online for free as a way to get more customers.



Webb Shaw

Director of Editorial Resources,
J.J. Keller & Associates

PowerPoint presentation available

J.J. Keller was founded in 1953 as a leading publisher of regulatory and compliance information in trucking, workplace safety, hazmat, construction safety, etc. It is vertically integrated for content creation, marketing, sales, manufacturing, and distribution. Information is received from government agencies, value is added and the data are repackaged, and the product is sold back to the government. Forms are a large part of their business; for example, they make \$800,000 per year from printing one form!

Keller makes money with the government in several ways: regulatory and compliance products, custom projects, sales to government entities, production of GSA schedules, service bureau operations, and consulting. Products and services include print publications, training videos, software, and forms. Top government agencies for which custom projects are done are the Federal Motor Carrier Safety Administration, and Customs & Border Protection.



We Media: How Audiences Are Changing the Future of News and Information

Chris Willis

VP, Social Media, footnote

(Willis's book with this title is available free at <http://hypergene.net/wemedia>)

PowerPoint presentation available



The news industry is changing; “subscribers”, “the audience”, and other groups have become competitors to news publishers. You can partner with them or stick to the old ways and die. One example of change is Amazon’s Mechanical Turk, which draws on the intelligence of many people to help solve real-world problems.

Gutenberg is credited with inventing movable type printing, but his idea was really “Dangerous Idea 1” in the publishing industry. Dr. Claude Shannon propounded “Dangerous Idea 2” with his concept of a “bit” that made information easily transportable. The concepts of Gutenberg and Shannon began the move from centralized communication to decentralized and led to the World Wide Web and citizen media. We are now in an era of information abundance, with scarcity disappearing and values shifting. When you deal with abundance, knowledge seeking is driven by convenience, not credibility. Charging for information is not a problem if finding it is hard, but Google has made it easy to find.

What people think about a subject has also become more important as it has become easier to contribute their opinions to social

networking sites. Information providers ignore the rise of user-generated content at their peril. (See Willis's blog at <http://blog.footnote.com/>, where he says, "*whatever your strategy, make sure that social media (user contributions, ratings, networks) is a central part of it.*") A Pew Internet Life study found that 30% of users have tagged something or a person, 28% have tagged something, and 50% have shared video links. So it is a myth that only a few people will contribute data; they will do it if it is easy. Five out of the top 10 global sites (MySpace, YouTube, Wikipedia, Facebook, and Digg.) are social in nature.

Seven rules of social media—the rules needed to grow a healthy and active community:

1. Start with a compelling idea and a simple solution.
2. Let people make your stuff better.
3. Live by the Golden Rule. Respect privacy.
4. Encourage feedback.
5. Create "usable exhaust" (new things created by people doing what they want to do), and design for second order effects.
6. Recognize the strength of weak ties and allow new groups to form without barriers. (The more mechanisms you give for networks to flourish, the greater the overall network will grow.)
7. Recognize the good people and good things in the network.

Consultants Who Can

Panel discussion moderated by

Iris Hanney, President,

Unlimited Priorities Corporation

Embracing social media and other new approaches to information requires both financial and technological resources and a strategic vision, which many organizations

may not have in-house. Therefore, they frequently turn to consultants or enter into a strategic alliance. Consultants can help companies take a fresh view of their operations and "think outside the box", evaluate and help negotiate contracts, conduct research and benchmarking studies, and develop solutions. The speakers in this panel presented case studies and overviews of their services.



Sarah Kavanagh

VP, Strategic Consulting,

Library Associates

PowerPoint presentation available

Library Associates provides placement to help legal firms perform projects, outsourcing services to help individuals advance their careers, and consulting sources to help manage change and solve problems. In all these activities, it is important for the consultant to think outside the box regarding industry trends, cost-saving alternatives, and best practices. Factors to consider include price, value, strategy, and opportunities. In pricing discussions and contract negotiations, discounts may assume preeminence, but it is important to balance the right content with the right price.



Judy Luther

President, Informed Strategies

PowerPoint presentation available

Luther presented a case study of a project done for Morgan & Claypool, which publishes several series of short books (100-150 pages each) on engineering and computer science topics and sold in collections. The collections are sold to both institutions and individuals. The project developed an improved business model and a creation process for metadata which improved sales of the products.

Donna Lynn
 President, Synergia Global, Inc
PowerPoint presentation available

In the professional learning space, traditional learning environments have been in classrooms, on the job, individually using printed resources, and interactive self-paced learning using courses delivered on CD-ROMs. New methods include e-learning online using the Internet or an Intranet, m-learning on mobile platforms, scenario-based learning using role playing and similar techniques, gaming, and hybrid methods. Lynn's presentation includes several examples and case studies using these methods.



Where the Money Is

*Panel discussion moderated by
 George Beckerman, Marlin & Associates*

*Andrew Scherer, Scherer Cybrarian
 Bob Friedenber, Xeeleegroup.com*
PowerPoint presentation available

Mergers, strategic alliances, and joint ventures have occurred at a rapid pace recently and have contributed heavily to change in the industry. Major factors to consider in any potential relationship are value, price, strategy, and opportunities. Far more ideas for deals fail than succeed; adoption of best practices will improve the chances for success. Best practices for owners or shareholders include conducting research to find where the money is and identifying processes for building value.

Reasons for entering into a transaction on the buying side are to expand the business, grow the customer base, and improve the bottom line. On the other side, business owners want to sell or enter into a strategic partnership to gain cash for the company, implement new technologies, or get liquidity to exit the business (i.e. retire). Buying a

business is easier than selling. Three ways to enter into a deal are:

1. *Negotiated*: focus on a preferred buyer,
2. *Targeted solicitation*: sell to the best offerer, or
3. *Auction*: contact a number of likely buyers, select the most qualified, and negotiate.

The whole strategic alliance process is complex and involves many steps with much attention to detail. In addition, variations occur in special situations such as family businesses. Keys to getting good value are:

- Build quality products.
- Run a good business.
- Avoid fire sales.
- Have fun!

Research is a key need in all transactions. Success is most often achieved using research results combined with judgment based on industry knowledge. Gut feelings have a very low chance of success. Primary information obtained through surveys, publications, or focus groups is very useful. It is important to centralize the information gathering effort by designating a single person to manage and review the information and organize the due diligence tasks. An information professional is often the best person for this task.

Strategic alliances are difficult because of widely varying company cultures and business models. The first meeting may generate considerable excitement and enthusiasm which is difficult to sustain as the work of the process proceeds. Often hidden agendas on both sides interfere with alliances and may cause them to fail. Expectations must be managed throughout. The financial rewards (the money is available worldwide) are generally agreed upon by a company and its customers. Although research improves

the capacity to discern value, in the end, the value comes down to the two parties in the deal.



Interview with an “Undiscovered Genius”

In another in this series of interviews, Frank Bilotto (FB), VP, Business Development, Muse Global, Inc. interviewed Jeffrey Massa (JM), CEO, YellowBrix, Inc.

FB:	Please start by telling us a little about YellowBrix.
JM:	We provide value-added information aggregation. We started as a technology company and found that when we put content into our system to test it, some people wanted to buy the content. So we became a content company as well.
FB:	Google did something similar when they cut a deal with the Associated Press.
JM:	They do things that are disruptive for everyone, especially newspapers. It is important to realize that Google’s efforts are not free to aggregators; they are making lots of money from them.
FB:	Will their advertising revenues make up for cannibalization?
JM:	It’s like “eat your young or somebody else will!” YellowBrix has a free site that it maintains control of and learns from. We must expect that cannibalization will happen.
FB:	What can I do to take advantage of it?
JM:	Take some components and offer them for free or else people won’t buy. Get your product 80% right, and if it isn’t right, change it. If you wait to launch until it is perfect, you may miss the opportunity.
FB:	How important is it to be first?
JM:	We were the first company to have

	contextual advertising, and we got no return from it. Being first doesn’t necessarily mean that you are biggest or best; it’s OK to be third to launch if you are the best.
FB:	Is there room for letting users make your product better?
JM:	Yes! Are they getting what they want? Let the community monitor itself.
FB:	What is the risk in not owning the content?
JM:	We are still trying to add value. You cannot tell executives they have to monetize everything to add value.
FB:	Search engines have become a new sales force and a marketing channel.
JM:	But they don’t replace the traditional sales forces, which tend to get more inbound orders. You still need customers to tell you what they want. 65% of our business comes from inbound orders.
FB:	Content is no longer only king; we now have software tools, etc. in many product offerings.
JM:	Ultimately content is a king and you must know which king it is. Tools are also very important, and you must get information about them out very rapidly.
FB:	Will the tools being used now by consumers be used by professionals in two to five years?
JM:	They are already being used by professionals. Today’s tools are very powerful, and everybody should be using them.
FB:	Should we be concerned about the difference between professional and consumer content?
JM:	One can morph into the other depending on how the content is used.
FB:	Is there any value in buying low cost information and providing for impulse purchases?

JM:	There is always value if there is a volume of usage.
-----	--



Leveraging Government Resources Using Commercial Products and Services

*Panel discussion moderated by Marjorie Hlava,
President, Access Innovations*

James Hastings

Director, National Archives & Records
Administration (NARA)

The National Archives has 10 billion pages of documents, hundreds of feet of films, and 10 million photos that are permanent records of the Federal government (but this is only 2% of the total government output!). Even though NARA has the capability of producing digitized records in house, it would take 10,000 years to digitize their entire collection. Digitization is done to increase access to materials and preserve them. For example, every time a document is touched, it is damaged. Digitization stops this. It also allows materials that are too fragile to be handled to be made widely available, and backup copies can easily be sent to secure storage. It can also include the context of a document and its creator. And in these days, many people won't use a record if it is not available online.

NARA is partnering with Google as an experiment and as a result has experienced a large increase in usage of their collection. For example, out of 100 films, about 200 people come to the National Archives to view them, but there were 200,000 downloads of them from Google in the first month that they were online.

The taxpayers will not fund in-house digitization of NARA's entire collection, so part-

ners are needed. NARA is open to any proposals of collaboration subject to a few guiding principles:

- There must be no duplication of work already done.
- Partners are expected to digitize full series of documents.
- Even if the partner is a commercial entity, some form of free access must be provided. At the least, free access must be provided in NARA's reading rooms so that researchers can come as before to access the partner's records.
- Partners are expected to create a minimum level of metadata.
- NARA will not guarantee the authenticity of documents, and handling of documents must be done according to its standards.
- The partner pays for document preparation and conservation to get a good image.
- No wholesale downloading of the resulting data from the partner's site will be permitted, which protects both NARA's website and the partner's product.
- After five years online, partners agree that NARA can make the entire collection available free on its website.

NARA's first partner is footnote.com, and has also entered into a sales agreement with Amazon for films. The second partner is the genealogy society in Utah. NARA has found that working with partners brings huge benefits.



Russ Wilding

President, footnote.com

Archives signed with NARA as a partner in January 2007 and launched footnote to digitize the content. It has 18 million documents online now in a consumer-focused historical product. Users can help develop

the indexes by tagging documents. “Spotlight” pages are created to create discussion around documents or parts of them; the system can also create related Spotlight pages, index the tags, and send them to search engines. A free demonstration of the system is available at www.footnote.com.



Joyce Koeneman
Digital Librarian
National Transportation Library (NTL)
PowerPoint presentation available

The NTL is a completely digital library with three components accessed through a common portal:

- TRIS Online, the National Academy’s Transportation Research Information Service
- NTL Digital Collection. An electronic repository of over 18,000 documents in a variety of formats for transportation research.
- NTL Metadata Repository for search of TRIS online, TRT, and NTL Catalogs of digital documents and select web resources.

The *Transportation Research Thesaurus* (TRT) is a faceted and controlled vocabulary for research. It was created by Data Harmony and added to the NTL in 2007.

Established in 1998, NTL is the smallest and youngest national library. Because it networks extensively with others, there was no need for a physical library. All of its materials are full text searchable, and the metadata links were created in-house. NTL can be accessed at <http://ntl.bts.gov>.

Experience in creating NTL showed that it is not always easy to make things work with vendors. Every action is difficult and complex because of the required government

paperwork. The most important criterion for selecting a vendor is the company, not the details of the product: products can always be improved. Vendors should learn how the government works, which will greatly help them in the procurement process.



Just the Truths—The Real Story

*Panel discussion moderated by
Mike Mahoney, Nerac*

Jeff Cutler
Consultant and Publishing Industry Guru

It is very important to look carefully at what Google is doing and constantly watch it. Answers.com was completely dependent on Google, receiving 70% of its revenues from that single source. When Google adjusted its algorithms, Answers.com experienced a major downturn in search traffic and a consequent loss of revenues. In response, it purchased dictionary.com, partly because of its heavy traffic from people typing “dictionary” into a search engine. [Ed. Note: You can find more details about this event by searching “Answers traffic” on Google. A typical article is at <http://searchengineland.com/070803-083203.php>.]



Tim Lloyd
COO, Alexander Street Press

Content will become increasingly freely available as the cost of digitization falls, technology enables institutions to more easily undertake their own publishing processes, and organizations like Google undertake mass digitization projects. As a result, the business of simply publishing content online will increasingly be pushed to niche content. Success and growth will rely on adding value.

Technology will increasingly enable information to be automatically derived from content e.g. metadata, subject terms, and links. Much of the extracting and indexing work previously done by skilled catalogers is being enhanced or replaced by technology, which reduces the added value from basic indexing. Success and growth will rely on deriving value in other areas.

The market for small niche databases is shrinking. While there will always be opportunities for them, they will increasingly face competition for funds from larger aggregated databases that, while offering poorer functionality, will offer significantly greater scale.

Our interfaces will increasingly become redundant. Our products are changing from fortresses (enter across the drawbridge) to open gardens (multiple entry points). The landing page will no longer be the home page. Technologies like federated search and OpenURL will be vital tools in building a network of links that drive usage to and from interrelated content.



Bill Burger
 VP, Marketing
 Copyright Clearance Center
(PowerPoint presentation available)

Content comes in many new forms today, which has caused many conflicts. Unfortunately, many interesting new web applications infringe on the rights of some other stakeholder. The balance of power is shifting from print media to the web. Participatory media are especially growing; for example, new blogs are created at the rate of *one per second!* Web 2.0 has ushered in an era of user control.

In the old world, the value in making copies of content was large, and content value grew

as copying became easier. Now, the rise of value-added distribution is shifting the balance back to enhancing content to add value, so tool producers have become important.



Panel Discussion:
 Bill Burger (BB), Jeff Cutler (JC), Tim Lloyd (TL)

Are success strategies for the future the same as for the present, or are new ones necessary?	
TL:	The strategies are not changing, but the way to implement them is. Boundaries are being pushed out, and the interface is no longer important. The strategy is to get the content straight to the consumer and then let the search engines index it.
JC:	We need to start thinking of ourselves as media businesses. Many things are becoming ubiquitous. Someone will pay for the attention of your audience. You must think of Google as part of your business and have someone always watching what they are doing and testing their tools.
BB:	That goal is consistent with the strategy, but the way to achieve it has changed. You must get things out quickly and let the customer help you develop it.
TL:	What kind of a business are we in? The use of tools makes us successful, not developing them.
There is lots more content available. Are you considering the Long Tail?	
JC:	Content = traffic. So you must add lots of content, even if it is used only by a few people. This leads to word of mouth marketing. Up to 25% of the queries on Google will never be seen again.
BB:	Copyright Clearance Center was a Long Tail company before they real-

	ized it. We have served small users for 30 years.
TL:	The Long Tail could enable new business models in the future. Currently our strategy is to sell through librarians, and the cost of sale means that only products of a certain scale can be cost-effectively sold. It is not currently commercial for us to sell small numbers of small niche products to large numbers of libraries. However, some products could be sold directly over the internet to educational institutions across the world. Before we do this, we need to massively simplify pricing.
If you could do things differently, what would they be?	
BB:	Move more aggressively to get digital rights and present customers with more options to use content.
JC:	Incorporate user generated content faster. Wikipedia has become an authoritative site for this reason. Get users involved in improving your product.
TL:	Technology is suddenly making a lot of our added value redundant and, overnight, killing our business. We need to recognize the value of mediation and get experts involved.
What are the biggest challenges ahead?	
BB:	How to inject a new spirit of entrepreneurialism into a 30 year old company, and how to risk taking that to an enterprise so that it can change quickly and meet external changes.
TL:	The biggest change is internal. You need to find the right people in the right place.
JC:	We need to fail faster! Go with your gut, try it, and move on. Protect your product and take copyright laws seriously.
BB:	Copyright laws work well, but we need to be careful of actions that

	could undermine public support. The Sonny Bono Extension was a bad mistake because it looked like a money grab by copyright owners. We need to be able to distinguish between wholesale copying and fair use.
TL:	The music and video industries have not helped, and they are hindering the development of new products. The situation is chaotic now, and nobody wants to make a move.
What is the stupidest thing you have ever done?	
BB:	When I worked at AT&T, they had a blind spot about the Internet. They were a non-agile company with a non-agile development project. Everything had to be perfect before it was released.
TL:	We tried to make a consumer product for libraries and outsourced its development to a partner. We only talked to them about progress about once a month. It took us 15 months to realize the product was a disaster.
JC:	We said there was no room for a search engine when Google launched. We spent tens of millions of dollars developing a prototype but then launched a different product.



ENDNOTE ADDRESS

Crowd Sourcing: The Wisdom of the Crowd or the Tyranny of the Mob?

Bill Marovitz

CEO, Cerebrio, LLC

PowerPoint presentation available



Selling a vision is much better than selling what you have, so it is always important to be provocative. Does the crowd belong to creativity? In the early days of publishing, oral transmission of ideas was replaced by reading, and publishing brought books into the reach of lay people. The printing press meant that anyone could disseminate words, but by the 1890s, the rate of book publication slowed because of the appearance of periodicals like books, newspapers, and journals.

Academic scholarship soon appeared, and sources began to be quoted, which led to correct referencing and fact checking. Honesty and ethics also influenced scholarly research. Dissemination of ideas led to publishing. In conventional publishing, economic factors governed the distribution of materials, but current new media has no physical distribution so barriers to publication include political issues, marketability, and competition.

Publishing companies match market needs to distribution of intellectual properties. The functions of a typical publishing company include:

- Marketing and various sales channels
- Editorial: Acquisition, development, and peer review
- Production: Increasingly today, production means database creation and multichannel output.
- Administration—everything else.

The wisdom of crowds—that the aggregate wisdom of many people is better than the work of an individual—is not new. Stock markets are simply the aggregation of input from all buyers and sellers to arrive at a price. Guessing contests such as the number of jelly beans in a jar or the weight of an animal have existed for many years. For example, Sir Francis Galton (1822-1911), a British Scientist, believed that “the stupidity and wrong-headedness of many men and women is so great as to be scarcely credible.” Dalton noticed a contest to guess the weight of an ox, and to his surprise, the average of the crowd’s guesses came within 1 lb of the weight of the animal.

How often are changes associated with groups (the herd mentality)? Groups tend to blunt the originality of people who have new ideas. Many great ideas or future-changing events of the past were the work of individuals or small groups: Galileo, Newton, Darwin, the Framers of the US Constitution, and Einstein, for example. The introduction of such novel concepts was often long in coming or had a difficult path. Consider the frequent problems or difficulties getting ideas accepted against censors, authorities, and peer-review against the structure of the societies to which these individuals belonged.

In a recent market study to determine how people use social networks, 3,000 people age 14 to 40 were surveyed. Their level of emotional commitment to social networks was high. In fact, these people spent more

time in social networking than surfing the Internet. Electronic networking was more interesting to them than the passivity of traditional information sources such as newspapers, and they place an enormous emphasis on mobility and connectivity. They have a high brand loyalty, although the nature of branding is different in social networks. The emphasis is on “friending”, not hierarchical networks. As consumers increase their social networking, brands must work to remain consistent within the social network environment. Social networks build passion and strong affiliation that can be extended from one network to another. Companies must understand network structures and friending to successfully build their brands.

Wikipedia is a prominent example of a social network. Although it operates on the principle of neutrality and sincere participation, there is a mechanism to resolve disputes and control malicious entries, etc., with the final arbiter being Jimmy Wales, Wikipedia’s founder. Wikipedia is extremely current; the time to repair an error is often less than five minutes. It has few rules and believes in open source content, i.e. no copyrighted materials and no original research. In these and many other ways, Wikipedia is vastly different from a conventional encyclopedia.

These are some conclusions and issues we can draw from the phenomenon of social networks:

- A surprising level of participation has changed the monetary value of intellectual property.
- Who or what drives a crowd; when does a crowd become a horde? Are new ideas blunted? Do social networks lead to the erosion of personal accomplishment?
- Who or what owns the intellectual property, copyright, trademarks, patents, and derived products?

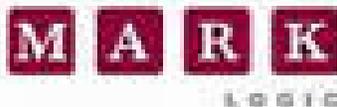
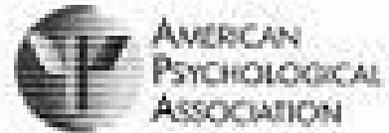
- When does an ethical society become a crowd and inversely?
- Social networks have the potential for developing specific niche markets that could never be financially viable.
- Currency is unlikely to be met by conventional information producers.

Even in social networking services, where much if not all of the information is freely available, someone is still making money. For example, if you do a Google search and the content is good you return to Google. Ads get displayed, and money does change hands. It just may not be your hands.

As the “fire hose” of information increases in volume it becomes more difficult to drink. There are still real opportunities for specialized, very high-value publication assembled from “free content”. This is much more than simply being a search agent. It becomes a real publishing business, maintaining standard academic methods and analysis, but it serves only a small audience.



**ASIDIC Thanks the Following Organizations
For Their Generous Support of This Meeting**



ASIDIC FULL MEMBERS

Affiliation	Representative
	Carolyn Finn
Access Innovations Inc	Jay Ven Eman
American Economic Association	Drucilla N Ekwurzel
American Institute of Physics	Tim Ingoldsby
American Psychological Association	Linda Beebe
Aptara Inc	Ron Jones
Atypon Systems Inc	Chris Beckett
BSI British Standards	Peter McKay
CABI Publishing	Andrea Powell
CEDROM-SNI	Mauricio Fernandez
Chemical Abstracts Service	Janice E Mears
Columbia Books Inc.	Aaron Overton
Copyright Clearance Center	Bill Burger
Defense Technical Information Center	Carol E Jacobson
EBSCO Publishing	Mark Herrick
footnote	Russell Wilding
Gale (Cengage Learning)	John Barnes
Getty Research Institute	Terence Ford
HOV Services - Lason	Karan Malhotra
Information Today Inc	Thomas H Hogan
Inspec Inc	Erica Mobley
IOP Publishing Inc.	Melanie Faithful
"Marcinko Enterprises, Inc."	Randall W Marcinko
Mark Logic Corporation	Steve Buxton
McGovern Consulting LLC	John J McGovern
MuseGlobal Inc	Kate Noerr
NC State University--Tobacco Literature Service	Pamela E Puryear
Near-Time	Reid Conrad
Nerac Inc	Kevin A Bouley
NewsBank Inc	Michael G Walker
Newstex LLC	Larry F Schwartz
"Newstex, LLC"	Marcia Taylor
Nstein Technologies Inc	Michael Chiz
NTIS	Ellen Herbst
Ovid Technologies Inc	Scott MacFarland
Paratext	Eric Calaluca
Plunkett Research Ltd	Jack W Plunkett
ProQuest	Anthea Gotto
Really Strategies Inc	Barry W Bealer
Safari Books Online	Denise Nason
The Gale Group	Susan Maniloff
Thomson Scientific	Bruce H Kiesel
US Patent & Trademark Office	Ed Johnson
William S Hein & Co Inc	Daniel P Rosati

ASIDIC ASSOCIATE MEMBERS

Affiliation	Representative
American Water Works Association	Kurt M Keeley
eContent Strategies	Jean Bedord
Georgia Institute of Technology	Miriam A Drake
indeXet Inc	Samuel Franco Leonel
Information House Research	Steve Greechie
Information Sources Inc	Ruth K Koolish
Informed Strategies	Judy Luther
Interactive Composition Corp (ICC)	Bob Kasher
Library Associates	Deborah Schwarz
Mary C Berger Associates	Mary C Berger
National Archive Publishing	Peggi L Clark
Next Wave Consulting	Deborah L Wiley
Shore Communications Inc	John Blossom
Unlimited Priorities Corp	Iris L Hanney

ASIDIC EXECUTIVE COMMITTEE (2007-2008)

President:

Mike Walker
NewsBank, Inc.
P.O. Box 219
Chester, VT 05143-0219

PHONE: 802-875-2397
FAX: 802-875-2341
E-Mail: mwalker@newsbank.com

Immediate Past President:

Carolyn Finn
2209 Rittenhouse Square
Bensalem, PA 19020

PHONE: 215-639-6068
E-mail: cfph3rit@hotmail.com

Member-at-Large and Treasurer:

Tim Ingoldsby
American Institute of Physics
2 Huntington Quadrangle Suite 1N01
Melville, NY 11747-4502

PHONE: 516-576-2265
FAX: 516-576-2327
E-mail: tingoldsby@aip.org

Member-at-Large and Secretary:

Drucilla Ekwurzel
American Economic Association
2403 Sidney St #260
Pittsburgh, PA 15203-5118

PHONE: 412-268-1044
FAX: 412-268-6810
E-mail: ekwurzel@econlit.org

Member-at-Large:

Barry Bealer
Really Strategies, Inc.
618 S Broad Street 2nd Floor
Lansdale, PA 19446-5200

PHONE: 610-631-6770 x13
FAX: 610-631-6775
E-mail: bbealer@reallysi.com

Member-at-Large:

Frank Bilotto
Muse Global, Inc.
117 Lost Lake Ct.
Mars, PA 16046

PHONE: 801-910-3687
FAX:
E-Mail: frank@museglobal.com

Member-at-Large:

Mike Mahoney
Nerac, Inc.
1 Technology Drive
Tolland, CT

PHONE: 860-872-7000
FAX:
E-mail: mmahoney@nerac.com

Member-at-Large:

Bill Burger
Copyright Clearance Center, Inc.
222 Rosewood Drive, Suite 910
Danvers, MA 01923

PHONE: 978 646-2790
FAX: 978 750-0347
E-mail: bburger@copyright.com

ASIDIC SECRETARIAT

Donald Hawkins
P. O. Box 3212
Maple Glen, PA 19002-8212

PHONE: 215-654-9129
FAX: 215-654-9129
E-Mail: info@asidic.org

ASIDIC COMMITTEE CHAIRS (2007-2008)

Standards
Finance
Publications
Membership
Long Range Planning
Sponsorships
Member Benefits

Drucilla Ekwurzel (American Economic Association)
Jay ven Eman (Access Innovations, Inc.)
Donald Hawkins (ASIDIC Secretariat)
Barry Bealer (Really Strategies, Inc.)
Miriam Drake (Information Management and Planning)
Kevin Bouley (Nerac, Inc.)
Vacant

ASIDIC Fall 2007 Meeting

Attendee List

Omar E Akchurin
Library Associates
Phone: 240 292-0508
E-mail: omar@libraryassociates.com

Robert Asleson
Redalen
6106 Davenport Terrace
Bethesda, MD 20817
Phone: 301 229-8639
Fax: 301 229-8639
E-mail: boba33@paratext.info

Lorali J Barber
Mark Logic Corporation
8604 Buckhannon Drive
Potomac, MD 20854
Phone: 301 983-3789
E-mail: lori.barber@marklogic.com

John Barnes
Gale (Cengage Learning)
27500 Drake Rd
Farmington Hills, MI 48331-3535
Phone: 248-699-8735
Fax: 248-699-8024
E-mail: john.barnes@cengage.com

Barry W Bealer
Really Strategies Inc
2570 Boulevard of the Generals #213
Norristown, PA 19403-3675
Phone: 610 631-6770 ext 13
E-mail: bbealer@reallysi.com

George Beckerman
Marlin & Associates
7720 Wisconsin Ave, Suite 213BRS
Bethesda, MD 20814
Phone: 301-469-0441
Fax: 301-469-0551
E-mail: george@marlinandassociates.com

Frank Bilotto
MuseGlobal Inc
4001 South 700 East, The Woodlands, Tower 1
Ste 220
Salt Lake City, UT 84107
Phone: 801 208-1885
Fax: 801 208-1889
E-mail: frank@museglobal.com

Bill Burger
Copyright Clearance Center
222 Rosewood Drive, Suite 910
Danvers, MA 01923
Phone: 978 646-2790
Fax: 978 750-0347
E-mail: bburger@copyright.com

Joel Bush
Near-Time
1289 N Fordham Blvd Ste A-410
Chapel Hill, NC 27514
Phone: 919 259-3731
Fax: 800 420-7718
E-mail: joel@near-time.com

Tom Calcagni
SLA
331 South Patrick Street
Alexandria, VA 22314
Phone: 703 647-4916
E-mail: tcalcagni@sla.org

Cynthia Carter
FDA News
300 N Washington Street Suite 200
Falls Church, VA 22046
Phone: 703 538-7600
E-mail: ccarter@fdanews.com

Michael Chiz
Nstein Technologies Inc
75 Queen St Suite 4400
Montreal, QC H3C 2N6
Phone: 514 908-5406
Fax: 514 908-5407
E-mail: michael.chiz@nstein.com

Reid Conrad
Near-Time
1289 N Fordham Blvd Ste A-410
Chapel Hill, NC 27514
Phone: 919 612-8003
Fax: 800 420-7718
E-mail: reid@near-time.com

Donna Cooper
US Patent and Trademark Office
600 Dulany Street
Alexandria, VA 22314
Phone: 571 272-5464
Fax: 571 273-0110
E-mail: donna.cooper@uspto.gov

ASIDIC Fall 2007 Meeting

Jeff Cutler
276 Tillou Road
South Orange, NJ 07079
Phone: 973 715-4310
E-mail: jeffcutler@yahoo.com

Lyn Donaldson
U S Patent & Trademark Office
600 Dulany Street
Alexandria, VA 22314
Phone: 571 272-7878
Fax: 571 273-0110
E-mail: lyn.donaldson@uspto.gov

Miriam A Drake
Georgia Institute of Technology
1860 Brockton Glen NE
Atlanta, GA 30329-2580
Phone: 404-636-0154
Fax: 404-248-1703
E-mail: mdrake@bellsouth.net

Matt Dunie
ProQuest
7200 Wisconsin Ave # 601
Bethesda, MD 20814-4823
Phone: 301-961-7514
Fax: 301-961-6720
E-mail: mdunie@csa.com

Drucilla N Ekwurzel
American Economic Association
2403 Sidney St #260
Pittsburgh, PA 15203-5118
Phone: 412 432-2306
Fax: 412 431-3014
E-mail: ekwurzel@econlit.org

Janice Fleming
American Psychological Association
750 First St NE
Washington, DC 20002
Phone: 202-536-5740
Fax: 202-
E-mail: smercer@apa.org

Robert A Friedenber
Xeeleegroup.com
20373 Woodtrail Roud
Round Hill, VA 20141
Phone: 540 554-2493
Fax: 540 554-2493
E-mail: dr.bob@xeeleegroup.com

Attendee List

Paul Gerbino
ThomasNet Industrial Newsroom
5 Penn Plaza
New York, NY 10001
Phone: 212 629-1580
E-mail: pgerbino@productnews.com

David P Gillikin
National Library of Medicine
8600 Rockville Pike Bldg 38A Rm 4N-415
Bethesda, MD 20894-0001
Phone: 301 451-6279
Fax: 301 496-0822
E-mail: gillikd@mail.nlm.nih.gov

Sasha Gurke
Knovel Corp
13 Eaton Ave
Norwich, NY 13815
Phone: 607 337-5002 x 517
E-mail: sgurke@knovel.com

Donald Hagen
NTIS
5285 Port Royal Road
Springfield, VA 22161
Phone: 703 605-6142
E-mail: dhagen@ntis.gov

Iris L Hanney
Unlimited Priorities Corp
1930 SW 48th Lane
Cape Coral, FL 33914-6986
Phone: 239-549-2384
Fax: 239-549-3168
E-mail: iris.hanney@unlimitedpriorities.com

James J Hastings
National Archives & Records Administration
(NARA)
700 Pennsylvania Ave., NW
Washington, DC 20408
Phone: 301-837-1796
E-mail: james.hastings@nara.gov

Donald T Hawkins
ASIDIC Secretariat
PO Box 3212
Maple Glen, PA 19002-8212
Phone: 215-654-9129
Fax: 215-654-9129
E-mail: dthawkins@verizon.net

ASIDIC Fall 2007 Meeting

Leigh Watson Healy
Outsell Inc
PO Box 830
Crystal Beach, FL 34681-0830
Phone: 727 787-3027
E-mail: lhealy@outsellinc.com

Ellen Herbst
NTIS
5285 Port Royal Road
Springfield, VA 22161
Phone: 703 605-6400
Fax: 703 605-6700
E-mail: eherbst@ntis.gov

Marjorie Hlava
Access Innovations Inc
PO Box 8640
Albuquerque, NM 87198-8640
Phone: 505 265-3591
Fax: 505-256-1080
E-mail: mhlava@accessinn.com

Thomas H Hogan
Information Today Inc
143 Old Marlton Pike
Medford, NJ 08055-8570
Phone: 609-654-6266
Fax: 609-654-6266
E-mail: hoganiti@aol.com

Brent Howard
US Patent & Trademark Office
600 Dulany Street
Alexandria, VA 22314
Phone: 571 272-5326
Fax: 571 273-0110
E-mail:

Laura Janover
ProQuest
P O Box 1346
Ann Arbor, MI 48106-1346
Phone: 734 761-4700 x 4100
Fax: 877 289-3709
E-mail: laura.janover@il.proquest.com

Ed Johnson
US Patent & Trademark Office
600 Dulany Street, Madison West, 4003
Alexandria, VA 22314
Phone: 571 272-5471
Fax: 571 273-0110
E-mail: ed.johnson@uspto.gov

Attendee List

Daniel V Jones
NewsBank Inc
397 Main St.
Chester, VT 05143
Phone: 802-875-8318
Fax: 802-875-2371
E-mail: dvjones@newsbank.com

Daniel S Jones
NewsBank Inc
4501 Tamiami Trail N Suite 316
Naples, FL 34103-3023
Phone: 239-263-6004
Fax: 239-263-3004
E-mail: djones@newsbank.com

Martin R Kalfatovic
Smithsonian Institution
PO Box 37012
Washington, DC 20013-7012
Phone: 202 633-1705
E-mail: kalfatovicm@si.edu

Richard T Kaser
Information Today Inc
143 Old Marlton Pike
Medford, NJ 08055-8570
Phone: 800-300-9868
Fax: 609-654-4309
E-mail: kaser@infotoday.com

Sarah Kavanagh
Library Associates
8383 Wilshire Blvd Suite 355
Beverly Hills, CA 90211
Phone: 323 302-9440
Fax: 323 892-1093
E-mail: sarah@libraryassociates.com

Kurt M Keeley
American Water Works Association
6666 W Quincy Ave
Denver, CO 80235-3098
Phone: 303-347-6171
Fax: 303-794-1440
E-mail: kkeeley@awwa.org

David Kellogg
Mark Logic Corporation
999 Skyway Road Suite 200
San Carlos, CA 94408
Phone:
Fax: 650 655-2310
E-mail: david.kellogg@marklogic.com

ASIDIC Fall 2007 Meeting

Bruce H Kiesel
Thomson Scientific
3501 Market Street
Philadelphia, PA 19104-3389
Phone: 215 386-0100 x 7482
E-mail: bruce.kiesel@thomson.com

Joyce Koeneman
National Transportation Library
1200 New Jersey Ave SE E32-125
Washington, DC 20509
Phone: 202 366-4203
E-mail: joyce.koeneman@dot.gov

John Kuranz
Apex CoVantage
190 Van Buren Street Suite 200
Herndon, VA 20170-5338
Phone: 703 709-3000
Fax: 703 709-3033
E-mail: jkuranz@apexcovantage.com

Jenna Kutz
American Economic Association
2403 Sidney St., Suite 260
Pittsburgh, PA 15203
Phone: 412-432-2300
E-mail: jkutz@econlit.org

Sul H Lee
University of Oklahoma Libraries
401 West Brooks St
Norman, OK 73019-2121
Phone: 404 325 2611
Fax: 405 325-7550
E-mail: shlee@ou.edu

Chris Leithiser
US Patent & Trademark Office
PO Box 1450
Alexandria, VA 22313-1450
Phone: 703-306-2622
E-mail: chris.leithiser@uspto.gov

Tim Lloyd
Alexander Street Press
3212 Duke Street
Alexandria, VA 22314
Phone: 703 212 8520 x216
E-mail: tlloyd@alexanderstreet.com

Attendee List

Judy Luther
Informed Strategies
102 W Montgomery Ave #B
Ardmore, PA 19003-1422
Phone: 610-645-7546
Fax: 610-645-5251
E-mail: judy.luther@informedstrategies.com

Donna Lynn
Synergia Global Inc
PO Box 2033
Montgomery Village, MD 20886-2033
Phone: 301-948-6035
E-mail: dlynn@synergiaglobal.com

Michael Mahoney
Nerac Inc
One Technology Dr
Tolland, CT 06084-3900
Phone: 860-872-7000
Fax: 860-872-7835
E-mail: mmahoney@nerac.com

Danny Maiello
SLA
331 South Patrick Street
Arlington, VA 22314
Phone:
E-mail: maiellod@fleishman.com

Susan Maniloff
The Gale Group
27500 Drake Road
Farmington Hills, MI 48331
Phone: 248 699-8393
Fax: 248 699-8024
E-mail: sue.maniloff@thomson.com

Randall W Marcinko
Marcinko Enterprises, Inc.
825 Grove St
San Francisco, CA 94117-1711
Phone: 415-626-4636 (cell) 415-264-7085
Fax: 415-626-4652
E-mail: randy@marcinko.com

William F Marovitz
Cerebrio. LLC
220 East 42nd Street, 5th Floor
New York, NY 10017
Phone: 646 428-8260
Fax: 212 209-7701
E-mail: bill_marovitz@cerebrio.com

ASIDIC Fall 2007 Meeting

Jeffrey Massa
Yellow Brix Inc
44 Canal Center Plaza Suite 110
Alexandria, VA 22314
Phone: 888 325-9366
Fax: 703 548-9151
E-mail: jmassa@yellowbrix.com

John J McGovern
McGovern Consulting LLC
10 West 15th St Suite 903
New York, NY 10011
Phone: 212 255-9700
Fax: 646 215-9748
E-mail: john@mcgovernllc.com

Peter McKay
BSI British Standards
389 Chiswick High Road
London, W44AL
Phone: 020 8996 7756
Fax: 020 8402 7662
E-mail: peter.mckay@bsi-global.com

Erica Mobley
Inspec Inc
379 Thornall St
Edison, NJ 08837-2225
Phone: 732-321-5575
Fax: 732-321-5702
E-mail: emobley@inspecinc.com

David Myers
11700 Le Havre Drive
Potomac, MD 20854
Phone: 301-351-7062
E-mail: myersd@erols.com

Jill O'Neill
NFAIS
1518 Walnut St
Philadelphia, PA 19102-3403
Phone: 215-893-1561
Fax: 215-893-1564
E-mail: jilloneill@nfais.org

Russell Perkins
InfoCommerce Group Inc
2 Bala Plaza, Suite 300
Bala Cynwyd, PA 19004
Phone: 610-649-1200
Fax: 610-471-0515
E-mail: rperkins@infocommercegroup.com

Attendee List

Sue Polanka
Wright State University
3640 Colonel Glenn Hwy
Dayton, OH 45435-0001
Phone: 937 775-3142
E-mail: sue.polanka@wright.edu

Eugenie Prime
4104 Sunnybrook Court
Orlando, FL 32820-1411
Phone: 407-568-9361
E-mail: geniep6@aol.com

Andy Reichert
LexisNexis
7500 Old Georgetown Road Suite 1300
Bethesda, MD 20814
Phone: 301 951-4619
Fax: 301 654-4033
E-mail: andy.reichert@lexisnexis.com

Jo Ann Remshard
NIST
100 Bureau Drive Mail Stop 2500
Gaithersburg, MD 20899-0001
Phone: 301 975-8054
Fax: 301 869-8071
E-mail: joann.remshard@nist.gov

Stephen Rhind-Tutt
Alexander Street Press
3212 Duke Street
Alexandria, VA 22314
Phone: 703 212- 8520
E-mail: rhindtutt@astreetpress.com

Larry Rolnik
Mark Logic Corporation
19 Drummond Terrace
Livingston, NJ 07039
Phone:
E-mail: larry.rolnik@marklogic.com

Matthew Salt
FDAnews
300 N Washington Street Suite 200
Falls Church, VA 22046
Phone: 703 538-7600
E-mail: msalt@fdanews.com

ASIDIC Fall 2007 Meeting

Cara Schatz
SLA
331 South Patrick Street
Arlington, VA 22314
Phone: 703 647-4917
E-mail: cara@sla.org

Andrew Scherer
Scherer Cybrarian LLC
6404 Misty Top Pass
Columbia, MD 21044
Phone: 443 414-0642
E-mail: ascherer@scherecybrarian.com

John Schlener
Aptara Inc
3110 Fairview Park Drive Suite 900
Falls Church, VA 22042
Phone: 610 965-3868
E-mail: john.schlener@aptaracorp.com

John Shaw
Sage Publications, Inc
2455 Teller Road
Thousand Oaks, CA 91320-2218
Phone: 805-410-7253
E-mail: john.shaw@sagepub.com

Webb Shaw
J J Keller & Associates Inc
PO Box 368
Neenah, WI 54957
Phone: 877 564-2333
Fax: 800 727-7516
E-mail: wshaw@jjkeller.com

Karen J Spence
US Dept of Energy Office of Scientific and
Technical Information
1 Science.gov Way
Oak Ridge, TN 37830
Phone: 865 574-0295
Fax: 865 576-9357
E-mail: spencek@osti.gov

Hemant Talwalkar
HTC Global Services
3270 W Big Beaver Road
Troy, MI 48084
Phone: 248 786-2500
Fax: 248 530-2617
E-mail: hemant.talwalkar@htcinc.com

Attendee List

Marcia Taylor
Newstex, LLC
1012 Infinity Court
Smyrna, TN 37167
Phone: 615 459-9925
Fax: 646 478-9516
E-mail: mtaylor@newstex.com

Linda Thomas
Innodata Isogen, Inc
13474 Foxlease Court
Herndon, VA 20171
Phone: 703 659-0112
Fax: 775 580-9105
E-mail: lthomas@innodata-isogen.com

Michael G Walker
NewsBank Inc
PO Box 219
Chester, VT 05143-0219
Phone: 802-875-2397
Fax: 802-875-2341
E-mail: mwalker@newsbank.com

Daniel U Wilde
Nerac Inc
P O Box 10
Sullivan's Island, SC 29482-0010
Phone: 843-883-5855
Fax: 843 883-3782
E-mail: danielunderwood2000@yahoo.com

Russell Wilding
footnote
355 South 520 West
Lindon, UT 84042-1911
Phone: 801 494-6503
E-mail: rwwilding@footnote.com

Deborah L Wiley
Next Wave Consulting
PO Box 2428 PMB 8446
Pensacola, FL 32513-2428
Phone: 410-474-0788
Fax: 202-478-0211
E-mail: deb@consultnw.com

Chris Willis
footnote
1903 East Graystone Lane
Heber City, UT 84032
Phone: 801 494-6500
E-mail: cwillis@footnote.com