

### ASIDIC Meets in Florida Well Attended Spring Meeting Examines Digitization

The Spring 2006 ASIDIC meeting convened at the beautiful Sanibel Harbour Resort in Ft. Myers, FL on March 12-14. The topic was “Digitization: From Inception to Income”, and by any measure the meeting was an outstanding success. Program Chairs **Iris Hanney** (TechBooks) and **Mike Walker** (NewsBank) assembled a stellar lineup of speakers, and Local Host **Iris Hanney** made sure that every need of the attendees was met. The meeting departed from the standard format of a series of presentations and instead featured panel discussions. Following the keynote address by **Stephen Abram** (SirsiDynix), seven panels examined digitization from every viewpoint—technology, marketplace, users, and investors. The meeting closed by a trip down memory lane by **Robert Asleson** (Redalen), a 40-year veteran of the information industry, who regaled attendees with reminiscences of major developments in the information industry. Full details of the program appear in this Newsletter. The Monday night event was cruise up the Caloosahatchee River and through the canals of Cape Coral during a beautiful sunset to a gourmet dinner at RumRunners restaurant.

#### Committee Reports

**Treasurer:** Mike Walker noted that ASIDIC’s financial position is better than it has been in the last four to five years. The number of speakers and sponsors for the last two meetings has been excellent.

**Executive:** ASIDIC president **Carolyn Finn** (Thomson Scientific) reported on the Executive Committee meeting. The committee discussed ASIDIC’s role and possible changes to it, concluding that ASIDIC fills a good niche in the information industry and its meetings are good value for attendees. Their size, atmosphere, and frequency ensure flexibility and currency. Because they are

not too large, attendees have good access to the speakers. One of the benefits of ASIDIC membership is a subscription to the *OutsellNow* newsletter. Suggestions for other benefits that could be added are solicited; they should be sent to [carolyn.finn@thomson.com](mailto:carolyn.finn@thomson.com).

**Finance:** **Jay ven Eman** (Access Innovations) reported on his review of ASIDIC’s finances. The level and quality of meetings has increased, but so have expenses. It is important to keep revenues in alignment with expenses. ASIDIC now has cash in the bank; it should be invested in CDs to earn more interest.

**Membership:** **Barry Bealer** (Really Strategies) reported that four new members have joined ASIDIC since the last

meeting. They are listed below.

*Standards:* **Marjorie Hlava** (Access Innovations) submitted the standards report, which is available at <http://www.asidic.org/meetings/spring06.htm>. A link to a presentation on standards for thesauri is on the same page. This was Marjorie's final standards report; the new Standards Committee chair is **Drucilla Ekwurzel** (American Economic Association).

*Sponsorship:* **Kevin Bouley** (Nerac) reported that 32 organizations generously sponsored the Spring meeting. They are listed on the last page of this newsletter.

*Nominations:* The Nominations Committee for the Fall 2006 elections will be chaired by **Kevin Bouley**, who will be assisted by **Jay ven Eman** and **Miriam Drake** (Georgia Tech).

## Fall Meeting Theme

**A** new world of content delivery has emerged—virtually without warning. As the wave of digitally available content continues to increase at an exponential rate, the lines continue to blur between authors and publishers, aggregators and distributors, and technology and content. The internet business model that was once about traffic and eyeballs is now about content. Everybody wants it. Everyone can produce it.

Internet players are rapidly recognizing that the value of content varies. Just a few months ago, the big revenue generators were downloaded music and ring tones. Sooner than you think, internet content providers will deliver the same premium content that was once reserved to the traditional online information providers. Content is shifting from information to revenue generation. MySpace is a community of 60 million people, all of whom have created content for the world to see and be monetized. Small content players will become big players overnight. And big content players run a greater risk of losing market share to obscurity and irrelevance rather than once held fears of cannibalism or piracy.

While the online world is trying to establish standards for taxonomy building, the internet world is looking to social tagging and folksonomies. While the online world continues its efforts to build destination sites, the internet world is decentralizing content by creating personalized web pages with content that is important to user right now. The online world lags in delivering content in an easy to use consumer interface, but the internet world continues to create new and inventive ways to view, navigate and deliver content.

## Fall 2006 Meeting

**A** SIDIC's Fall 2006 meeting will be held at the Marriott Hotel and Spa, Newport Beach, CA, on September 10-12. **Frank Bilotto** (Vivisimo) will be Program Chair. The theme of the meeting will be "What's Next, or, How Far Behind Are You?"

ASIDIC has always been known for its meetings of executives from the world's best known premium content providers. The fall meeting will take the organization into new territory. ASIDIC Members have expressed the need for more time to meet more attendees and to hear from the membership on the topics discussed. In response, the fall meeting will be a premier networking event, with longer break times and roundtable discussion sessions during the conference, as well as the traditional Monday Night spectacular dinner event. So, you will have ample opportunity to meet all the attendees and speakers at the conference to discuss ideas or business.

Special attempts are being made to recruit speakers from outside the information industry to describe what they are doing with content. An exciting Monday evening event is being planned—watch for details on the ASIDIC Web site as they unfold. Be sure and mark your calendar now and plan to attend this extremely relevant meeting!

At the ASIDIC Fall meeting we will hear from the new generation of content providers changing the face of information right now, as well as from some of the traditional players who recognize the need to catch up to the internet world. **Ross Levinsohn** (President, Fox Interactive Media) has been invited to keynote the Monday sessions, and **Ezra Ernst** (CEO Swets North America) will present a keynote address on Tuesday. Other program topics include federated search, vertical search, content communities, blogging, visualization, and the all important revenue issues.

### Future Meetings

**V**olunteers for Program Chair and Local Host are needed for the Spring 2007 meeting. If you can help, please contact Carolyn Finn.



### President's Column

*By Carolyn Finn*

**A**SIDIC held its Spring 2006 meeting in Ft Myers, FL at the beautiful Sanibel Harbour Resort & Spa. Many thanks to **Iris Hanney** (TechBooks) and **Mike Walker** (Newsbank) for a great program "Digitization: From Inception to Income"; and many thanks to all the excellent speakers, panelist and moderators for their valuable information spanning content digitization and distribution to investment.

I was reminded at the meeting, especially from our Keynote speaker **Stephen Abram** (Vice President, Innovation, SirsiDynix) and Endnote speaker **Robert Asleson** (President, Redalen) just how dynamic our information industry is. We build on the ideas that hold true over time, adapt what we know to

accommodate new events, discard what doesn't work anymore, and always, always keep gathering new facts about data creation, distribution, usage, and the underlying software and technology. This process of rejuvenation enables us to meet customer expectations and stay competitive.

We also need to be our own best critics so that we can continue to evolve, improve and grow as individual companies and as an industry. At the September 10-12 2006 conference in Newport Beach California, entitled "What's Next, or How Far Behind Are You?", ASIDIC will compare differences and present innovative practices of Internet content companies vs. Online content companies. **Frank Bilotto** (Visisimo, Inc.) has graciously volunteered to be Program Chair for this meeting. The program details will be available soon at: <http://www.asidic.org/meetings/fall06.htm>.

Membership enrollment is now open for 2006. Apply online at: [http://www.asidic.org/membership/apply\\_form.htm](http://www.asidic.org/membership/apply_form.htm)

I look forward to seeing you in Newport Beach on September 10-12 for some sun, sand, and great speakers.

*Carolyn Finn*



## New Members

**A** SIDIC welcomes the following new  
and returning members:

CAB International (Returning member)  
Wallingford, Oxon., England  
Representative: Andrea Powell  
E-mail: [a.powell@cabi.org](mailto:a.powell@cabi.org)

Interactive Composition Corp.  
1466 NW Naito Pkwy #200  
Portland, OR 97209-2820  
Phone: 503 221-9911  
Representative: Bob Kasher  
E-mail: [bob@iccorp.com](mailto:bob@iccorp.com)

National Archive Publishing  
300 North Zeeb Road, PO Box 998  
Ann Arbor, MI 48106-0998  
Representative: Peggi Clark  
E-mail: [peggi.clark@napubco.com](mailto:peggi.clark@napubco.com)

Reed Memorial Library  
1733 Route 6  
Carmel, NY 19512  
Phone: 845 225-2439  
Representative: Joy Wofse  
E-mail: [librarian@carmellibrary.org](mailto:librarian@carmellibrary.org)



## 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/spring06.htm> and click on POWERPOINT SLIDE-SHOW.*

### Introduction to the Program

Content digitization is changing the world for publishers, aggregators, universities, libraries, associations, and investors. At the same time, the explosion of available content is expanding the world of research for all end users. This meeting looks at each of the steps of the digitization process. The program begins with the process of content selection; then discusses the data and image conversion process; probes the ever challenging rights and permissions issues; discusses distribution from both the aggregator and content owners' perspectives; discusses selection of partners and explores new avenues of partnerships; asks investors what do they buy and sell and why; and examines the experiences of some users of digitized information.



### KEYNOTE ADDRESS

#### Who's Afraid of the Google Wolf?

*[Powerpoint presentation available]*

*Stephen Abram*

Vice President, Innovation, SirsiDynix

Google is the "400 pound gorilla" in our industry, and it has changed how we behave. The population needs digital information services, and it does thing differently in dealing with them; for example, there is a notable difference between the most borrowed and best selling books. Such behavior may not be evident to librarians because they believe only what they can see, which may

not be what is actually happening. It is important to get to the intellectual level and not be distracted by the physical.

We must adapt to the Millennial generation; if we do not, we are in major trouble. The Millennials are very enthusiastic about video games, and we can learn from this. Everquest, a major game provider, sells over \$1 million per day(!) of content. For information providers, video game research is not about gaming but about how people use the information. Millennials have larger brains and are smarter than previous generations. Thinking skills are no longer fact-based because fact-based knowledge changes and does not persist. This new generation is "scary smart and scary different".

In the real world, most users do not use the library; the biggest donors to libraries in North America do not have a library card. Libraries and computer scientists are hardly connected to how the rest of the world behaves. We are entering a knowledge and information society, but politicians are damaging it by cutting library funding! There is a chasm of technology adoption, and too many skeptics are in charge.

Facebook ([www.facebook.com](http://www.facebook.com)) is growing at a rate of 150,000 users a day, and MySpace ([www.myspace.com](http://www.myspace.com)) is gaining 250,000. Pay attention to this trend! It shows a new social movement. 85% of all students now have a MySpace account. These networks will last and their users will maintain their information contacts, not like the pre-digital days when college friends drifted apart after

graduation because there was no convenient way to keep in touch. Other rising social networks include secondlife.com with 1 to 2 million users; pandora.com which automatically drives music to its users; and teenspot.com, a large online social network for teenagers. SecondLife even has a teen section of its site. Libraries must be aware of these and similar developments and use the lessons learned from them to their advantage

Google has made major strides in developing new services.

- Google's library project has become an infrastructure. Readers form 20% of its users, but visual learners comprise 65%.
- Changeable defaults in Google Local allow delivery of customized content. MSN's NearMe has similar capabilities.
- Google is building the "Intranet for everyone". We must shift where the customers are and, yes, be afraid of the "gorilla".
- Google has launched services.google.com/university—a site promoting services tailored to university students. It is also exploring book rentals, in which users would have access to the full text of a book for a limited period of time. It also has a video search service at video.google.com.
- Google has begun to invest in wireless technology.
- Google is getting into the database business with GoogleBase. It is working on improving searching with Google Suggest: as the user begins typing a search word, Google displays a list of suggested terms and the number of hits for each.

Some other trends and significant recent events:

- Destination sites are no longer relevant, so personalization is becoming the new challenge.
- Downloads of information from *Nature* increased to over 50,000 when the content was made available on iTunes, not just Nature's site.
- Longer battery lives will fundamentally change how we live and work.
- Specialized search engines are growing: SingingFish allows searching of music by the words without metadata, and BlinxTV is a search engine for TV shows.
- Web 2.0 will be the next Internet bubble.
- 60% of university students never physically come to the campus. Information must be delivered to them at a lesson level.

This year and next year, in which advanced organizations will begin to exploit new waves of technology, will be significant. What would happen if...

- Smart phones became the dominant mobile device?
- An easy seamless DRM payment system develops through PayPal, Verisign, eBay, and Google Wallet?
- Entertainment content is streamed everywhere?
- All content becomes personal?

There are some niches where Google does not give good results. It is not good at "how" or "why" questions, for example. These may provide opportunities to beat Google at its own game.



## Content Selection

*Steve Barker* (SB), Vice president, iArchives (moderator)

*Lu Parziale* (LP), Vice president, HW Wilson Co.

*David Hart* (DH), Director, Online Library, Liberty Fund, Inc.

*Martin Kalfatovic* (MK), Head, New Media Projects Office, Smithsonian Institution

*John Walsh* (JW), Director of Digitization, Indiana University (IU)

SB:	How do organizations determine which content would add value if it were digitized? What do they do to make a collection searchable?
DH:	We digitize editions with useful scholarly applications that were published before 1923. We are a non-profit organization, so the content is made available free.
LP:	We look for complements to our existing product lines. Competition and customer needs drive full text needs. We obtained rights to over 2,000 journals that are in the Wilson databases, then scanned them and converted them to PDFs. They were re-composed when needed using in-house systems so that they would be readable in digital form. Users can access both the PDF and re-composed HTML files. We offer pricing like a book or a subscription, and users can decide which model is best for them.
JW:	I represent a major research library, so there is lots of content to choose for digitization. Some of our criteria are: <ul style="list-style-type: none"> <li>• Uniqueness—rare books or manuscripts held only at IU,</li> <li>• Content complementing institutional strengths (for example, IU has a specialized music collection),</li> <li>• Projects that will fit with the objectives of funders,</li> <li>• Similarity to previous projects, in which we have experience with the same type of content or media,</li> <li>• Relevance to Indiana,</li> <li>• Content supporting faculty interests and expertise, and</li> <li>• Presence and quality of the metadata.</li> </ul>
MK:	The Smithsonian has many of the same criteria. Uniqueness is very important. We are digitizing in-house collections such as the <i>Smithsonian Heritage Literature</i> , a collection of trade literature and catalogs going back 150 years. We also consider whether there is a collection of physical objects that accompanies the content.
SB:	How are digitization projects funded?
DH:	We have few constraints because of our nonprofit status and trust agreements.
LP:	We consider what will bring in revenue to sustain the business, especially by completing existing product lines and creating better offerings for our customers.
JW:	We have internal funding for small projects and seek grants for larger ones.
MK:	The Smithsonian gets Federal appropriations as well as private funding.
SB:	Once the content is digitized, is there any value to retaining the originals?
DH:	Never trust a digitized version without looking at the PDF. Scholars want to see originals.
LP:	Copyright is an issue. We must have rights to the original journals to be able to

	make them available to our customers. Technology should be able to accommodate our needs so that digital formats can be trusted.
JW:	A facsimile image of the original must be retained, especially for manuscripts that may be damaged or have words that cannot be deciphered. Having the original lets other scholars make suggestions and allows them to see the original illustrations and symbols.
MK:	The paper copy is the true copy.



## Content Conversion

*Debra Brown Spruill (DS), Director, OCLC Preservation Centers (Moderator)*

*[Powerpoint presentation available]*

*Ranjit Singh (RS), President and CEO, TechBooks*

*Joel Pozansky (JP), President, Publishing Solutions, Apex CoVantage*

*Jack Abuhoff (JA), CEO, Innodata Isogen*

*Mark Gross (MG), President, Data Conversion Laboratory*

*Marjorie Hlava (MH), President, Access Innovations [Powerpoint presentation available]*

DS:	After the content is selected for digitization, then what? How will it be converted, organized, and accessed? Will new taxonomies be built?
RS:	Content is holistic, so the whole value chain must be considered. A full service organization will provide creation, tagging, presentation, distribution, and delivery of content in many forms. E-learning is now becoming part of delivery, so most textbooks now have an interactive portion; its production is another step in the content conversion process.
JP:	Offshore capabilities have made much more digitization possible. There has been much development of underlying technologies, and high bandwidth has made it easy to display images to users. It is more economical to present a digitized image because no re-keying is needed, but quality metadata is necessary. As the volume of content grows, navigation becomes more valuable to users, so part of the digitization process is to make sure that all the links work properly. The type of content drives what can be done with it and how the user will access it. Automated assisted metadata production gives the most improvements to digitization.
JA:	A digitization project is a lot like renovating a kitchen. Many risks must be taken, and lots can go wrong. It is necessary to meet the needs of the business, complete the project on time and within the budget to produce the expected benefits and meet performance expectations. A blueprint is necessary, so build a platform to identify and minimize the risks. Make sure you have a robust statement of work to effectively manage the entire process.
MG:	The bar continues to rise. How can we manipulate data so it can be used as information? Frequently if the data is harmonized, much of it is repetitive between documents, so “boiler plate” can be effectively used.
MH:	We must regularly re-invent the business model. The process today involves more than digitization; value must be added. We need to arrive at <i>finding</i> data, which is why taxonomies are currently very popular for adding value. XML is also necessary because everyone needs it.

## Rights and Permissions

Bill Burger, Vice President, Copyright Clearance Center (moderator)

*[Powerpoint presentation available]*

Corilee Christou (CC), Vice President, Reed Business Information

Linda Beebe (LB), Sr. Director, PsycINFO

Mark Zecca (MZ), Director, Mitchell1

CC:	The medium is the message, and different media demand different messages. The opportunity space is very broad and can reach users of all kinds. Do you really want anything and everything digitized? Many sites do not tell you that the content is copyrighted or what you can and cannot do with it. What are we doing to try and prevent violations? We must educate users because they have to know what is permissible.
LB:	All APA databases use the same taxonomy and search interface, but policies for rights are mixed. PsycINFO has no full text, but coverage agreements are in place for all journals in the databases. Electronic feeds are licensed to automate production processes. Because of those feeds, comprehensive rather than selective coverage of journals is more likely. Publishers give access to the full text on the good faith that it will be used only in the production process. APA wants exclusive licenses so that librarians pay for content only once. Publishers must have consistent policies that do not vary. Generally, they will give permission to access print formats much more readily than electronic.
MZ:	<p>Mitchell1 is a business unit of Snap-On Tools, a producer of auto repair manuals. The information produced must be passed to users in various forms. Car manufacturers used to distribute information only once, without follow-ups. Now with the Web, they can easily update their information, and they are starting to care about rights and intellectual property issues. Mitchell1 adds value to their content and edits it.</p> <p>Reasonability rules. The content represents a public value, so information about auto repairs becomes part of the public domain. Expectations of the data are driven by an understanding of the property of the creator and what are the rights of the users. When content providers (auto manufacturers) suddenly decided to charge for their data, the business models of the aggregators had to change. Public attitudes have changed, and publishers are not worried about print as much now. They are starting to want to be the destination for Web traffic, displacing the aggregators. Cannibalization fears are much different than previously because of search engines and the position of results on hit lists. Web traffic has become a key metric.</p>

~~~~~

## Content Distribution

Diane Hoffman (DH), Cambridge Scientific Abstracts (moderator)

Eric Calaluca (EC), President and CEO, Paratext

Barbara Chen (BC), Editor, *MLA International Bibliography*

Jay Rosenfield (JR), President, CompBase, Inc. [*PowerPoint presentation available*]

Christopher Pooley (CP), Copyright Clearance Center

|     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CP: | Aggregators are now on an inflection point as end users do more of their own searching. Pricing models are driven by new technologies, which is a new inflection point. E-books have become a reference product. They are searchable but maintain the book metaphor.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| BC: | <p>We must keep up with technology and users' expectations. The <i>MLA Bibliography</i> has always been sold to academic institutions. Although it has existed in electronic form for over 30 years, the printed version is still produced because MLA has members not affiliated with libraries that want it.</p> <p>The <i>Bibliography</i> is distributed by five vendors, which is a manageable number. The same royalty scheme is in effect for all vendors (although it would be illegal to set the same <u>prices</u> for all vendors, it is not illegal to set the same royalties because vendors are free to sell the product at whatever price they wish). All vendors are treated equally, and each one adds value. MLA wants subscription renewals, so the <i>Bibliography</i> is being enhanced by adding older content without increasing the price.</p> |
| EC: | Content distribution leads to more sales. Products are developed by looking for gaps in the information flow. Once the data are obtained, it is digitized in-house and distributed with its own search engine. A unique sales force does lots of specialized user education. When you are in a specialized area, doing everything in-house allows a focus on depth with clarity.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| JR: | Many product gaps exist because nobody wants to deal with the information. CompBase deals with information produced by local court clerks moving it from court vaults to the Web. It provides continuity because clerks change as local administrations change.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| DH: | What is the most important driver in making a distribution decision?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| CP: | The user's workflow and their need for information on the desktop.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| BC: | For associations, it is members' desires.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| EC: | The competence and expertise of librarians. You must focus on the market, know the information you are selling and why people want to use it.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |



## Unique Partnerships in Content Distribution

Mark Sandler (MS), Digital Director, University of Michigan (moderator)

Rommel Nunn (RN): Vice President, NewsBank

Suzanne BeDell (SB): Vice President, ProQuest

Stephen Rhind-Tutt (SR): President, Alexander Street Press

Thomas Evans (TE): Government Printing Office

|     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| MS: | <p>Libraries are now asking:</p> <ul style="list-style-type: none"> <li>• What can we build instead of buy?</li> <li>• What can we help others build?</li> <li>• What do we need in staff and infrastructure to help implement these new functions?</li> <li>• What can we outsource and pay for on a transaction basis?</li> <li>• What kinds of partnerships can we (or should we) form?</li> </ul> <p>Libraries are increasingly open to partnership efforts, not only with their peers but also with commercial publishers.</p>                                                                                |
| RN: | <p>The publisher-library relationship is symbiotic. Libraries could not exist without publishers, but publishers could exist without libraries. One example of a working partnership is that between Readex and the American Antiquarian Society (AAS). Readex has staff in the AAS building to digitize materials for the Early American Newspapers database.</p>                                                                                                                                                                                                                                                 |
| SB: | <p>The Text Creation Partnership (TCP) is between Readex, University of Michigan, ProQuest, and other institutions. It supports the research needs of scholars by creating material in electronic form. One project is digitizing 125,000 books published between 1473 and the 1820s. The database is housed at ProQuest; partner libraries have access through the ProQuest interfaces. Researchers can use the information at will. This arrangement works because there is an incentive and reward for all the partners.</p>                                                                                    |
| SR: | <p>If you are not bringing something unique to a partnership, it probably will not work out. The distinction between libraries and publishers has disappeared. We see a prominent example of this with Microsoft and software. Some aggregators are behaving like publishers. The opportunity to make money on free distribution of materials is decreasing.</p> <p>Alexander Street Press has over 350 relationships with publishers and authors. In one partnership, it has created InTheFirstPerson.com, which is a database of repositories of freely available letters and diaries from around the world.</p> |
| TE: | <p>The GPO is part of the Federal Depository Libraries program. It has been putting materials online since it received permission from Congress in 1993. The goal is to have all government documents back to the beginning of the U.S. available online. Since this will be a collection of between two and three million documents, partnerships will be very important. Examples of some work in this area:</p> <ul style="list-style-type: none"> <li>• A registry has been created so that people can register what digitization projects</li> </ul>                                                          |

|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <p>they have underway. This prevents duplication of effort.</p> <ul style="list-style-type: none"> <li>• Web sites of discontinued government agencies are held in a “cyber-cemetery” at the University of North Texas, so that information is not lost.</li> <li>• The GPO has 14 partners that hold copies of its data, using the LOCSS (Lots Of Copies keep Stuff Safe) principle.</li> <li>• Some law libraries have partnered with the GPO and public agencies to make legal information available and preserve it.</li> </ul> |
|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|



## Investment Panel

Jeff Moyer, Executive Vice President, National Archive Publishing (moderator)

David Flaschen (DF), President, Castanea Partners

Manny Fernandez (MF), Managing Director, SI Ventures

Michael Tansey (MT), CEO, Jobson Medical Information LLC

|     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| DF: | <p>It is a seller’s market now, and although a buyer can be found for nearly anything, some things are much more in demand than others. Community is the name of the game, so companies using social expressions or networking are very much in demand. Traditional content copying is under attack. The hub model (provider to users) is being replaced by peer-to-peer knowledge shoring networks. Successful companies in this business facilitate the exchange of knowledge and do not produce content. Examples are Innocentive which helps scientists in the chemical and pharmaceutical areas solve problems, and prosper.com, which brings buyers and sellers of mortgages together. Behavior-driven marketing service and e-commerce companies are also very much in demand. Examples are Adknowledge, which helps companies with lead generation, and Affinova, which provides genetic algorithms for new product development. Purely lead-generating companies are still somewhat in demand (i.e. TripAdvisor), but advertising-based hard copy publishing companies have fallen out of favor.</p>                                                     |
| MF: | <p>How should a company prepared itself for a merger or acquisition? The environment has changed since the 1990s, and metrics like cash flow and profitability now matter. The 1990s changed everything and disrupted every old-fashioned business model, but today’s Web is starting to change. Paying for access and pay as you go sites are opening opportunities to profit from the Web. Price for performance is now being emphasized, and the market is now favoring mergers instead of IPOs. Recurring revenues are king, and investors are demanding high multiples. The paradigm has changed from people-dependent companies to product-dependent ones: how dependable is your market? Investors also consider scalability and the cost of acquiring a customer. A purchaser is not only buying a product, but also the customers; how dependent are they on the products? Another consideration is what the merged company can deliver when it has more money and a larger sales force. It is no longer a PR game; substance does matter, and financial metrics are important. Profitability, cash flow, and strategic fit are no longer bad words!</p> |
| MT: | <p>It is important to look at the objectives driving investments. Private equity investors want to own the entire business; they expect cash flow and want to pay down debt.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

|  |                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | The market is “frothy” now; there is a lot of money chasing solid returns, so if one wants to exit a business, now is an excellent time. A major consideration is what buyers think the future cash flow will be. How will the business grow? Is the growth sustainable? How predictable is the cash flow? To raise money successfully, go to an experienced person, have an exotic technology, and learn lessons from past experiences. |
|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|



## End User Perspective

M.J. O’Leary, Vice President, Marketing and Sales, John Wiley & Sons (moderator)

Delores Meglio (DM), Director, Knovel Corp. *[PowerPoint presentation available]*

John Ganly (JG), Assistant Director, New York Public Library (NYPL)

Anne Haws (AH), Director, Academic Publishing, University of Phoenix

*[PowerPoint presentation available]*

Jodi Healy (JH), Director, Print Library Partnerships, Google

*[PowerPoint presentation available]*

|     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|-----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| JG: | At NYPL, business users account for 60 to 70% of database usage. Most people do not use advanced search features of search engines. The future success of public libraries is in customization, which requires considering age demographics and carefully defining the user population.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| AH: | <p>The University of Phoenix is the largest university in North America. It has over 275,000 students, 20,000 faculty, and 170 campuses. It offers over 70 programs that lead to a degree or certificate.</p> <p>We are on a journey from printed to electronic books. There has been a big shift to the digital world, and e-books have generally found acceptance. Most students access books electronically now; less than 1% buy printed textbooks. They tend to download the PDF file and print out the desired portions, so they may not be reading as much online as we originally thought. Students therefore avoid the high cost of textbooks. They can search them electronically and use portions of them in summary documents. They hate DRM because they want to do multiple downloads to different PCs, etc. So there is a balancing act between protecting the rights of publishers and adding value to the end user experience. Note that about 10% of courses will never be put online, such as those which make heavy use of anthologies or photographs (art history, etc.).</p> |
| JH: | Google’s mission is to organize the world’s information (not just the online information) and make it universally accessible. Google’s first step towards this goal was Google Book Search (GBS), which is the first time Google has used offline information in its database. Input to GBS comes from publishers sending materials to Google for digitization and Google’s partnership with five major academic libraries. When publishers submit material to Google, they can determine how much of the content is displayed to users. Generally, the user is allowed to view a few pages before and after the search term. If the book is in the public domain, the user can see all of it.                                                                                                                                                                                                                                                                                                                                                                                                     |

|     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|-----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|     | <p>People search for almost anything, so Google would like to include as many books in GBS as they can. Even if there are only five people in the world interested in a book, Google would like to connect them. The biggest benefit of GBS is the ability to search the entire book. Many times people find out about books they were unaware of. For example, one user searched on his name and found an obscure book showing some early pictures of family members. He bought two copies of it. This is an example of how GBS helps publishers increase their revenues. Librarians also make heavy use of GBS in answering reference questions.</p> <p>Future developments for GBS include adding more books, digitizing books in many languages, and including books from other digitization projects.</p>                                                                   |
| DM: | <p>Knovel is a web-based interactive database producer that aggregates science and engineering reference books and databases from nearly 40 publishers and professional societies. The database contains 840 reference books in 18 subject areas and caters to 21 million engineers, scientists and students. Knovel's products are frequently purchased by librarians, but they are mainly used by end users. 65% of their customers are corporations, 10% are government agencies, and 25% are academics. Knovel likes to think of itself as the "Google for the Sci-Tech world".</p> <p>Users like Knovel's simple interface and multidisciplinary databases available in one place, and for these reasons, Knovel enjoys a 98% renewal rate. Knovel's biggest challenge is to increase its awareness among users and to provide more local content in several languages.</p> |



## ENDNOTE ADDRESS

*Robert Asleson, Redalen*

**B**ob Asleson has worked with and founded the precursors of many of the companies in our industry over the span of an amazing career of some 40 years. In his endnote address, he shared some of his reminiscences and mentioned a number of the pioneers that have influenced him. He said that it is important to always consider how we arrived where we are and build on what went before. The only way to find and launch new products is to find a problem. In this vein, Asleson listed the following pioneers of the industry.

- **William Frederick Pool** was the creator of *Pool's Index*, the first fed-

erated search system. Nobody knew what was in magazines, so Pool started his index in 1848. The index was a forerunner of HW Wilson, which continues to index some of the same magazines as Pool.

- **William Thomas Stead** covered press conferences as a reporter and created an index to periodicals for British magazines.
- **Eugene Power** founded University Microfilms, which led to UMI, ProQuest, and many other businesses.
- **Eugene Garfield** developed citation indexing, which is based on the principle that "cream rises to the top".
- **Fred Ruffter** saw a problem finding information about associations and created the *Encyclopedia of Associations*, which led to Gale Research.

- **Jim Adler** indexed Congressional hearings, from which came the Congressional Information service. It was launched because there was no service following this information.
- **Monte Hyams** founded the Derwent *World Patents Index*—an index to newly issued patents.
- **Sam Friedman** and **Milton Mandel** filmed US patents and paid royalties to Yale University, which was a new concept at the time.
- **Roger Summit** and **Carlos Cuadra** were founders of the first two large commercial online searching services.
- **Mel Day** issued the first RFP for an online database and was instrumental in creating the NASA database.
- **Brower Murphy** was the first to use CD-ROMs as data storage devices in his creation of Bibliofile.
- **Eric Calaluca** followed up on Murphy's innovation by creating the first full text project that used a CD-ROM version of a database.



## ASIDIC Full Members

| Member                                                           | Representative      |
|------------------------------------------------------------------|---------------------|
| Access Innovations Inc                                           | Jay Ven Eman        |
| Agent Software Corp                                              | W Allan Goode       |
| Agilent Technologies                                             | Cynthia Alfieri     |
| American Economic Association                                    | Drucilla N Ekwurzel |
| American Institute of Physics                                    | Tim Ingoldsby       |
| American Psychological Association                               | Linda Beebe         |
| Arnold Information Technology                                    | Stephen Arnold      |
| CABI Publishing                                                  | Andrea Powell       |
| Cambridge Scientific Abstracts                                   | Matt Dunie          |
| CEDROM-SNI                                                       | Mauricio Fernandez  |
| Chemical Abstracts Service                                       | Harry F Boyle       |
| Defense Technical Information Center                             | Mary J Weiss        |
| Division of Drug Information Service                             | Ronald A Herman     |
| EBSCO Publishing                                                 | Mark Herrick        |
| Forbes Inc                                                       | Anne Mintz          |
| iArchives Inc                                                    | Russell Wilding     |
| Information Today Inc                                            | Thomas H Hogan      |
| Ingenta                                                          | Anne L Orens        |
| INIST-CNRS                                                       | Marc Guichard       |
| INSPEC Inc                                                       | Erica Mobley        |
| Interactive Composition Corp (ICC)                               | Bob Kasher          |
| IOP Publishing Inc.                                              | Stephen Moss        |
| Knight Ritter Digital                                            | Bruce Koon          |
| LexisNexis                                                       | Dawn M Conway       |
| Marcinko Enterprises, Inc.                                       | Randall W Marcinko  |
| Mark Logic Corporation                                           | David Spenhoff      |
| MuseGlobal                                                       | Kate Noerr          |
| National Research Council-CISTI                                  | Cameron Macdonald   |
| NC State University--Tobacco Literature Service                  | Pamela E Puryear    |
| NERAC Inc                                                        | Kevin A Bouley      |
| Newsbank Inc                                                     | Michael G Walker    |
| NTIS                                                             | Willis Clark        |
| Onvia                                                            | Irvine Alpert       |
| Plunkett Research Ltd                                            | Jack W Plunkett     |
| ProQuest Information & Learning                                  | Marcus Woodburn     |
| Really Strategies Inc                                            | Barry W Bealer      |
| Reed Memorial Library                                            | Joy Wofse           |
| TechBooks Inc                                                    | Iris L Hanney       |
| The British Library                                              | David Brown         |
| Thomson Scientific                                               | Carolyn Finn        |
| US Dept of Energy Office of Scientific and Technical Information | Karen J Spence      |
| US Government Printing Office                                    | Judith Russell      |
| US Patent & Trademark Office                                     | Ed Johnson          |
| Vivisimo Inc                                                     | Frank Bilotto       |
| Wolters Kluwer Health                                            | David Myers         |

**ASIDIC Associate Members**

|                                  |                 |
|----------------------------------|-----------------|
| American Water Works Association | Kurt M Keeley   |
| eContent Strategies              | Jean Bedord     |
| Georgia Institute of Technology  | Miriam A Drake  |
| Information Sources Inc          | Ruth K Koolish  |
| Informed Strategies              | Judy Luther     |
| Mary C Berger Associates         | Mary C Berger   |
| National Archive Publishing      | Peggi L Clark   |
| Next Wave Consulting             | Deborah L Wiley |
| open-conference                  | Peter McKay     |

## ASIDIC Fall Meeting Attendees

Stephen Abram  
SirsiDynix  
120 Perth Avenue, Apt. 412  
Toronto, ON M6P 4E1  
Phone: 416 669-4855  
E-mail: [stephen.abram@sirsidynix.com](mailto:stephen.abram@sirsidynix.com)

Jack Abuhoff  
Innodata-Isogen Inc  
3 University Plaza  
Hackensack, NJ 07601-6208  
Phone: 201-488-1200, X5200  
Fax: 201-488-9099  
E-mail: [jabuhoff@innodata-isogen.com](mailto:jabuhoff@innodata-isogen.com)

Steve Agganis  
ECNext  
9200 Worthington Road  
Westerville, OH 43147  
Phone: 614 682-5134  
E-mail: [sagganis@ecnext.com](mailto:sagganis@ecnext.com)

Mary Kay Akerman  
American Economic Association  
2403 Sidney St, #260  
Pittsburgh, PA 15203-5118  
Phone: 412-268-3869  
Fax: 412-268-6810  
E-mail: [mka@econlit.org](mailto:mka@econlit.org)

Robert Asleson  
Redalen  
6106 Davenport Terrace  
Bethesda, MD 20817  
Phone: 301-229-9639  
E-mail: [boba33@paratext.info](mailto:boba33@paratext.info)

Christine Aube  
GuideStar  
401 Courthouse St., Suite 220  
Williamsburg, VA 23188  
Phone: 757-229-4631, Ext. 43  
Fax: 757-229-8912  
E-mail: [caube@guidestar.org](mailto:caube@guidestar.org)

Relly Banker  
Kanda Software Inc  
275 Wyman Street  
Waltham, MA 02451  
Phone: 781 890-0890, x196  
E-mail: [rbanker@kandasoft.com](mailto:rbanker@kandasoft.com)

Steve Barker  
iArchives  
588 West 400 Street  
Lindon, UT 84042  
Phone: 801 224-4015  
E-mail: [sbarker@iarchives.com](mailto:sbarker@iarchives.com)

Barry W Bealer  
Really Strategies Inc  
618 S Broad Street, 2nd Floor  
Lansdale, PA 19446-5200  
Phone: 215-631-3107 x13  
Fax: 215-631-9358  
E-mail: [bbealer@reallysi.com](mailto:bbealer@reallysi.com)

L Suzanne BeDell  
ProQuest Information & Learning  
300 N Zeeb Road, PO Box 1346  
Ann Arbor, MI 48106-1346  
Phone: 800 521-0600  
E-mail: [suzanne.bedell@il.proquest.com](mailto:suzanne.bedell@il.proquest.com)

Linda Beebe  
American Psychological Association  
750 First St NE, Ste 100  
Washington, DC 20002-4242  
Phone: 202-336-5636  
Fax: 202-336-5633  
E-mail: [lbeebe@apa.org](mailto:lbeebe@apa.org)

Mary C Berger  
Mary C Berger Associates  
65 Weed Avenue  
Norwalk, CT 06850-2226  
Phone: 203-852-9331  
E-mail: [marycberger@aol.com](mailto:marycberger@aol.com)

Kevin Blackwell  
 NERAC Inc  
 1 Technology Drive  
 Tolland, CT 06111  
 Phone: 860 872-7000  
 E-mail: kblackwell@nerac.com

Kevin A Bouley  
 NERAC Inc  
 One Technology Dr  
 Tolland, CT 06084-3900  
 Phone: 860-872-7000  
 Fax: 860-871-7835  
 E-mail: kbouley@nerac.com

Andrew Braid  
 British Library Document Supply Centre  
 Boston Spa  
 Wetherby, W Yorks S23 7BQ  
 Phone: 193-754-6030  
 Fax: 193-754-6246  
 E-mail: andrew.braid@bl.uk

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

Eric Calaluca  
 Paratext  
 PO Box 34207  
 Austin, TX 78734  
 Phone: 512 266-5718  
 E-mail: ec@paratext.com

Jean Paul Chauvet  
 Innodata Isogen  
 6227 Deacon Street  
 Montreal, Quebec H3C 2N8  
 Phone: 514 577-0278  
 E-mail: jchauvet@innodata-isogen.com

Barbara Chen  
 Modern Language Association  
 26 Broadway  
 New York, NY 10004-1789  
 Phone: 646 576-5076  
 Fax: 646 835-4021  
 E-mail: bchen@mla.org

Corilee Christou  
 Reed Business Information  
 4913 Shannon Way  
 Middletown, OH 45042-4005  
 Phone: 513-727-8697  
 Fax: 513-727-1509  
 E-mail: cchristou@reedbusiness.com

Peggi L Clark  
 National Archive Publishing  
 300 North Zeeb Road, PO Box 998  
 Ann Arbor, MI  
 MI 48106-0998  
 Phone: 800 420-6272, x2479  
 E-mail: peggi.clark@napubco.com  
 Mitchell Davis  
 Amazon  
 605 5th Ave S  
 Seattle, WA 98104  
 Phone: 206 697-4942  
 E-mail: midavis@amazon.com

Ken Doctor  
 Content Bridges  
 1812 Dry Creek Road  
 San Jose, CA 95124  
 Phone: 408-605-0609  
 E-mail: kdoctor@gmail.com

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

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

Thomas C Evans  
 US Government Printing Office  
 732 North Capitol Street NW  
 Washington, DC 20401-0001  
 Phone: 202 512-1524  
 Fax: 202 512-1314  
 E-mail: tevans@gpo.gov

Manny Fernandez  
 SI Ventures  
 12600 Gateway Blvd  
 Ft. Myers, FL 33913  
 Phone: 239 561-4225  
 Fax: 239 561-4269  
 E-mail: manny.fernandez@gartner.com

Carolyn Finn  
 Thomson Scientific  
 3501 Market St  
 Philadelphia, PA 19104-3389  
 Phone: 215-386-0100 x1478  
 Fax: 215-387-4706  
 E-mail: carolyn.finn@thomson.com

David Flaschen  
 Castanea Partners  
 Three Newton Executive Park, Suite 304  
 Newton, MA 02462  
 Phone: 617 630-2431  
 E-mail: dflaschen@castaneapartners.com

John Ganly  
 New York Public Library  
 Science, Industry and Business Library  
 188 Madison Ave  
 New York, NY 10016-4314  
 Phone: 212 592-7261  
 E-mail: jganly@nypl.org

Mark Gross  
 Data Conversion Laboratory  
 61-18 190th Street, 2nd Floor  
 Fresh Meadows, NY 11365  
 Phone: 718 357-8700  
 Fax: 718 357-8776  
 E-mail: markgross@dclab.com

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

Michael Hart  
 TechBooks Inc  
 3318 California St. #2  
 San Francisco, CA 94118  
 Phone:  
 E-mail: michaelhart97@yahoo.com

David Hart  
 Liberty Fund Inc  
 8335 Allison Pointe Trail, No. 300  
 Indianapolis, IN 46250-1684  
 Phone: 317 579-6048 x 6054  
 E-mail: dhart@libertyfund.org

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

Anne A Haws  
 Apollo Publishing - University of Phoenix  
 4575 East Elwood Street, Suite 104,  
 MS AA-D101  
 Phoenix, AZ 85040  
 Phone: 480 446-5017  
 Fax: 480 921-4271  
 E-mail: anne.haws@apollogrp.edu

Jodi Healy  
 Google  
 1600 Amphitheatre Parkway  
 Mountain View, CA 94043  
 Phone: 650 253-5343  
 E-mail: jhealy@google.com

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

Diane Hoffman  
 Cambridge Scientific Abstracts  
 48 Governors Lane  
 Princeton, NJ 08540  
 Phone: 609 924-7474  
 Fax: 609 924-4838  
 E-mail: dhoffman@csa.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

Anita Holland  
TechBooks, Inc.  
545 Meadowfield  
Lawrenceville, GA 30043  
Phone: 770-277-0891  
Fax: 770-277-0994  
E-mail: anita.holland@techbooks.com

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

Ed Johnson  
US Patent & Trademark Office  
PO Box 1450  
Alexandria, VA 22313-1450  
Phone: 703-306-2621  
Fax: 703-306-2737  
E-mail: ed.johnson@uspto.gov

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

Ron Jones  
TechBooks  
310 SE 10th Street  
Pompano Beach, FL 33060  
Phone: 945 94607371  
E-mail: ron.jones@techbooks.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

Bob Kasher  
Interactive Composition Corp (ICC)  
1466 NW Naito Pkwy, #200  
Portland, OR 97209-2820  
Phone: 503 221-9911  
Fax: 503 221-0956  
E-mail: bob@iccorp.com

Erich Kesse  
University of Florida Library  
525 NE 9th Avenue  
Gainesville, FL 32601  
Phone: 352 846-0129  
E-mail: erich@uflib.ufl.edu

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

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

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

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

Ronald E McMillen  
American Psychiatric Publishing Inc  
1000 Wilson Blvd  
Arlington, VA 22209  
Phone: 301 437-3420  
E-mail: rmcmllem@psych.org

Delores Meglio  
 Knovel Corp  
 489 5th Ave, 12th Floor  
 New York, NY 10017  
 Phone: 212 297-080, x12  
 E-mail: dmeglio@knovel.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

Jeff Moyer  
 National Archive Publishing  
 P O Box 998  
 Ann Arbor, MI 48106-0998  
 Phone: 800 420-6272  
 E-mail: jmoyer@napubco.com

Heide Mueller-Hatton  
 Thomson Scientific  
 3501 Market St  
 Philadelphia, PA 19104  
 Phone:  
 E-mail:

David Myers  
 Wolters Kluwer Health  
 333 7th Ave 20th Floor  
 New York, NY 10001  
 Phone: 646-674-6354  
 Fax: 646-674-6301  
 E-mail: dmyers@ovid.com

Olin Nettles  
 American Psychological Association  
 750 First Street NE  
 Washington, DC 20002-4242  
 Phone: 202 336-5779  
 E-mail: onettles@apa.org

Rommel Nunn  
 NewsBank  
 13 Springvale Road  
 Croton-on-Hudson, NY 10520  
 Phone: 914 293-0733  
 E-mail: rnung@newsbank.com

Tom O'Brien  
 Apex CoVantage  
 120 Presidents Plaza, 198 Van Buren St  
 Herndon, VA 20170  
 Phone: 703 709-3000  
 Fax: 703 709-8242  
 E-mail: tob@apexcovantage.com

Erin O'Hare-Kelly  
 NERAC Inc  
 1 Technology Drive  
 Tolland, CT 06111  
 Phone: 860 872-7000  
 E-mail:

M J O'Leary  
 John Wiley & Sons Inc  
 111 River Street, MS 6-01  
 Hoboken, NJ 07030-5774  
 Phone: 201 748-6124  
 E-mail: mjoleary@wiley.com

Lucian A Parziale  
 H W Wilson Company  
 950 University Ave  
 Bronx, NY 10452-4297  
 Phone: 718 588-8400  
 E-mail: lparziale@hwwilson.com

Christopher G Pooley  
 Copyright Clearance Center  
 221 South Street  
 Needham, MA 02492  
 Phone: 781 706-0409  
 E-mail: cpooley@copyright.com

Gerri Potash  
 NERAC Inc  
 One Technology Dr  
 Tolland, CT 06084-3900  
 Phone: 860-872-7000  
 Fax: 860-871-7835  
 E-mail: gpotash@nerac.com

Joel Poznansky  
 Apex CoVantage  
 120 Presidents Plaza, 198 Van Buren Street  
 Herndon, VA 20170-5338  
 Phone: 703 709-3494  
 E-mail: joel@apexcovantage.com

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

Jay A Rosenfield  
 CompBase Inc.  
 50 Power Road  
 Pawtucket, RI 02860  
 Phone: 401 727-1567  
 E-mail: j@compbase.com

Mark Sandler  
 University of Michigan  
 Harlan Hatcher Graduate Library  
 920 N University  
 Avenue Ann Arbor, MI 48109-1205  
 Phone: 734 764-1444  
 E-mail: sandler@umich.edu

Frederick Schoff  
 Foundation Center  
 79 Fifth Ave  
 New York, NY 10003  
 Phone: 212 807-3621  
 E-mail: fks@fdncenter.org

Arthur Sciarrotta  
 Lebhar-Friedman Inc  
 3922 Coconut Palm Drive  
 Tampa, FL 33619  
 Phone: 813 627-6728  
 Fax: 813 627-6905  
 E-mail: asciarro@lf.com

Steven K Sieck  
 Electronic Publishing Services USA, LLC  
 200 E. 10th St., #418  
 New York, NY 10003  
 Phone: 917-534-9951  
 Fax: 212-598-4893  
 E-mail: steve@epsltd.com

Ranjit Singh  
 TechBooks  
 11150 Main Street, Suite 402  
 Fairfax, VA 22030  
 Phone: 703 352-0001 x1132  
 E-mail: ranjit.singh@techbooks.com

Alan D Snyder  
 Fry Communications, Inc  
 101 Fry Drive  
 Mechanicsburg, PA 17055  
 Phone: 800 334-1429 x4510  
 E-mail: asnyder@frycomm.com

Debra Spruill  
 OCLC Preservation Service Centers  
 9 South Commerce Way  
 Bethlehem, PA 18017  
 Phone: 800 773-7222  
 Fax: 610 758-9700  
 E-mail: spruilld@oclc.org

Michael J Tansey  
 Jobson Medical Information, LLC  
 100 Avenue of the Americas  
 New York, NY 10013  
 Phone: 212 274-7085  
 Fax: 212 219-7860  
 E-mail: mtansey@jobson.com

Bina Oza Trivedi  
 TechBooks  
 2515 West Walton Street Suite 2  
 Chicago, IL 60622  
 Phone: 773 384-9780  
 Fax: 773 489-4920  
 E-mail: bina.trivedi@techbooks.com

Jay Ven Eman  
 Access Innovations Inc  
 PO Box 8640  
 Albuquerque, NM 87198-8640  
 Phone: 505 265-3591  
 Fax: 505-256-1080  
 E-mail: j\_ven\_eman@accessinn.com

Olga Virakhovskaya  
 Thomson Gale  
 3226 Whitney Ave.  
 Hamden, CT 06518  
 Phone: (203) 392-3021  
 E-mail: olga.virakhovskaya@thomson.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

John Walsh  
Indiana University  
1320 East Tenth St  
Bloomington, IN 47405  
Phone: 812 855-8758  
Fax: 812 856-2062  
E-mail: jawalsh@indiana.edu

Russell Wilding  
iArchives Inc  
588 W 400 S, Suite 120  
Lindon, UT 84042-1934  
Phone: 801-224-4015  
Fax: 801-224-4189  
E-mail: rwwilding@iarchives.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

Joy Wofse  
Reed Memorial Library  
1733 Route 6  
Carmel, NY 19512  
Phone: 845 225-2439  
Fax: 845 225-1436  
E-mail: librarian@carmellibrary.org

David Worlock  
Electronic Publishing Services Ltd  
26 Roseberry Avenue  
London, EC1R 4SX  
Phone: 020 7837 3345  
Fax: 020 7837 8901  
E-mail: drw@epsLtd.com

Mark Zecca  
Mitchell 1, Snap-On, Inc  
14145 Danielson Street  
Poway, CA 92064  
Phone: 858 391-5233  
E-mail: mark.zecca@mitchell1.com

# ASIDIC Thanks The Following Organizations For Their Generous Support of This Meeting



Marcinko Enterprises, Inc.

