

ASIDIC Fall 2005 Meeting
September 11-13, 2005
Silverado Resort
Napa, CA

The Changing Value of Content

- Program Chair: **Barry Bealer**, Really Strategies, Inc.
- Program Chair: **Gerri Potash**, Nerac, Inc.
- Local Host: **Randy Marcinko**, Marcinko Enterprises, Inc.

Final Program

Introduction to the Program:

Value is in the eye of the beholder. The ASIDIC fall meeting will look at the changing value of content; how publishers continually have pressure to add more value to content; how aggregators need to create value added tools; and how the user now has the opportunity to add value (e.g., personalization), even freely editing content in popular wiki environments. Come and listen to leaders in the information industry speak about how their companies are addressing the value added equation and producing content that users feel is worth paying for.

Sunday, September 11, 2005

4:00 **Registration starts**

5:00 – 7:00 **Reception – Cocktails and Hors D'oeuvres**

7:30 – **No Host group dinner**

Monday, September 12, 2005

8:00 – 8:30 **Continental breakfast**

8:30 – 9:00 **ASIDIC Business Meeting** (All are welcome)

9:00 – 9:15 **Welcome – Kevin Bouley**, ASIDIC President

- Who's Who and Who's Here
- **Program Introduction – Barry Bealer**

9:15 – 10:15 **KEYNOTE ADDRESSES**

From the first touch of pen to writer's paper (or the initial keystroke to mark a screen) the true value of any content being created becomes a question in the mind of authors,

publishers, aggregators, and users. Content creators today are faced with a series of options with regard to where to display their work and users are faced with a variety of options as to where to access information. Since value is typically defined in the eye of the user, authors, publishers and aggregators need to explore all their options to disseminate their content, as users will embrace those services that provide them easy access and maximum utility. Jeff Cutler, Chief Revenue Officer of Answers.com, will talk about how the landscape for distributing information is changing quickly and dramatically and will show how Answers.com has shifted the paradigm of "searching for information" to one of "finding answers". By aggregating authoritative sources, both traditional and wiki and making it easily available from any platform, Answers.com is delivering on the promise of instant information anywhere to professionals, students, and individual consumers. In addition, Jeff will show how the ability now exists to test new business models in real-time and enhance products instantly to continually provide the greatest combination of user utility and revenue.

- Jeffrey Cutler, Chief Revenue Officer, GuruNet (creator of Answers.com) [[BIO](#)]

Jeffrey Cutler is a senior executive in the information industry with almost 20 years of experience in online, interactive information services. Jeff recently joined GuruNet, creator of www.answers.com.

10:15 – 10:45 Coffee Break

10:45 – 12:00 Authoring Content

(Panel Discussion Moderated by John Blossom, President, Shore Communications)
The interactive publishing environment supported by blogs and wikis gives rise to new and sometimes even more exciting authoring opportunities. What impact do these new authors and this new content have? What are the fears and the desires of authors today?

- **Ross Mayfield**, CEO, SocialText, Inc.
- **Janice Fraser**, CEO, Adaptive Path
- **Barney Pell**, Entrepreneur-in-Residence, Mayfield Fund
- **Anil Dash**, VP, Business Development, SixApart, Ltd.

12:00– 1:30 Lunch

1:30 – 2:45 Publishing Content

(Panel Discussion Moderated by Ken Doctor, President, Content Bridges)
Customization seems to be infiltrating almost every layer of the content dialog. Leaders of a “new” age of publishing are providing “agile” content, delivery, and interfaces. What’s next?

- **Blaise Simqu**, President and CEO, Sage Publications
- **Michael Morgan**, President and CEO, Morgan and Claypool Publishers

- **Bruce Koon**, Executive News Editor, Knight Ridder Digital

2:45 – 3:15 **Coffee Break**

3:15 – 4:30 **Disseminating and Aggregating Content**

(Panel Discussion Moderated by David Myers, Executive Director, Licensing, Wolters Kluwer Health)

Aggregators have always had a unique view on how content is valued. As middlemen, the elusive end user of content has always been the target. Who their customers are, how they reach them through various access points, and what is thought to happen to the content after sale, are all interesting pieces of an aggregator's business plan.

- **David Oakley**, Director, Licensing, LexisNexis
- **Peter Simon**, Vice President, Product Management, Newsbank
- **Wes Crews**, CEO, Infotrieve

4:30 – 5:00 **Questions, Discussion, Wrapup**

6:15 **Dinner at Clos Pegase Winery**

Tuesday, September 13, 2005

8:00 – 8:30 **Continental Breakfast**

8:30 – 9:30 **Using Content**

(Moderated by Miriam Drake, Professor Emerita, Georgia Tech)

The logistics of accessing information and sharing information sometimes proves more difficult than meets the eye. Users present the challenges of extracting a return on their investment in content.

- **Ruth Amernick**, San Francisco Public Library
- **Richard Geiger**, San Francisco Chronicle
- **Karen Andrews**, Science and Engineering Librarian, U.C. Davis
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9:30– 10:00 **Coffee Break**

10:00– 11:00 **Improving Content With Technology: The Experts**

(Panel Discussion Moderated by David Rees, Director, Partner Programs, Mark Logic)

Technology enables the format and media-independent repurposing of content. Key technologies of the value chain in 2005 include XML tools and Web Services. A panel of

experts will discuss their unique perspectives on what the next greatest developments may be.

- **CJ Rayhill**, Chief Information Officer, O'Reilly Media
- **Ian Hersey**, SVP, Corporate Development and Strategy, Inxight
- **Patrick Spain**, CEO, Highbeam Research
- **Michael Fergusson**, VP, Product Strategy, BlastRadius

11:00 – 12:00 **ENDNOTE ADDRESS**

- **Cathy Gordon**, Director, Business Development, Google

Cathy Gordon, formerly employed by both Dialog and LexisNexis, has been with Google since 2003. She has more than 30 years of experience in the information industry.

12:00 - 12:15 **Closing Remarks - Kevin Bouley**, ASIDIC President

12:15 **Meeting Adjourns**