

# ASIDIC FALL 2006 MEETING

September 10 – 12, 2006  
Newport Beach Marriott Hotel & Spa  
Newport Beach, California

## Getting the Most from Your Most Valuable Resource: Content

### FINAL PROGRAM

**Program Chair and Local Host: Frank Bilotto**, VP, Publishing & Business Solutions,  
Muse Global, Inc.

### Introduction to the Program

*A new world of content delivery has emerged without warning. As the wave of digitally available content continues to increase at an exponential rate, traditional content players better get on the train or get run over.*

*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 some of the traditional players who recognize the need to catch up to the Internet world.*

### Sunday, September 10, 2006

4:00           Registration starts  
4:00 – 5:30   Executive Committee Meeting  
5:30 – 7:00   Reception – Cocktails and Hors D'oeuvres  
7:30 -         No-host dinner

### Monday, September 11, 2006

7:30 – 8:30   Breakfast

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

9:00 – 9:15 **Welcome** – Carolyn Finn, ASIDIC President

- **Who's Who and Who's Here**  
**Program Introduction** – Frank Bilotto

9:15 – 10:00 **KEYNOTE ADDRESS**

**Reshaping the Conduit in Digital Delivery Channels**  
**[SLIDES]**

**Ezra Ernst**, CEO, Swets North America



*Ezra Ernst is a content industry veteran who built a reputation for bringing new ideas to light inside of some very conservative walls. Recently named to his current post, he recognized that Swets' role as an intermediary "conduit" brings significant value to all constituents in the information supply chain—and his challenge is to shift its offerings to align with new market paradigms. He has set his sights on making Swets a full service source of digital content delivery, and is implementing technology that enables him to not only compete with the usual suspects, but to also be positioned to grow with the Internet.*

10:00 – 10:20 **Networking Break**

10:20 – 10:45 **THE BUSINESS CASE FOR FEDERATED SEARCH** [\[SLIDES\]](#)

*Lesley D'Almeida, Product Manager, CSA*

10:45 – 11:30 **FEDERATED SEARCH COMES OF AGE, BUT WHERE IS THE VALUE?**

(Panel moderated by **Randy Marcinko**, President, Marcinko Enterprises)

**Peter Noerr**, CTO, Muse Global [\[SLIDES\]](#)

**Jill Konieczko**, Library Director, US News & World Report

[\[SLIDES\]](#)

**Paul Levy**, CEO, Deep Vertical

**Jerome Pesenti**, Chief Scientist, Vivisimo [\[SLIDES\]](#)

11:30 – 12:00 **BOOKMARKS, HISTORIES AND TAGS - WHAT'S NEXT FOR PROFESSIONAL RESEARCHERS?** [\[SLIDES\]](#)

*Nigel Hamilton, CEO, Trexy.com*

12:00 – 1:30 **NetWORKING Lunch**

1:30 – 1:45 **WEB 2.0, THE NEXT GENERATION? ARE YOU SERIOUS? WE'VE BEEN DOING THIS FOR 40 YEARS** [\[SLIDES\]](#)

*Jean Bedord, President, eContent Strategies*

1:45 – 2:15 **CONTENT IN THE EMERGING WORLD OF DIGITAL NATIVES**

[\[SLIDES\]](#)

*Matthew Hong, VP, Thomson Gale*

2:15 – 2:45 **Conversation With An Undiscovered Genius EXPLOITING YOUR CONTENT FOR MAXIMUM VALUE**

*Paul Gerbino, VP, Thomas Publishing*

2:45 – 3:45 **THE FUTURE OF VERTICAL SEARCH: Building Communities Beyond The Content**

(Moderated by **Barry Bealer**, Really Strategies) [\[SLIDES\]](#)

**Jeffrey Dearth**, CEO, Vertical Search

**Howard Ko**, CEO, Infocious

**Julian Steinberg**, Inform.com

3:45 – 4:15 **Networking Break**

**4:15 – 4:30 VERTICAL SEARCH: EMBRACING THE INTERNET'S  
CONTENT DELIVERY AND REVENUE  
GENERATING OPPORTUNITIES**  
**Surprise Guest – A Cutting-Edge Internet Visionary**

**4:30 – 5:00 DEBATE: DO WE NEED TAXONOMIES?**  
*Marjorie Hlava, CEO, Access Innovations/Data*  
*Harmony Patrick Spain, CEO, HighBeam Research*

**6:00 Buses Leave for Dinner at Joe's Garage Automotive Museum**

## **Tuesday, September 12, 2006**

**8:00 – 8:30 Continental Breakfast**

**8:30 – 9:15 KEYNOTE ADDRESS**  
***New Technology That You Will Be Using Whether You  
Want to or Not: Delivering Content to Mobile Devices***  
**[SLIDES]**  
***Tony Philipp, CEO, Up Snap***



**9:15 – 10:15 ARE THERE REALLY NEW WAYS TO MAKE  
MONEY FROM THE WEB?**  
*Bill Burger, VP, Marketing, Copyright Clearance Center*  
**[SLIDES]**  
*Todd Malicoat, Consultant, StuntDub*  
*Elisabeth Osmeloski, Managing Editor, Search Engine*  
*Watch Tom Hargis, CEO, Yellow Brix [SLIDES]*

**10:15 – 10:50 Last Networking Break**

**10:50 – 11:10 GOOGLE ISN'T GOOD ENOUGH [SLIDES]**  
***Rick Burke, SCELC***

**11:10 – 11:30 TAXONOMY STANDARDS [SLIDES]**  
***Marjorie Hlava, CEO, Access Innovations/Data Harmony***

**11:30 – 12:00 DO BLOGS HAVE A PLACE IN PROFESSIONAL RESEARCH?**  
***The word "blog" is in everybody's vocabulary. Are they valued content or Internet litter?  
What are they good for? Who uses them and for what? Do they compete with Mainstream  
Media? These questions and more will be addressed in a spirited conversation.***  
**(Moderated by Michael Mahoney, Nerac)**  
***Steve Roberts, VP, Buzz Logic***  
***Mitch Ratcliffe, Founder, Buzz Logic***

**12:00 Meeting Adjourns**

**ASIDIC Thanks The Following Organizations  
For Their Generous Sponsorship Of This Meeting**

