

ASIDIC FALL 2007 MEETING

September 9 – 11, 2007
Westin Arlington Gateway Hotel
Arlington, Virginia

Trends, Tactics and Truths in the Information Industry

FINAL PROGRAM

Program Chairs:

Members-Only Session: **Barry Bealer**, Really Strategies, Inc.

Main Program: **David Myers**, Publishing Industry Consultant

Program Advisor and Local Host: Iris L. Hanney, Unlimited Priorities Corporation

Introduction to the Program

The future direction of the Information Industry may not be as clear and evident as it may seem. The ASIDIC Fall Meeting looks at the big picture—where is the industry and where is it headed— backed by evidential data, surveys and research. Leaders in the Information Industry will provide real-world strategies and lessons learned from those actually trying to be at the forefront of the trends. But beyond that, we will uncover what is really happening out at the frontier and hear the real truths—what worked, what didn't work, and the rest of the story...

Sunday, September 9, 2007

12:00 – **Executive Committee**

2:00 2:00 **Meeting Registration starts**

Members-Only Session

When old age Information Industry veterans meet new age trail blazers, a philosophical divide on just about everything is evident. Can old age survive and can new age adapt to actually make money? Find out at this members-only event!

3:00 – 3:20 **Industry Overview**

Leigh Watson Healey, Chief Strategist, Outsell, Inc.

3:20 – 5:00 **Old Age versus New Age Industry Feuds**

(Panel Moderated by Tom Hogan, Information Today, Inc.)

New Age panelists :

Kevin Bouley, Nerac

Russ Wilding, footnote.com

Stephen Rhind-Tutt,

Alexander Street Press

Old Age panelists:

Sue Polanka, Wright State University

George Beckerman, Marlin & Associates

Bill Marovitz, Cerebrio, LLC

5:30 – 7:00 **Reception – Cocktails and Hors D'oeuvres**

7:30 - **No-host dinner**

Monday, September 10, 2007

7:30 – 8:30 **Continental Breakfast**

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

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

Program Introduction – David Myers, Iris L. Hanney, and Barry Bealer

9:15 – 10:00 **KEYNOTE ADDRESS**

In With the Old?

Eugenie Prime, Manager, Corporate Libraries,
Hewlett-Packard (Retired)

[SLIDES]



In our headlong rush to predict and/or embrace an unpredictable future, we have a tendency to dichotomize, to see things in stark contrasts, as either or and this or that. So we ask questions such as print vs. electronic access; traditional vs. non-traditional; structure vs. chaos; hierarchical and authoritarian vs. horizontal and flat; old vs. new and place vs. MySpace.

There is another viable option: This-And. Television did not mean the death of radio as many suspected, others expected and some predicted but it did transform it. When it does not totally blindside us, the future tends to surprise us in that the things we predict will happen, take longer than we first imagined, and what we never could have imagined happens faster than we ever would have presumed.

10:00 – 10:20 **Networking Break**

10:20 – 11:00 **Industry Titans on Competitive Strategies for the Future**

(Panel moderated by **Matt Dunie**, President, ProQuest **[SLIDES]**)

- **David Kellogg**, CEO, Mark Logic Corporation **[SLIDES]**
- **Jan Fleming**, Director, Business and Planning, American Psychological Association **[SLIDES]**
- **Russ Perkins**, Founder and CEO, InfoCommerce Group

11:00 – 12:00 **Making Money with the Government**

(Panel moderated by **Martin Kalfatovic**, Head, New Media Office, Smithsonian Institution Libraries)

- **Ellen Herbst**, Director, NTIS
- **Webb Shaw**, Director of Editorial Resources, J.J. Keller **[SLIDES]**
- **David Gillikin**, Head, Bibliographic Services, NLM

12:00 – 1:30 **Lunch**

1:30 – 2:00 **We Media: How Audiences Are Changing The Future of News and Information**

Chris Willis, VP, Social Media, footnote **[SLIDES]**

Citizens everywhere are collaborating through the Internet to inform and entertain each other in unprecedented ways. We'll look at the emerging trends and services that are powering a disrupted mediascape and serving a networked, always-on society.



2:00 – 3:00 Consultants Who Can

(Panel moderated by **Iris L. Hanney**, President, Unlimited Priorities Corporation)

- **Sarah Kavanagh**, Vice President, Strategic Consulting, Library Associates [\[SLIDES\]](#)
- **Judy Luther**, President, Informed Strategies [\[SLIDES\]](#)
- **Donna Lynn**, President, Syngeria Global, Inc. [\[SLIDES\]](#)

3:00 – 3:30 Networking Break

3:30 – 4:30 Where The Money Is

(Panel moderated by **George Beckerman**, Marlin & Associates)

- **Andrew Scherer**, Scherer Cybrarian
- **Bob Friedenber**g, Xeeleegroup.com

4:30 – 5:00 Interview with an “Undiscovered Genius” – the next in a series ...

(Host: **Frank Bilotto**, VP-Business Development, Muse Global, Inc.)

6:30 – Dinner at Landini’s Restaurant, Old Town, Alexandria

Tuesday, September 11, 2007

8:00 – 8:30 Continental Breakfast

8:30 – 9:30 Leveraging Government Resources Using Commercial Products and Services

(Panel moderated by **Marjorie M.K. Hlava**, President, Access Innovations)

- **Russ Wilding**, President, footnote.com
- **James J. Hastings**, Director, National Archives & Records Admin. (NARA)
- **Joyce Koeneman**, National Transportation Library [\[SLIDES\]](#)

9:30 – 10:30 Just The Truths – The Real Story

(Panel moderated by **Kevin Bouley**, President, Nerac)

- **Bill Burger**, VP, Marketing, Copyright Clearance Center [\[SLIDES\]](#)
- **Tim Lloyd**, COO, Alexander Street Press
- **Jeff Cutler**, Publishing Industry Guru

10:30 – 11:00 Networking Break

11:00 – 11:45 ENDNOTE ADDRESS

Crowd Sourcing: The Wisdom of the Crowd, Or The Tyranny of the Mob?

Bill Marovitz, CEO Cerebrio, LLC [\[SLIDES\]](#)



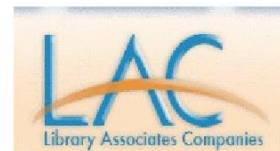
While previously Marshall McLuhan informed us that “the medium is the message,” it may be time to consider that just perhaps, the message is the message. As the media that carries information shifts from paper to electronic, the ability of new information systems to collect and disseminate information as novel products from the cooperative efforts of potentially vast numbers of people represents a new reality. Do such online authoring systems provide a positive societal value, or are they a new anti-intellectual menace and an attack on scholarship and professional authority? Are these services an expression of the “wisdom of the crowd” or are they biased, unauthenticated, and unsubstantiated writings of an unknown few who are rapidly becoming recognized as authentic sources of information? Is there a continuing role for professional information workers to protect historic peer-review processes

and traditional scholarship? What are the trade-offs when the editor-controlled and peer-reviewed academic processes honed over centuries are traded for the collective work of the “crowd”?

11:45 – 12:00 **Closing Remarks and Adjourment**



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



MARCINKO ENTERPRISES,

