

ASIDIC FALL 2008 MEETING

September 14-16, 2008
Salem Waterfront Hotel
Salem, Massachusetts

Business 2.0: From Theory to Practice

FINAL PROGRAM

Program Chairs: *Barry Bealer, Really Strategies Inc., and
Tim Ingoldsby, American Institute of*

Physics **Local Host:** *Bill Burger, Copyright Clearance Center*

Introduction to the Program

As the information industry continues to adopt new business models, technologies, and processes to develop and deliver more information in new containers faster than ever, we need a dose of reality to embrace what is realistic, practical, and in budget. Has our focus on time to market impacted the quality of our products and services? Can publishers and aggregators continue to adopt and implement new business practices at the same rate? What is your organization doing to experiment with new models? Our speakers present a wide variety of opinions, practices, and case studies to help you decide for yourself whether the information industry is adopting to meet market demands and where the future is headed in a Business 2.0 world.

Sunday, September 14, 2008

3:00 – 5:00 Executive Committee

Meeting 3:00 Registration starts

5:30 – 7:30 Reception – Cocktails and Hors

D'oeuvres 7:30 - No-host dinner

Monday, September 15, 2008

7:30 – 8:30 Continental Breakfast

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

9:00 – 9:15 Welcome – Mike Walker, ASIDIC President

Who's Here and Program Introduction – Barry Bealer and Tim Ingoldsby

9:15 – 10:00 **KEYNOTE ADDRESS**

Shakespeare, God, and Lonely Hearts:

Transforming Data Access with Many Eyes

**Martin Wattenberg, Manager, Visual Communication
Lab, IBM Research** [\[SLIDES\]](#)



Data visualization has historically been accessible only to the elite in academia, business, and government. It is “serious” technology done by experts for experts. But in recent years, web-based visualizations—ranging from political art projects to news stories—have reached audiences of millions. Unfortunately, while lay users can view many sophisticated visualizations, they have few ways to create them. In order to “democratize” visualization, my lab built Many Eyes, a web site where people may upload their own data, create interactive visualizations, and carry on conversations. By making these tools available to anyone on the web, the site fosters a social style of data analysis that empowers users to engage with public data through discussion and collaboration. Political discussions, citizen activism, religious conversations, game playing, and educational exchanges are all happening on Many Eyes. The public nature of these visualizations provides users with a transformative path to information literacy.

10:00 – 10:30 **Networking Break**

10:30 – 11:30 **Business Models 2.0**

(Panel moderated by Ann Michael, Really Strategies)

Traditionally, content has been supported by purchase, advertising, or sponsorship and offered to customers in limited formats, through limited relationships, and only in its entirety. As customers demand more flexibility and technology enables content to be used in new and different ways, how are traditional content business models being impacted? This session will explore how publishers are experimenting with the traditional levers at their disposal and if they’re discovering how to apply any new ones.

- **Jeff Baer**, VP, ProQuest and General Manager, RefWorks/COS [\[SLIDES\]](#)
- **Kent Anderson**, Publishing Director, New England Journal of Medicine [\[SLIDES\]](#)
- **David Durand**, CEO, Tizra, Inc. [\[SLIDES\]](#)

11:30 – 12:00 **A Change Agent’s View of New Business Models**

Kathy Greenler Sexton, Chief Marketing Officer, Business & Legal Report Inc. [\[SLIDES\]](#)

12:00 – 1:00 **Lunch**

1:00 – 2:00 **Technology 2.0**

(Panel moderated by Bill Trippe, Gilbane Group)

Panelists will represent companies that have new technology, have adopted new technology, or are experimenting.

- **Geoff Bock**, Lead Analyst, Collaboration, Gilbane Group
- **David Seuss**, CEO, Northern Light
- **Brad Kain**, Co-Founder and President, Quoin, Inc.

2:00 – 2:30 **Exciting New Technology Companies**

Larry Schwartz, President, Newstex, LLC

2:30 – 3:00 **Networking Break**

3:00 – 4:00 **Services 2.0**

(Panel moderated by *Miriam Drake*, Professor Emerita, Georgia Tech)

This panel discusses the many services available to the information industry and how each sector is adapting to an ever changing technical and business world. The panel members offer a pragmatic approach to dealing with the shifting landscape and keeping the face of the organization fresh in the eyes of the customers.

- **Changes in the Data Service Model During The Past 30 Years**
Merv Samuels, Director of Content Solutions, Code Mantra [\[SLIDES\]](#)
- **Library Associates: A People and Knowledge Solutions Provider**
Sayan Bhattacharjee, Vice President, Business Development, Library Associates [\[SLIDES\]](#)
- **How NTIS is Re-engineering Information Dissemination to its Customers**
Don Hagen, Associate Director, Office of Product and Program Management, NTIS [\[SLIDES\]](#)

4:00 – 4:45 **Audience Roundtable**

Attendees are invited to volunteer to present a topic related to the general program them or as a reaction to the presentations, either in support taking an alternate view.

4:45 - 5:00 **Summary of the Day**

6:30 – **Dinner at Peabody-Essex Museum**

ASIDIC 40th Anniversary Observance: Past Presidents

(Hosted by *Miriam Drake*, Georgia Tech)

Past presidents and other ASIDIC pioneers will reminisce about ASIDIC's early days and comment on how the industry has changed.

Tuesday, September 16, 2008

8:00 – 8:30 **Continental Breakfast**

8:30 – 9:30 **KEYNOTE ADDRESS**

Agent 2.0 - Channeling in E-Space

Tina Feick, Director, Sales & Marketing North America, Otto Harrassowitz & Co. [\[SLIDES\]](#)

The electronic world is exploding and subscription agents are exploring new partnerships to meet this evolving electronic market. This exploration is forcing agents to "channel" or transform our view of the serials industry. As part of this expansion, agents are leading the way in developing and implementing standards to meet our customers' needs for electronic resources and moving towards new business models.



9:30 – 10:00 **Content 2.0—Getting 'Use' Out of Your IP**

(Panel moderated by *Diane Burley*, Nstein Technologies)

This roundtable discussion will define and discuss how to tackle categorizing and indexing of various types of Intellectual Properties — from journals, to articles, to research, PDFs, even books. We will look at the technological, organizational and cultural challenges to getting assets into the optimal "format" so they can be leveraged and monetized.

- *Bill Kasdorf, Apex CoVantage*
- *Ellen Siegel, VP, Licensing & Content Development, incisivemedia*
- *Lynda Moulton, Principal, LWM Technology Services*

10:00 – 10:30 **Networking Break**

10:30 – 11:00 **Content Analytics: Uncovering Critical Insight**

Jeff Massa, CEO, YellowBrix, Inc. [\[SLIDES\]](#)

11:00 – 11:45 **ENDNOTE ADDRESS**

Why is Everyone Experimenting With Web 2.0?

Terry Hulbert, Director, Business Development, AIP

[\[SLIDES\]](#)

Is money being made by Web 2.0 services? What is the strategic significance of innovation and experimentation with it?



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

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



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