

ASIDIC SPRING 2006 MEETING

March 12 – 14, 2006
Sanibel Harbour Resort & Spa
Ft. Myers, Florida

DIGITIZATION: FROM INCEPTION TO INCOME

FINAL PROGRAM

Program Co Chairs: *Iris L. Hanney, President, TechBooks Information Publishing Group*
Mike Walker, Executive Vice-President/COO, NewsBank

Local Host: *Iris L. Hanney*

Introduction to the Program:

Digitizing content 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.

Learn the challenges and benefits of each of the steps of the digitization process. The program will begin with the actual process of selection of content; discuss the data and image conversion process; probe the ever challenging rights and permissions issues; discuss distribution from both the aggregator and content owners' perspective; discuss selection of partners and explore new avenues of partnerships; ask investors what do they buy and sell and why. The speakers will have valuable information that spans the world of book, journal and newspaper digitization and distribution.

Sunday, March 12, 2006

4:00 **Registration starts**
4:00 – 5:30 **Executive Committee Meeting**
5:30 – 7:00 **Reception – Cocktails and Hors D'oeuvres at Sanibel Harbour Resort & Spa**
7:30 – **No-host dinner at one of the Sanibel Harbour's 6 outstanding restaurants**

Monday, March 13, 2006

7:30 – 8:30 **Breakfast with Omelet Station**
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 – Iris Hanney and Mike Walker**

9:15 – 10:00 **KEYNOTE ADDRESS**

Stephen Abram, Vice President, Innovation, SirsiDynix

[\[SLIDES\]](#) [\[PODCAST\]](#)

A lively and provocative discussion of the impact of Google on the future of our world. Stephen Abram is the author of numerous articles on strategies to compete with the Google juggernaut using the newest innovations in social networking, tagging, portals and persona development. The coming collaboration environment will be driven by technology, multidisciplinary research and teamwork. Stephen will discuss the major trends happening in the bigger world and how we can respond. Such newer technologies as workflow management tools, online conferencing, e-learning, IM, and VOIP, offer great opportunities to have an impact on economic health, competitiveness, learning and research. Stephen's strategies to remain relevant in the Google Age (and MSN and Yahoo! Age too) are a must-hear.



10:00 – 10:15 **Coffee Break**

10:15 – 11:15 **CONTENT SELECTION**

(Panel discussion moderated by **Steve Barker**, Vice President, iArchives)

How do organizations go through the selection process to determine what they feel would add value to the researching world for digitization? What do libraries, churches, organizations and publishers use as digitization criteria?

Lu Parziale, Vice President, The H. W. Wilson Company

John Walsh, Director of Digitization, Indiana University

David M. Hart, Director Online Library, Liberty Project, Liberty Fund,

Inc. **Erich J. Kesse**, Director Digital Library Center, University of Florida

Martin Kalfatovic, Head, New Media Office and Digital Projects

Librarian, Smithsonian Institution Libraries

11:15 – 12:15 **CONTENT CONVERSION**

(Panel discussion moderated by **Debra Brown Spruill**, Director, OCLC, Preservation Service Centers) [\[SLIDES\]](#)

Once the content is selected, the originating format may be microform, paper, images, multiple electronic formats and it may be books, journals, newspapers, forms – some very old and fragile, some new and in need of expedited handling. How do you approach the actual digitization?

Ranjit Singh, President and CEO TechBooks

Joel Pozansky, President, Publishing Solutions, Apex CoVantage

[\[SLIDES\]](#)

Jack Abuhoff, CEO, Innodata Isogen

Mark Gross, President, Data Conversion Laboratory

Margie Hlava, President, Access Innovations [\[SLIDES\]](#)

12:15 – 1:30 **Lunch**

1:30 – 2:30 RIGHTS AND PERMISSIONS

(Panel discussion moderated by **Bill Burger**, Vice-President, Marketing, Copyright Clearance Center) [\[SLIDES\]](#)

Your content is digitized, so what next? Leveraging that investment is a challenge all its own. Whether you're acquiring content or looking for new distribution channels, you'll need to understand licenses, rights and permissions.

Corilee Christou, Vice President, Licensing Operations, Reed Business Information
Linda Beebe, Sr. Director, PsycINFO

K. Matthew Dames, JD, MLS, Seso Group LLC

Mark Zecca, Director, Mitchell 1

2:30 – 3:30 CONTENT DISTRIBUTION

(Panel discussion moderated by **Diane Hoffman**, Director, Cambridge Scientific Abstracts)

Distribution of content from both the aggregator's point of view and the content owners' point of view. Who to select, how to target, exclusive or many points of distribution, the art of the deal.

Eric Calaluca, President and CEO, Paratext

Scott MacFarland, VP, Publisher Relations & Content Operations, Ovid Technologies, Inc. **Barbara Chen**, Director of Bibliographic Services and Editor, MLA International Bibliography **Jay Rosenfeld**, President, CompBase, Inc. [\[SLIDES\]](#)

Christopher Pooley, Copyright Clearance Center

3:30 – 3:45 Sweets Break

3:45 – 4:45 UNIQUE PARTNERSHIPS IN CONTENT DISTRIBUTION

(Panel discussion moderated by **Mark Sandler**, Digital Director, University of Michigan)

Various collaborative efforts within the university and private sector have made more content available, with a twist toward better serving the end users because of these 'unholy' alliances.

Rommel Nunn, Vice President, NewsBank

Suzanne BeDell, Vice President, ProQuest

Stephen Rhind-Tutt, President, Alexander Street Press

Judith Russell, Superintendent of Documents, Government Printing Office

6:00 Cocktail Cruise aboard the Sanibel Harbour Princess to the Marina at Cape Harbour, Dinner at RumRunners, Escape, Dine & Unwind

Tuesday, March 14, 2006

8:00 – 8:30 Continental Breakfast

8:30 – 9:45 INVESTMENT PANEL

(Panel discussion moderated by **Jeff Moyer**, Executive Vice President, National Archive Publishing)

We will hear views from venture capitalists and corporations. The content has been selected, converted, rights have been purveyed, distribution established, and now, what is it worth. What do investors buy and sell? What investments go well, and what fails miserably? What companies merged and acquired well, which didn't?

David Flaschen, President, Castanea Partners

Manny Fernandez, Managing Director, SI Ventures
Michael Tansey, CEO, Jobson Medical Information, LLC
Mitchell Davis, Business Development Manager, Amazon

9:45 – 10:15 Last Networking Coffee Break

10:15 – 11:30 END USER PERSPECTIVE

(Panel discussion moderated by **MJ O’Leary**, Vice-President, Marketing & Sales, John Wiley & Sons, Inc.)

How do the users feel about what has been selected, converted, sold and distributed? What is the perspective from the aggregator point of view and the end user point of view?

Delores Meglio, Director, Knovel [\[SLIDES\]](#)

John Ganly, Assistant Director, NY Public

Library **Deirdre Scaggs**, University of Kentucky

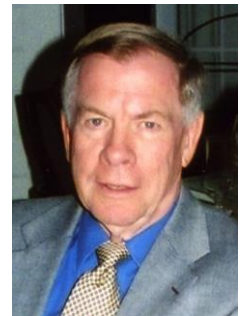
Anne Haws, University of Phoenix, Apollo Group [\[SLIDES\]](#)

Jodi Healy, Director, Print Library Partnerships, Google [\[SLIDES\]](#)

11:30 – 12:00 ENDNOTE ADDRESS

Robert Asleson, President, Redalen

Bob Asleson has been with many of the information companies in our industry over the span of an amazing career for some 40 years. He will summarize the inception to income and also share his overview of all we have heard and seen in this evolution.



12:00 – 12:15 Closing Remarks

Iris Hanney, TechBooks

Mike Walker, NewsBank

Carolyn Finn, ASIDIC President

12:15 Meeting Adjourns