

ASIDIC SPRING 2008 MEETING

March 16-18, 2008
Wynn Las Vegas Resort
Las Vegas, Nevada

As Worlds Collide

FINAL PROGRAM

Program Chairs:

Members-Only Session: **Mike Walker**, NewsBank, Inc.

Main Program: **Mike Mahoney**, Nerac Inc., and **Matt Brisbois**,

ProQuest **Local Host: Randy Marcinko**, Groxis

Introduction to the Program

The Information Universe is expanding at an exponential rate causing not one, but many worlds to collide. Each collision presents both opportunities and dangers to the marketplace. Will the collisions destroy individual worlds or fuse worlds together?

- Will “Free Content” knock “For Fee Content” out of geosynchronous orbit?
- Is User Generated Content a super nova or a new galaxy?
- Will Open Access warp the space-time continuum of Traditional Publishing?
- Will Full Text Searching rocket past Abstracting and Indexing Services?
- Is Google–Yahoo–Microsoft (GYM) The Evil Empire or part of The Federation?

Sunday, March 16, 2008

12:00 – **Executive Committee**

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

Members-Only Session

3:00 – 5:00 **Web 2.0 Briefing and Member Discussion**

Reid Conrad, CEO, Near-Time, Inc. [\[SLIDES\]](#)

- Where is the industry now in relation to Web 2.0?
- Where is it going?
- What are ASIDIC members doing?
- Are Web 2.0 applications important to your business? Have you tried to integrate any of them? Was the effort successful?

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

D’oeuvres 7:30 - No-host dinner

Monday, March 17, 2008

7:30 – 8:30 **Continental Breakfast**

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

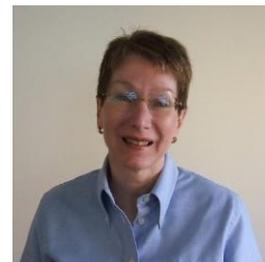
9:00 – 9:15 **Welcome** – Mike Walker, ASIDIC President
Program Introduction – Mike Mahoney and Matt Brisbois

9:15 – 10:00 **KEYNOTE ADDRESS**

Managing the Virtual Library

Jane Burke, VP and General Manager, Serials Solutions [\[SLIDES\]](#)

Library users, particularly undergraduate users, are perceived as using GYM for all discovery. Recent research indicates that this may not be the case, but they do have vastly different perceptions than the economic buyers of the content. What are those? Is there a better set of “discovery tools” coming?



10:00 – 10:20 **Networking Break**

10:20 – 11:00 **Will "Free Content" Knock "For Fee Content" Out Of Geosynchronous Orbit?**

The amount of free content is constantly increasing. The debate is the effect free information has on fee-based content both in the Primary and Secondary publishing industries.

(Panel moderated by Randy Marcinko, Groxis)

- **Jeffrey Massa**, CEO, YellowBrix
- **John McGovern**, Founder, McGovern Consulting, LLC
- **Art Bushnell**, VP, Voxant, Inc. [\[SLIDES\]](#)

11:00 – 12:00 **Is User Generated Content a Super Nova or a New Galaxy?**

User Generated Content is the new player on the block. This controversial subject will be addressed regarding its long-term existence possibilities and what, if any effect it has on mainstream media.

(Panel moderated by Peter Simon, NewsBank)

- **Peter Simon**, NewsBank
- **Marcia Taylor**, Newstex, LLC [\[SLIDES\]](#)
- **Jim Fowler**, CEO, Jigsaw [\[SLIDES\]](#)

12:00 – 1:30 **Lunch**

1:30 – 2:00 **AFTERNOON KEYNOTE ADDRESS**

Darrell Gunter, EVP & Chief Marketing Officer, Collexis
[\[SLIDES\]](#)

New developments impacting the dissemination of electronic information are creating new paradigms within the industry and the communities it serves. Among these are the mandate for public access to NIH-funded research now signed into law, the continuing debate surrounding Open Access and the publishing models designed to facilitate it, as well as the increasing demand from the research community for effective knowledge discovery tools and services. What do we need to do to survive and thrive in this shifting environment? This address will examine these trends and developments, explore how these innovations will affect both information professionals and researchers, and show how Collexis's advanced search solutions are addressing these new paradigms.



2:00 – 3:00 [Will Open Access Warp the Space-Time Continuum Of Traditional Publishing?](#)

With nearly 3,000 journals in publication, the Open Access Initiative has become a player in the information community. The impact on users' habits and the effect on Traditional Publishers will be discussed.

(Panel moderated by **Mike Mahoney**, Nerac, Inc.)

- **Rick Anderson**, University of Utah [\[SLIDES\]](#)
- **Tim Ingoldsby**, American Institute of Physics [\[SLIDES\]](#)

3:00 – 3:30 [Networking Break](#)

3:30 – 4:30 [Will Full Text Searching Rocket Past Abstracting and Indexing Services?](#)

Abstracting and Indexing Services have been around for hundreds of years. Technology advances have now made Full Text Searching possible. The advantages and disadvantages of each will be argued.

(Panel moderated by **Matt Brisbois**, ProQuest)

- **Diane Burley**, Nstein Technologies [\[SLIDES\]](#)
- **David Smith**, CABI Publishing

4:30 – 5:00 [Interview with an “Undiscovered Genius” – the Saga Continues...](#)

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

6:30 – [Dinner at Madame Tussaud's Wax Museum](#)

[Tuesday, March 18, 2008](#)

8:00 – 8:30 [Continental Breakfast](#)

8:30 – 9:30 [KEYNOTE ADDRESS](#)

***Sometimes Content Can Be Sacrificed For Format:
How People Get Their Information and Why***

Lynn Silipigni Connaway, Senior Research Scientist, OCLC

[\[SLIDES\]](#)



In an era of staggering changes in the global information environment, information providers, including libraries, face numerous challenges. The digital revolution demands that information providers become more intensely user-centered in all of their systems and services. To remain relevant in this environment, libraries and information providers must offer services that match the information-seeking habits of a new generation—Millennials—as well as those of one of their largest constituencies—the Baby Boomers. In an attempt to learn how and why people find information and sources, focus group interviews and semi-structured dialogs were conducted with participants ranging in age from 12 to 60+. The findings have implications for the development of information services and systems as well as the design of physical space for libraries.

9:30 – 10:30 [Is Google-Yahoo-Microsoft \(GYM\) The Evil Empire or Part of The Federation?](#)

The Internet has influenced and will continue to influence the information industry. This session will explore the reasons to ally or not to ally with these giants.

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

- **Barry Parr**, Media Analyst, Jupiter Communications
- **Rich Landry**, Founder, richmedium

10:30 – 11:00 **Networking Break**

11:00 – 11:45 **ENDNOTE ADDRESS**

A Vulcan Mindmelding

(see [http://en.wikipedia.org/wiki/Vulcan_\(Star_Trek\)](http://en.wikipedia.org/wiki/Vulcan_(Star_Trek)))

Dick Kaser, VP, Content, Information Today, Inc.

[SLIDES]



The conference planners have asked us a galactic-load of questions. The presenters have presented. There has been Q&A from the floor, and we have engaged in sidebar conversations with each other. In our lifetimes humankind has had the honor of looking both deeply into space and deeply into the molecular make-up of our own bodies. We have challenged our planet's physical dimensions and we have reduced the limitations of both time and distance to build the basis for a global community. Some of us are even engaged in virtual worlds. But will we ever understand what our users view as and do with content? And will we ever appreciate that it's not about what we think, it's about what they want? Join your colleagues in this concluding session where we ask the eternal, cosmic question: What have you learned?

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

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



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