8 April 2009

You can't afford not to attend STM's 2009 Spring Conference

STM Spring Conference, 28 – 30 April 2009
What keeps Scholarly Publishers up at Night?
Political Environments: Threats & Opportunities,
Copyright Challenges & Web 3.0
Le Meridien Cambridge, 20 Sidney Street
Cambridge, Massachusetts, U.S.

Tuesday, 28 April

12:00 – 6:00 pm	Registration
6:00 – 7:30 pm	Welcome Reception at the Le Meridien

Final Program

Wednesday, 29 April

7:45 – 8:45	Continental Breakfast
8:45 – 9:00	**Welcome & Opening: Jayne Marks**, Vice President and Editorial Director, Journals, Sage Publications

9:00 – 9:45

Keynote: Copyright, Washington, and the Age of Openness
Patrick Ross, Executive Director, Copyright Alliance

Every industry that includes copyrighted works has a different business model and faces different infringement threats. Still, copyright remains important to all of those industries. There is a wave of thought sweeping through creative industries that is pressing for more openness and access to creative works. That wave is also lapping the shores of research publishers. Open access is a welcome development leading to more dissemination of information, but as with creative industries, it is important that it doesn't become, through public policy, a replacement for models based on rights of copyright owners.

Research publishers are working together with creative industries in the public policy arena in ways they never have before. They occasionally have differences of opinion on implementation of copyright law but share a commitment to the property rights inherent in copyright.

There are many issues on the agenda in Washington of interest to the greater copyright community. Congressional appropriators have begun to appropriate copyrighted works through leveraging government grants and government web sites. Legislation has been introduced to target this threat. Other issues include addressing the issue of orphan works; potential changes to Section 108; the proper role of the new White House Intellectual Property Coordinator; and assessing the overall slant of President Obama and his team on copyright. The cultural reform wave has definitely reached the nation's capital, and that arrival has helped unite copyright-related industries not historically linked. That unity will be on display in Washington and in the larger societal debate in the coming year.

9:45 - 10:15   Break

How to Work with the Government
Module Chair: Jerry Cowhig, *Managing Director, Institute of Physics Publishing*

10:15 – 10: 30
Public Access – Holy Grail, Inchoate Vision, or Both
Panel Moderator: Eric Massant, Senior Director, Government & Industry Affairs, Reed Elsevier
Public access has generated strong feelings and is driving government policies around the world, yet it is largely undefined. It has been proclaimed as the way to address a purported need to broaden and enhance access to research funded by the taxpayer. The concept over-simplifies a complex and dynamic system with many players, including: librarians who typically deliver access, government agencies who manage the research, and private sector not-for-profit and commercial publishers who provide added value. Very little of the debate has recognized the degree to which access already exists.

This session with examine the state of access to federally funded STM research. Who has it – to what? How is it used? Who wants it? Who needs it? What does the future hold?

10:30 – 11:00
Public Access – Expectations of the User Community
Karen A. Butter, University Librarian and Assistant Vice Chancellor, Library Services Francisco
With the implementation of the NIH Public Access Mandate, this session will provide an overview of the expectations for change in access to information by those who use NIH funded research. Users range from scientists, librarians, and the general public to families and individuals with health care concerns. This session will discuss their need for information and the roles public access materials provide for various categories of users.

11:00 – 11:30
Public Access – What is a publisher to do?
Reed Elfenbein, Vice President, Director of Sales and Marketing, Wiley-Blackwell, John Wiley & Sons
A review of the added value services publishers provide, the needs of the stakeholders and markets served; how they overlap and conflict, how public access might impact current models and what the future might look like as open access and the social networking tools on the web become more prominent in scholarly publishing.

11:30 – 12:00
Publishers and third IT mini-revolution
Dr. George O. Strawn, Chief Information Officer, Office of Information & Resource Management, National Science Foundation. Strawn guides the agency in the development and design of innovative information technology – working to enable NSF staff and the international community of scientists, engineers and educators to improve business practices and pursue new methods of scientific communication, collaboration and decision-making.
Publishers face challenges today as great as mainframe computer makers faced in 1985 and telephone companies faced in 1995. Strawn will review some of his experiences with the PC, Internet, and information IT mini-revolutions and offer some potential lessons for publishers.

12:00 – 12:30
Communicating with Government – What Works?
Amy Jackson, Director, C&M International, an international trade and investment consulting firm of experienced former trade negotiators, economists, and political scientists. Amy advises clients on international trade investment and regulatory matters with a particular focus on Asia, intellectual property and innovation policies, and market access issues.

In this segment, Amy will discuss what messages and techniques work best when communicating with executive branch officials, including a focus on recent efforts Amy is spearheading with a group of U. S. publishers to address fraud in the Korean public procurement systems. Key themes of this segment will be: How can STM publishers make their issues a priority for the new Administration? What challenges do we face on issues such as open access and foreign copyright piracy? Hear candid advice about how our industry can be heard above the noise of countless others from someone who was formerly on the receiving end of industry complaints.

12:30 – 1:45   Lunch

Copyright Challenges
Module Chair: Carol Richman, Director of Licensing, Sage Publications

1:45 – 2:30
Keynote: Online Piracy
Keith Kupferschmid, Senior Vice President, Intellectual Property Policy & Enforcement, Software & Information Industry Association (SIIA). Mr. Kupferschmid is responsible for working directly with SIIA's Intellectual Property Committee and also supervises the association's Anti-Piracy programs.

Kupferschmid will address piracy taking place on Internet sides, such as eBay, RapidShare and websites. The talk will focus on ways to effectively combat online piracy, pursuing online piracy using limited resources and money, enforcement initiatives that have proven to be the most effective. Kupferschmid will also talk about effective educational campaigns and ways to generate revenue from your piracy actions.

2:30 – 3:00
Identifying subscription fraud: Opportunities to protect and increase revenue for STM publishing programs
Justin Spence is a principal in Publishers Solutions International (PSI) – a consulting firm that specializes in helping publishers maximize institutional subscription sales and revenues. Virtually all scholarly publishing programs offer personal and/or member rate print and electronic journal subscriptions at significant discounts off the institutional rates designed for widespread, multi person use. Although personal rate subscriptions are specifically intended for individual use and represent a major benefit of membership in scholarly societies, their misuse is alarmingly widespread. Each year, significant numbers of personal rate subscriptions are resold to libraries around the world; literally translating into millions of dollars in lost revenue for publishers of all sizes, limiting customer contact, and negatively impacting efforts to create fair and appropriate site license pricing.

This presentation will provide an overview of a major multi-publisher initiative currently underway that successfully identifies instances of problematic subscriber behavior and enables publishers to put a stop to this inappropriate, and costly, misuse of personal rate subscriptions.

3:00 – 3:30   Break

3:30
Is publishing on the margin or at the core of scholarship? – the relationship between publishing and the academy
Introduction: **Mark Seeley**, Senior Vice-President & General Counsel, Elsevier

3:30 – 4:00
Scholarship and Learned Society Publishers
Sir John Enderby, University of Bristol and IOPP Ltd.
Enderby will begin by setting the scene for funding mechanisms of academic research in the UK. In particular, he will describe the importance of the Research Assessment Exercise (RAE) in determining the research support given to individual Universities. The RAE relies on peer evaluation and takes into account the perceived quality of papers (maximum of 4) submitted for consideration by the panels. Sir John will then describe the agenda of each of the five stakeholders: academics, funders of research, librarians and information managers, publishers and the general public.

The speaker will explain how new research information is nowadays accessed by the academic community and the role publishers play in recording and verifying through peer review such information. He will emphasise the importance of high quality as seen from the perspective of academics and the significant contribution publishers make in this regard.

4:00 – 4:30
The University View of Scholarly Communication Processes and the Role of Institutional Repositories
Amy Brand, PhD, Program Manager of the Harvard Office for Scholarly Communication
In February 2008, the Faculty of Arts & Sciences at Harvard voted to give the University a prior, non-exclusive license to their scholarly journal article manuscripts. The Law School followed suit in May, and other schools are considering similar resolutions. This talk describes the implementation of these policies, and how the University is attempting to engage the publishing community.

4:30 – 5:00
Starting and maintaining the "conversation" between universities and publishers over copyright and "business" issues
Peter Givler, Executive Director, The Association of American University Presses
Mr. Givler will address some issues relating to the conversation between universities and scholarly publishers, including university presses.

5:00   Day Wrap-up

6:00 – 7:30   **Evening Reception at the Le Meridien**

Thursday, 30 April
7:45 – 8:45   Continental Breakfast

8:45 – 9:00   **Welcome & Opening, Jayne Marks**, Sage Publications

Innovations: Web 3.0 - It's all about relationships: the Web, the Semantics, and the Publisher
Module Chair: Thomas Connertz, Director, Electronic Journals, Thieme Publishing Group

From Searching to Finding, the Semantic Web will change scientific publishing
What is serendipity? An Italian professor once described it as, "Looking for the needle in the haystack and finding the farmer's daughter". In the new reality of Web 3.0, serendipity comes to life and is called semantic search. Several powerful new applications turn laborious web searching into easy ways of finding really good and relevant stuff that would otherwise have been difficult to find. As some say, the semantic web will not just deliver information, it will deliver knowledge.

Semantic web information is tagged and enriched with metadata in ways that relationships between information, data and people are visible. The metadata adds meaning and context to the available documents and files. That makes semantic searching and the semantic web an important opportunity for scholarly publishing; some say it could even revolutionize it by enabling the sharing of research data, the discovery of people working in related areas and, at a more simple level, by providing meaningful connections between related publications, data and people.

9:00 – 9:45
Keynote: Web 3.0 and the Next Internet – New Directions and Opportunities for Scientific, Technical, and Medical Publishing
Mills Davis, Founder and managing director of Project 10X — a Washington, DC based research consultancy specializing in next wave semantic technologies, solutions, and business models. The firm's clients include technology manufacturers, global 2000 corporations, government agencies, and web 3.0 start-ups.

The new ecosystem for scientific, technical, and medical (STM) publishing is digital, connected, collaborative, community-driven, data-intensive, multi-channel, and computational. It is an era of open, co-evolving, networked techno-socio-economic processes where commercial publishing models based on exclusive literature collections are simply not enough. By understanding changes coming with Web 3.0 and the next internet, STM publishers can identify new roles and viable business opportunities.

9:45 – 10:10
How the semantic web hype has turned into a reality
Darrell Gunter, Executive Vice President, Chief Marketing Officer, Collexis Holdings, Inc. The speaker will provide both a vision and a compelling example of how semantic technologies and social networking are working for scientists.

STM publishers that have related professional societies typically have many disparate forces driving them. If a random sampling of employees who work at such organizations were asked to name the single, most-important driving force behind their organization, you would likely get a wide range of answers which would include, "membership services, conferences, continuing education, professional outreach, and last, but not least, scholarly journals." Instead of being somewhat unrelated functions performed by different departments in the same organization, what if, through a combination of a Web 2.0 scientific community and powerful knowledge-discovery tools, a synergistic across-fertilization of the driving forces listed above could be achieved? What if the tools in

question, in addition to harnessing the power of the traditional offerings, could create opportunities for new services and products to be introduced?

In this talk the speaker will highlight:

- How publishers can use semantic Web technologies can be applied in an automated fashion to create communities from published content
- How professional societies can increase their membership
- How the publishing workflow can be streamlined and made more effective through significant improvements in the peer-review process

10:15 – 10:45   Break

10:45 – 11:10
Semantic Web Technologies at Work: How Publishers could use Semantic Web Technologies for enriched content and enhanced discovery
Priya Parvatikar, Technical Architect, Scholarly Division, Publishing Technology
The speaker will present a talk on the practical application of Semantic Web technologies to STM Publishing. She will demonstrate real life examples using Semantic Web technologies to:

- Enrich and enhance the user researcher experience
- Drive more traffic to research content
- Open up new channels to research content
- Enable strategic partnerships between like-minded publishers

11:15 – 11:40
Exploring Semantic Means
Daniel Tunkelang, Chief Scientist and co-founder of Endeca
Endeca is a leading provider of enterprise search. While Endeca is not a "semantic web" company, we share Tim Berners-Lee's dream of exposing the semantic content of data to help people meet their information needs. Our emphasis is on exploratory search, as contrasted with the conventional "10 blue links" approach. This presentation will explain how Endeca enables a conversation between humans and data through content enrichment and set-oriented retrieval; and will demonstrate how this approach works for digital libraries.

11:45 – 12:00   **Day & Meeting Wrap - up**

12:00 – 12:45   **STM Members Forum**

12:45   **Conference Close**

Program Committee
Thomas Connertz, Director, Electronic Journals, Thieme Publishing Group
Jerry Cowhig, Managing Director, Institute of Physics Publishing
Gerry Grenier, Staff Director, Publishing Technologies, IEEE, Inc.
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- Michael Mabe, CEO
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REGISTRATION FORM

What keeps Scholarly Publishers up at Night?
Political Environments: Threats & Opportunities,
Copyright Challenges & Web 3.0

Le Meridien Cambridge
20 Sidney Street
Cambridge, Massachusetts, U.S.

For quick registration, register online

Name _____

Business Title _____

Company/Institution _____

Street Address

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Registration Fees

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Payment must be received in full at the time of registration. Cancellations must be made in writing up to 30 days before the seminar for a 50% refund. No phone cancellations or refunds will be accepted or made after that deadline. Substitutions may be made at any time.

Registration form should be faxed to Sofie Peeters at +32 2 761 16 99

Organizations registering 5+ people for this conference should contact **info@stm-assoc.org** for discount information.

Hotel information
To book a room at The Le Meridien Cambridge, please call 617-577-0200.

For more information, please go to http://www.stm-assoc.org/stm-events