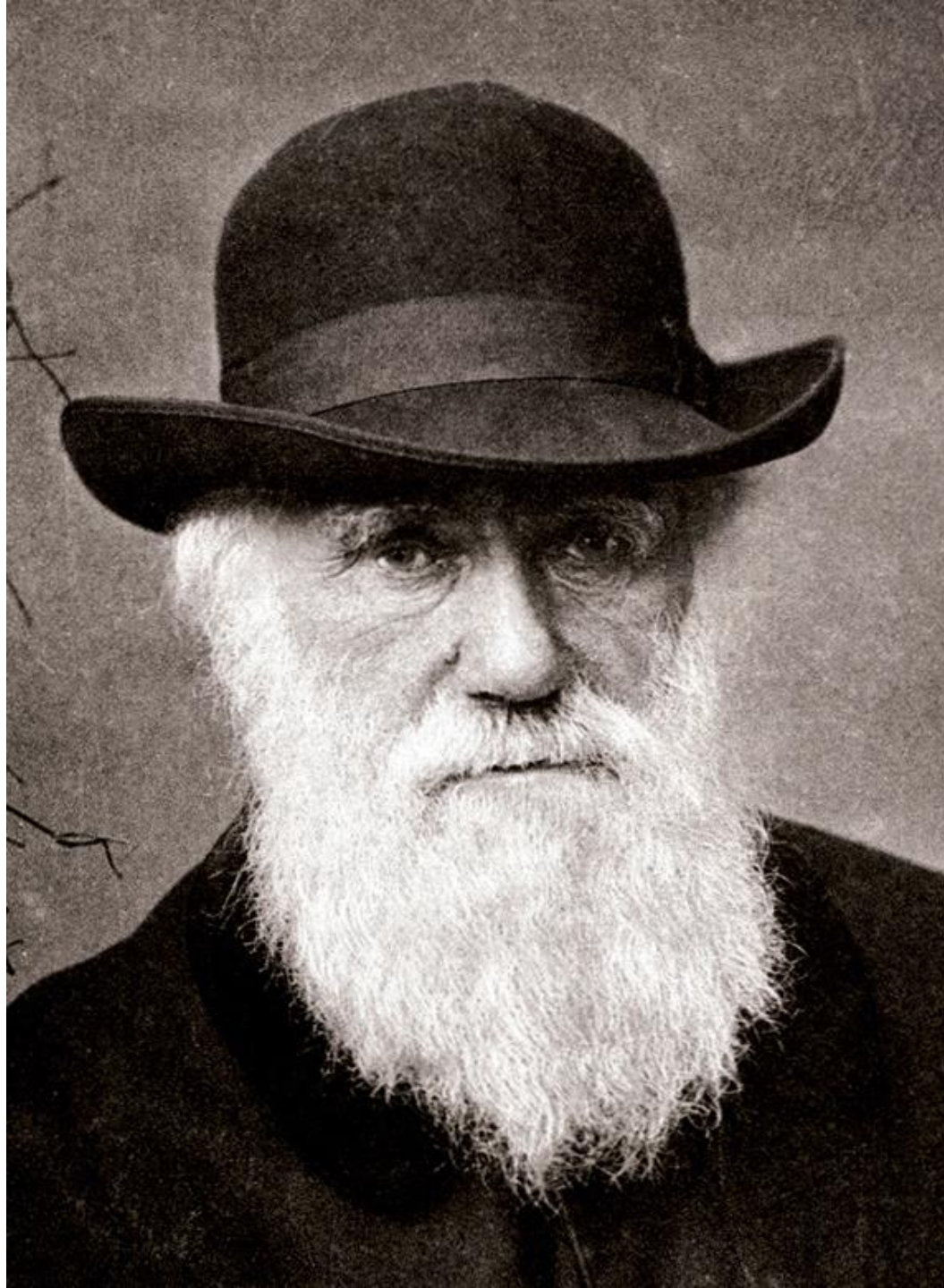
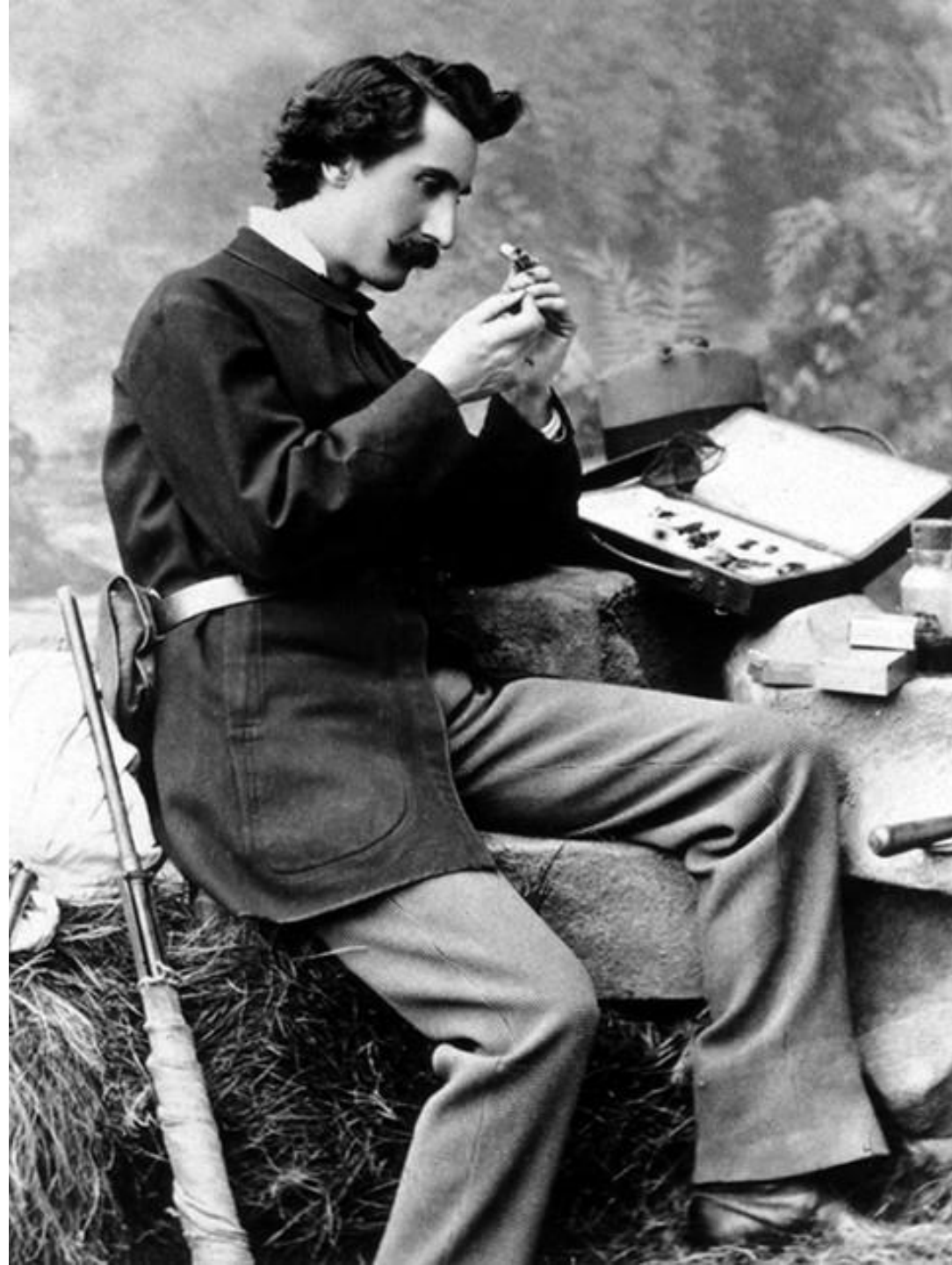


# Entomological Society of America

C. David Gammel, CAE  
Executive Director

Entomology: So what?











**Entomology: Kind of a Big Deal**


# Key Statistics on ESA


- Founded in 1889.
- Just over 7,000 members from 75 countries.
- 15 staff, annual budget ~\$3.5M.
- Publish 8 titles, 1 in development.
- Majority of submissions are from outside the U.S.
- Signed a publishing partnership with Oxford University Press in 2014, launched beginning of 2015.




JANUARY 2016 - VOL.109 - NO.1  
PRINT ISSN 0022-0842 ONLINE ISSN 1365-31十三13  
**ANNALS OF THE ENTOMOLOGICAL SOCIETY OF AMERICA**  
  
AESAJ.oxfordjournals.org  
INSECTSCIENCE.ORG

FEBRUARY 2016 - VOL.108 - NO.1  
PRINT ISSN 0022-0842 ONLINE ISSN 1365-31十三13  
**ARTHROPOD MANAGEMENT TESTS**  


FEBRUARY 2016 - VOL.45 - NO.1  
PRINT ISSN 0022-0842 ONLINE ISSN 1365-31十三13  
**ENVIRONMENTAL ENTOMOLOGY**  


FEBRUARY 2016 - VOL.109 - NO.1  
PRINT ISSN 0022-0842 ONLINE ISSN 1365-31十三13  
**JOURNAL OF ECONOMIC ENTOMOLOGY**  


JANUARY 2017 - VOL.1 - NO.1  
**INSECT SYSTEMATICS AND DIVERSITY**  
  
OXFORD  
UNIVERSITY PRESS

JANUARY 2016 - VOL.16 - NO.1  
PRINT ISSN 0022-0842 ONLINE ISSN 1365-31十三13  
**JOURNAL OF INSECT SCIENCE**  
  
JINSECTSCIENCE.oxfordjournals.org  
INSECTSCIENCE.ORG  
OXFORD  
UNIVERSITY PRESS

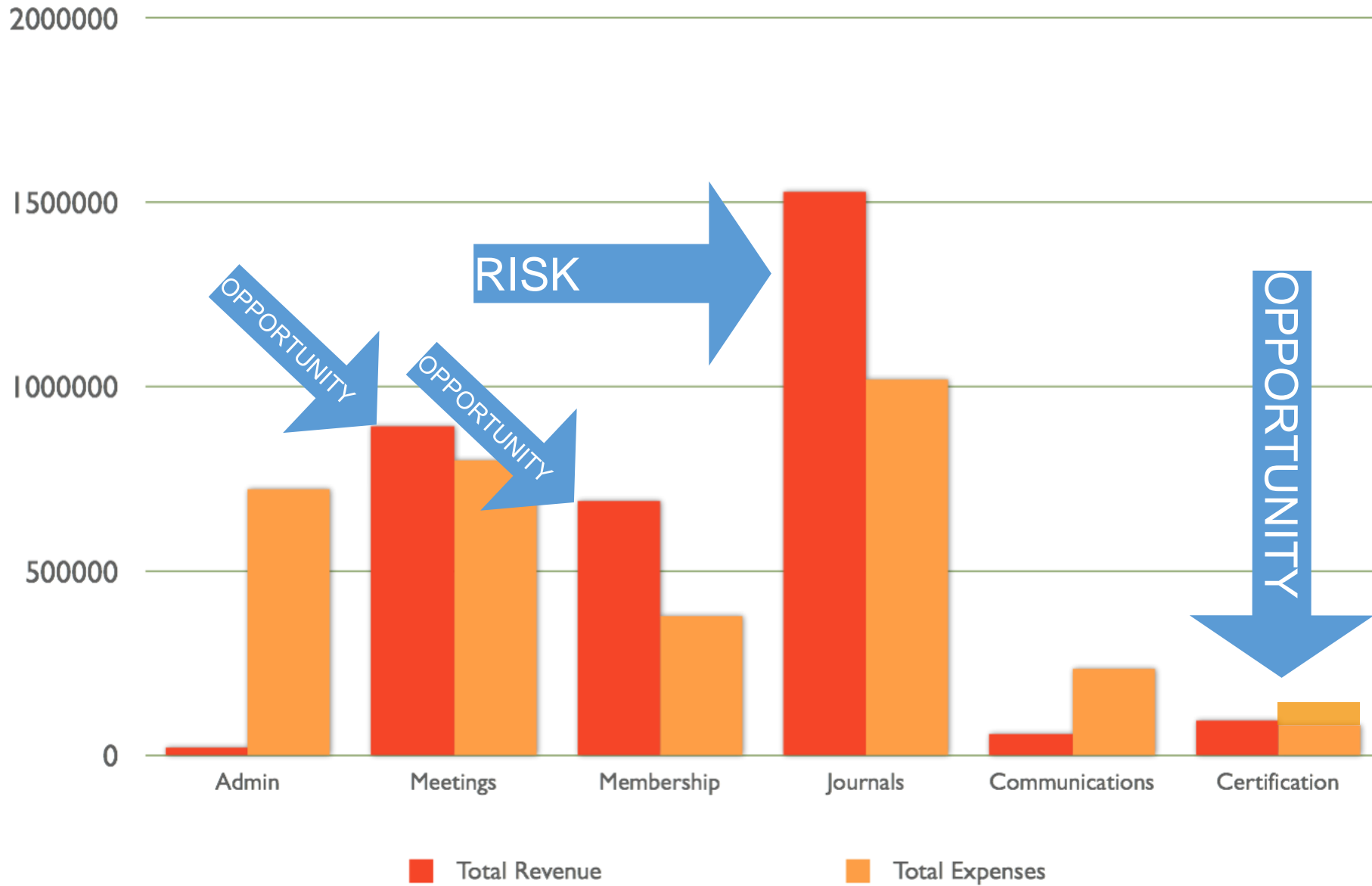
JANUARY 2016 - VOL.7 - NO.1  
PRINT ISSN 0022-0842 ONLINE ISSN 1365-31十三13  
**JOURNAL OF INTEGRATED PEST MANAGEMENT**  
  
JIPM.oxfordjournals.org  
INSECTSCIENCE.ORG  
OXFORD  
UNIVERSITY PRESS

JANUARY 2016 - VOL.53 - NO.1  
PRINT ISSN 0022-0842 ONLINE ISSN 1365-31十三13  
**JOURNAL OF MEDICAL ENTOMOLOGY**  
  
JME.oxfordjournals.org  
INSECTSCIENCE.ORG  
OXFORD  
UNIVERSITY PRESS

**AMERICAN ENTOMOLOGIST**  
SPRING 2016 VOL.42 NO.1  
  
OXFORD  
UNIVERSITY PRESS

# The Million Dollar Slide

2010 Revenue and Expenses by Program (Excludes Investment Income)



# Lessons from the Search for a Partner

- All of our growth potential was outside the U.S. That is really hard to exploit on your own.
- Business model compatibility is critical.
- Crunch your numbers. Crunch their numbers. Make sure everyone knows the crunching is going on.
- Make the search as competitive as possible while ensuring the final deal is good for everyone.
- Cultural fit is critical to getting a deal approved by a volunteer board.
- Diversify offerings so you have a foot in key markets (authors vs. subscribers).

# Preparing for Serendipity

- If you know where you want to go you can recognize and take advantage of short cuts when they present themselves.
- ESA would not have picked up the *Journal of Insect Science* if we hadn't already decided to develop a broadly defined, open access, title for entomology.

# Solo vs. Partnership

- We needed international reach that supports revenue growth. Could not do that ourselves, so that was a key value in a partnership.
- We had already outsourced almost all functions other than editorial. Partnership collapsed multiple points of contact into one, with better cost control leverage.
- Pricing is developed by partner but our board must approve. Worked ok so far but could be a challenging area.
- If you are not taking advantage of opportunities in your market, then potential partners may do so without you.

# Issues Looking Ahead

- Keep crunching the numbers! Everything is still changing.
- Pre-print repositories.
- Data repositories.
- Maintain a proactive relationship with your partner.