

Society for Scholarly Publishing
24th Annual Meeting

COMMON SENSE;
ADDRESSED TO THE
INHABITANTS
OF
AMERICA,
ON THE FOLLOWING INTERESTING
SUBJECTS:

- I. Of the Origin and Design of Government in general, with concise Remarks on the English Constitution.
- II. Of Monarchy and Hereditary Succession.
- III. Thoughts on the present State of American Affairs.
- IV. Of the present ability of America, with some miscellaneous Reflections.

A NEW EDITION, with several Additions in the Body of the Work. To which is added an APPENDIX; together with an Address to the People called QUAKERS.

By THOMAS PAINE,

SECRETARY FOR FOREIGN AFFAIRS TO CONGRESS IN THE AMERICAN WAR,
AND AUTHOR OF THE RIGHTS OF MAN, &c. &c.

*Man's Rights are Man's first creating HEAVEN,
On this globe which clothed and sustains Good and evil.*

THOMAS.

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M, MCC, XCI.

*Collaboration,
Controversy,
and
Common Sense*

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24TH ANNUAL MEETING SOCIETY FOR SCHOLARLY PUBLISHING

Collaboration, Controversy, and Common Sense

These are tumultuous times for publishers, for their customers, and for their suppliers. When SSP last met in Boston in 1999, the program focused on “Is the Real Revolution Just Beginning?” as speakers and participants examined issues around what were then brand-new formats and potential delivery channels. Three years later we’ve gone through several generations of changes in technology and in the marketplace.

The stakes are even higher today than they were at the beginning of this revolution. Each business decision carries even greater risk. There is perhaps an unprecedented level of controversy over how scholarly content should be delivered and paid for. And the demands for new products and new functionalities grow louder every day. What is a publisher to do? How can we meet all the demands—and still stay in business? One answer may lie in the **equally** unprecedented level of collaboration among scholarly publishers and their publishing partners. We are beginning to see collaboration with customers as well. Will collaboration and common sense help us overcome controversy and dissidence to **ensure** that the scientific literature grows with new discoveries and remains accessible for future study?

Come to Boston the end of May for a stimulating discussion of current issues, as well as options and management tools that can help us not only survive, but thrive as scholarly publishers. You’ll learn how other publishers are using new approaches to produce, deliver, and market their publications. Book or serial publisher, you will gain important insights from the lively mix of publishers, suppliers, customers, and authors in an outstanding line-up of speakers on topics of immediate import to us all.

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**REFER TO THE SSP WEB SITE FOR
CONTINUOUS MEETING/SPEAKER UPDATES:**

www.sspnet.org

SCHEDULE

Wednesday, May 29, 2002

7:00 AM – 5:00 PM Registration

Pre-Meeting Seminars

8:00 AM – 12:00 PM Digital Rights Management
(see page 7)

8:00 AM – 12:00 PM The XML Revolution (see
page 7)

1:00 PM – 5:00 PM All You Ever Wanted to
Know About Data
Conversion But Were Afraid
to Ask (see page 7-8)

1:00 PM – 5:00 PM Expanding Your Revenue
Stream Through Online
Content (see page 8)

1:00 PM – 5:00 PM XML Implementation:
Publishing Systems
(see page 8)

5:00 PM – 7:30 PM Exhibitor Marketplace
Opens

5:30 PM – 7:30 PM Opening Reception in
Exhibitor Marketplace

7:30 PM Informal Group Dinners
(sign up at registration desk)

Thursday, May 30, 2002

7:00 AM – 5:00 PM Registration

8:00 AM – 8:30 AM New Member, First Time
Attendee Breakfast

8:00 AM – 8:30 AM Continental Breakfast

8:00 AM – 9:00 AM Exhibitor Marketplace Open

8:30 AM Welcome

8:45 AM – 10:15 AM Plenary Session 1

Collaboration, Controversy, and Common Sense: How Will the Scholarly Communications System Evolve?

Moderator: Heather Joseph, *President, BioOne*

Speakers: Jean-Claude Guedon,
*Professor of Comparative Literature,
University of Montreal*

Pieter Bolman, *Director of STM
Relations, Elsevier Science*

With the advent of the Internet, the technical system of scientific communication has undergone a profound change that is still unfolding. Although few question the positive impact of faster and more robust dissemination of research results, scholars have begun to examine the impact of these technical changes on the underlying structure of the scholarly communication system, and particularly the economic system that has evolved to support it.

In this keynote address, Professor Jean-Claude Guedon will examine the current system from the perspective of a historian who is an active producer and user of scholarly materials. He will explore the debate on whether the results of fundamental research are likely to remain part of the public core of knowledge, or whether they are likely to continue to function as commercial commodities.

Dr. Pieter Bolman, Director of STM Relations for Elsevier Science, will then speak from the perspective of a long-time participant in the scholarly publishing arena, both as a PhD scientist and as a scholarly publisher.

10:15 AM – 10:45 AM Break in the Exhibitor
Marketplace

10:15 AM – 11:00 AM Exhibitor Marketplace Open

10:45 AM – 12:15 PM Concurrent Session 1A

Successful Models for Book Publishing

Moderator: Norma Brennan, *Director of Publications,
AIAA*

Speakers: Philip DiVietro, *Director-Technical
Publishing, American Society of
Mechanical Engineers*

Blaise Simqu, *Executive Vice President,
Sage Publications, Inc.*

Many publishers, particularly those in the not-for-profit sector, have neglected the challenging world of book publishing simply because they were more comfortable with their already successful journal programs. Now, however, there are models of success in this "other" branch of publishing. Three publishers will provide broad overviews of their varied approaches, covering the entire process from objective market analysis through acquisitions, building a list, managing volunteer editorial boards, forming partnerships, and distribution and sales. They will encourage interactive audience discussion.

10:45 AM – 12:15 PM Concurrent Session 1B

The Use (and Misuse) of Usage Data

Moderator: **Isabel Czech**, *Director of Publisher Relations, ISI*

Speakers: **Tom Sanville**, *Executive Director, OhioLink*

Marcella Barnhart, *Product Development Manager, ISI (invited)*

Peter Shepard, *Project Director, PALS*

Librarians want usage statistics for online products, and many publishers and database producers are striving to provide them. What exactly do librarians need? What can publishers supply? Are they the same? Does heavy usage equal high quality? What standards do we need? What pitfalls lie in the way? In this session, we'll hear from a librarian, a primary publisher, and a secondary publisher, and see whether we're on the same road, or taking different paths.

10:45 AM – 12:15 PM Concurrent Session 1C

New Challenges in Electronic Journal Publishing: Pricing, Licensing and Negotiation with Consortia

Moderator: **John Tagler**, *Vice President, Account Development & Library Marketing, Elsevier*

Speakers: **Michael Fournier**, *Library Manager, Biogen Corporation*

Barbara Preece, *Executive Director, Boston Library Consortium*

The migration from print to electronic journal publishing has thrust the players—publishers and librarians—into uncharted waters. In the past few years publishers and librarians have been on a fast learning curve to develop new models for selling and purchasing scholarly journal content. Publishers have sought to develop new approaches to pricing that will be an incentive to libraries to introduce electronic editions while at the same time not undermining the revenue streams that keep journals afloat. Librarians, faced with shrinking budgets and growing information output, have turned to consortia buying as a means of buying more information more economically. Our three speakers—a commercial publisher, a corporate librarian, and a representative from an academic library consortium—will present their views and relay their experiences in navigating these waters.

12:15 PM – 2:00 PM Luncheon and Business Meeting

12:15 PM – 2:00 PM Exhibitor Marketplace Open

2:00 PM – 3:30 PM

Plenary Session 2

Electronic Ink

Moderator: **William E. Kasdorf**, *President, Impressions Book & Journal Services*

Speaker: **Russell Wilcox**, *Vice President & General Manager, e-Ink*

Electronic ink is a new material that will have a far-reaching impact on how society receives its information. Although revolutionary in concept, electronic ink is a straightforward fusion of chemistry, physics, and electronics. The principal components are millions of tiny microcapsules, about the diameter of a human hair. The co-founder of one of the leading developers of electronic ink technology discusses its benefits and importance for the publishing industry. He will show a sneak peak of next year's electronic ink screens for e-books, which enable a new generation of reader devices.

3:30 PM – 4:30 PM

Exhibitor Marketplace Open

3:30 PM – 4:00 PM

Break in Exhibitor Marketplace

4:00 PM - 5:30 PM

Concurrent Session 2A

Optimizing Your Website for Search Engines

Moderator: **Tom Richardson**, *Business Manager, New England Journal of Medicine*

Speakers: **Fredrick Marckini**, *CEO and Founder, iProspect.com*

Bill Gadless, Jr., *President, eMagine*

Kathryn Joy, *Marketing Manager, Online, New England Journal of Medicine*

Having a Web site for your publication is only the beginning; to be successful, you need people to visit and use your site. One of the primary ways users seek information on the Web is by using search engines, and each search engine has its own search algorithms and result rankings. Learn how to position your Web site for search engines to help send you qualified visitors.

4:00 PM – 5:30 PM

Concurrent Session 2B

Who's Buying Our Content Now, and How?

Moderator: **Doug LaFrenier**, *Director of Marketing and Sales, American Institute of Physics*

Speakers: **Susan Kesner**, *Director, Publisher Relations, Infotrieve*

Jean Mayhew, *(formerly) Director, Information Network, United Technologies Research Center*

Graeme Whitley, *Director of New Business Development, John Wiley & Sons*

The 21st century “user” of SSP content has unprecedented options for finding and using information. Libraries face a bewildering array of possibilities for acquiring content. Publishers are reexamining business models and considering novel ways of unbundling, repackaging, and delivering this content. Aggregators and other intermediaries have found new roles and new markets. In this session, a corporate librarian, a scholarly publisher and an article vendor look at evolving trends in how content is being offered, bought, and sold, and the impact of these shifts on their organizations.

Friday, May 31, 2002

- 7:00 AM – 5:00 PM **Registration**
- 8:00 AM – 8:45 AM **Continental Breakfast**
- 8:00 AM – 9:00 AM **Exhibitor Marketplace Open**
- 8:45 AM - 10:15 AM **Plenary Session 3**

The Open Archives Initiative and Scholarly Publishing

- Moderator: **Amy Brand**, *Director of Business Development, CrossRef*
- Speakers: **Carl Lagoze**, *Digital Library Scientist in Computing & Information Science, Cornell University*
- Mark Doyle**, *Manager, Product Development, Journal Information Systems, American Physical Society*

The Open Archives Initiative (OAI) develops and promotes interoperability standards aimed at facilitating the efficient dissemination of research content. The OAI is rooted in an effort to enhance access to e-print archives as a means of increasing the availability of scholarly communication. Hence, the OAI framework has clear applications and import for scholarly publishers. Speakers will discuss a range of OAI projects emerging in the US and Europe, and consider the consequences—and controversy—of the OAI model for publishers.

- 10:15 AM – 10:45 AM **Break in the Exhibitor Marketplace**
- 10:15 AM – 11:00 AM **Exhibitor Marketplace Open**
- 11:00 AM – 12:30 PM **Concurrent Session 3A**

E-Books: Now That They're Dead... They're Alive

- Moderator: **Pat Harris**, *Executive Director, NISO*
- Speakers: **Rick Lugg**, *President, R2 Consulting*
- Steve Potash**, *President and CEO, OverDrive*
- Kate Wittenberg**, *Director, Digital Publishing Initiative, Columbia University*

While the mainstream press has officially declared that the market for popular books on hand-held readers appears “dead on arrival”, digital delivery of content in the professional and scholarly arena represents a market that is steadily maturing. Join us for a discussion with experts about three key topics important to the SSP marketplace. Speakers will address such questions as these: What do we mean when we say e-Book: hardware? soft-

4:00 PM – 5:30 PM Concurrent Session 2C

Electronic Peer Review, Production, and Dissemination: What Do You Need to Know as a Manager?

- Moderator: **Joan Comstock**, *Sales Director, Cadmus Professional Communications*
- Speakers: **Priscilla Markwood**, *Managing Editor, American Society for Investigative Pathology*
- Jan Fleming**, *Vice President of Planning & Development, Cadmus Professional Communications*
- Jack Danaher**, *Director of Database Operations, Progressive Information Technologies*

What benefits would you gain if you used an end-to-end electronic publishing system? What are the possibilities for the future? Could you facilitate new revenue streams? Achieve greater production efficiencies? What are the steps you need to take when planning your new system? How do you think through setting requirements, defining specifications, investing, and planning the implementation of a new electronic process for the various segments of this system? What are the human dimensions involved? What skill sets are needed? How do you transition current staff from the old to the new?

- 6:00 PM – 7:30 PM **Exhibitor Marketplace Open**
- 6:00 PM – 7:30 PM **Networking Reception in Exhibitor Marketplace**
Sponsored by EBSCO Publishing
- 7:15 PM **Drawing for a Palm Pilot 705 in the Exhibitor Marketplace**
- 7:30 PM **Informal Group Dinners**
(sign up at the registration desk)

ware? content? What are the standards needed to make this market come into its own? Who's making money now, and what are the successful business models?

11:00 AM – 12:30 PM Concurrent Session 3B

Distance Learning, Distributed Learning: What Are They? How Do They Affect Me?

Moderator: **Eamon T. Fennessy**, *Chief Executive Officer, The Copyright Group, Inc.*

Speakers: **Lois Wasoff**, *Vice President, Houghton Mifflin Company*
Isabella Hinds, *Director, WebCT, Inc.*
John Purcell, *President, Learning Objects Networks, Inc.*

Distance Learning, Distributed Learning? How is it accomplished and what is being done to have effective education and training? In this session you'll learn what the education publishing community is doing, what tools are available to educators, what corporate-government models are being developed, and what the publishing community can expect in the way of incentives for future learning approaches.

11:00 AM – 12:30 PM Concurrent Session 3C

Planning and Implementing Linking to Drive Usage

Moderator: **Graeme Whitley**, *Director of New Business Development, John Wiley & Sons*

Speakers: **Ed Pentz**, *Executive Director, CrossRef*
John Walker, *Associate Director, Content Systems Integration, John Wiley & Sons*
Chris Shillum, *Director of Product Development, ScienceDirect*
Jenny Walker, *Director of Sales and Marketing, Ex Libris*

Linking—be it reference linking, “cited by” linking, abstracts linking, or local linking—drives usage to the online systems we have all so heavily invested in. Behind these features on all online systems are the underlying content linking technologies. This technical session will provide insightful technical guidance on what to do and what not to do in planning and executing an effective linking technology strategy that can scale into useful features to drive usage and effectively compete in the online environment.

12:30 PM – 2:00 PM Lunch on Own

12:30 PM – 2:00 PM Exhibitor Marketplace Open

2:00 PM – 3:30 PM Concurrent Session 4A

Archiving

Moderator: **John Tagler**, *Vice President, Account Development & Library Marketing, Elsevier*

Speakers: **Martin Blume**, *Editor-in-Chief, American Physical Society*

Dale Flecker, *Associate Director, Planning & Systems, Harvard*

Vicky Reich, *Director, LOCKSS Project, Stanford University Libraries*

In the print world, libraries have assumed the responsibility for archiving, and they have done so for centuries. With the advent of electronic publications, however, the old order is being re-examined. Suddenly publishers are being asked to take the responsibility for electronic archives—either to maintain the archive themselves or to commission new partners to assume the task. But willingness is only the first step. The criteria and standards necessary to guarantee long-term maintenance are just beginning to be addressed. This session will present the views of an academic research librarian, a society publisher and a representative from an independent research and funding organization, all of whom approach the conundrum of electronic archiving from very different perspectives.

2:00 PM – 3:30 PM Concurrent Session 4B

Content Management: Building a Decision Matrix

Moderator: **Chris Kartchner**, *Vice President, Ness USA*

Speakers: **Other Speakers TBA**

Content management has long been a hot topic in publishing circles. While content management systems, products, and tools were being designed and developed for the traditional publishing world ...the Web explosion took place! One of the benefits has been the concurrent development of Web publishing tools, many of which may have a place as broader content management tools available for scholarly publishers. Representatives from within and outside the world of publishing, including software development concerns, will bring independent but relevant perspectives. This session is designed both to further expose you to some of the practical options available, and to share expertise that will help you to shape your own content management decision matrix based upon your specific needs.

2:00 PM – 3:30 PM Concurrent Session 4C

Using new technology: SGML/XML and Legacy Data Projects

Moderator: **Rosamunda Neuharth Ozgo**, *Sales Director, Allen Press*

Speakers: **Jerry Elliott**, *Marketing Director, US, SPI Scholarly Publisher Services*

Concurrent Session 4C (cont'd)

Keith Seitter, *Deputy Executive Director,
American Meteorological Society*

Ted Freeman, *Director of Electronic
Publishing Services, Allen Press Inc.*

This is a non-technical session for managers on using new technology. It will explore two key challenges STM publishers face today: (1) Handling legacy data: How does a publisher embark on this challenging and costly endeavor? What

are the options? What functionality is needed? What are the promises and pitfalls? (2) SGML & XML: How to efficiently code for legacy data today. Is SGML still the standard? What does XML offer? While speakers will provide a view to the future, they will emphasize the economics and options available today.

3:30 PM

Meeting Ends

P R E - M E E T I N G S E M I N A R S

Wednesday, May 29, 2002

8AM – 12PM

***“Digital Rights Management:
Old Hat or New Wrinkle?”
How DRM is Affecting Business
Decisions in Today’s Publishing
Environment***

Moderator:

Rick Lugg, *R2Consulting*

Speakers:

Ed Colleran, *Copyright Clearance Center*

Jonathan Schull, *Digital Goods*

John Cox, *John Cox Associates*

In this half-day pre-meeting seminar, a panel of industry experts will provide insights on the top three DRM issues they think are having the most significant impact on academic and professional publishing business decisions today. Once a panelist has presented his/her three issues, the other panel members, as well as the audience, will have an opportunity to participate in the discussion.

Topic areas that may be explored in the discussion include: 1) data encryption; 2) copy protection; 3) business and pricing models; 4) collection and payment systems; 5) secondary permissioning; 6) content delivery; 7) the role of the DOI in e-books and e-journals; 8) fair use & legal issues; 9) key DRM players; 10) current standards efforts and working groups.

Find out what’s on the minds of experts and experienced colleagues.

8AM – 12PM

***The XML Revolution: What Scholarly Publishers
Need to Know***

Bill Kasdorf, *President of Impressions Book and Journal
Services*

The unprecedented enthusiasm for XML, the Extensible Markup Language, has spawned a bewildering array of related technologies for tagging, organizing, describing, navigating, linking, and presenting information. This half-day seminar will present an overview of XML and its extended family, along with a discussion of the emerging standards that will be most important for book and journal publishers.

Topics Will Include

- A basic introduction to XML, the Extensible Markup Language, and its relationship to SGML and HTML.
- How XSL, the Extensible Stylesheet Language, will provide the presentation counterpart to XML.
- XSLT: XSL Transformation, for adapting XML documents to varying contexts and presentations.
- XLink, XPointer, and XPath: the powerful new linking and navigation technologies in the XML family.
- A Metadata Primer: how XML can be used to capture and communicate information about your content.
- Unicode: the almost-universal font encoding central to XML.
- OEB: the Open E-Book Standard for publishing electronic books.

The emphasis will be on what scholarly publishers need to know about these topics. You don’t need to know how to read or write XML code to learn how these powerful technologies will help you transform your books and journals into dynamic electronic products that adapt to users’ changing needs. No XML or SGML expertise is required—this seminar is designed for publishers, not programmers.

About the Seminar Leader...

Bill Kasdorf is President of Impressions Book and Journal Services, a composition and publishing services firm that provides SGML and XML services to a wide range of publishers. An experienced seminar leader, Bill specializes in presenting technical topics effectively to non-technical people. Currently president of SSP, Bill is the General Editor of *The Columbia Guide to Digital Publishing*, to be published in mid-2002 by Columbia University Press.

1PM – 5PM

***All You Ever Wanted to Know About Data
Conversion But Were Afraid to Ask***

David Skurnik, *Vice President, Sales of Data Conversion
Laboratory*

When publications were produced only once, and only in one form—usually print—publishers didn’t have to pay much attention to the underlying data used to produce those publications. But now that a variety of forms are not just desired but demanded by users, publishers need to understand a variety of data formats

and convert their data from one form to another. This half-day seminar will provide an overview of today's most important options and will help you to understand and evaluate a variety of approaches to data conversion in order to make conversion projects efficient, effective, and economical.

Topics Will Include:

- What are SGML, XML, OeB, and PDF? What are the pros and cons of each of these technologies?
- What are the advantages and disadvantages of converting data before or after composition?
- How should you engineer a Legacy Conversion? What processes are best? What are the pitfalls?
- How does an Ongoing Conversion process differ from a Legacy Conversion? What processes are best when conversion is ongoing, and what pitfalls are there?

The focus of this seminar will be on what scholarly publishers need to understand to make informed and intelligent choices when faced with the need for data conversion. This is not a hands-on, how-to seminar for programmers; it is designed for managers, editors, and production people who need to understand the issues and options in today's data conversion technologies and techniques.

About the Seminar Leader...

David Skurnik is Vice President, Sales of Data Conversion Laboratory, one of the largest and most experienced data conversion firms in the world. They currently convert over 600 STM journal titles on an ongoing basis, and have converted hundreds of medical textbooks. DCL has handled a wide variety of large and mission-critical conversion projects for publishers of all sorts. They also publish a widely read newsletter on data conversion issues.

1PM – 5PM

Expanding Your Revenue Stream Through Online Content

Ed Colleran, *Director of Publisher Relations, Copyright Clearance Center, Inc.*

An expanding market for digital content is changing the face of the publishing industry, creating both obstacles and opportunities. Unauthorized use of content is a concern for most publishers, and finding a distribution model that thwarts pirates but doesn't frustrate honest users can be a complicated mission. But a well-thought-out plan can yield hidden returns through the Web-created phenomenon of super-distribution and the age-old business model of secondary use.

This session will offer a germane discussion on the state of digital content and the way publishers deliver and license content, and collect royalties directly from their Internet sites.

Objective:

By the conclusion of this session, participants will be able to develop strategies to capitalize on the revenue potential of an expanding online content market.

About the Seminar Leader...

Edward Colleran is Director of Publisher Relations at Copyright Clearance Center, Inc. (CCC), the largest licensor of photocopy and electronic reproduction rights in the world. His responsibilities include managing CCC's Publisher Relations Department and developing new revenue generating initiatives for CCC's participating publishers. In addition, he manages CCC's efforts in the area of digital rights management. Edward has over 17 years experience in the communications industry, having spent the majority of his career in the advertising/marketing communications profession. Most recently, he was the Vice President/Managing Director of Larry Miller Productions (now ixl, Inc.), a firm specializing in the development and design of commercial and educational web-sites for the Internet and Intranet.

1PM – 5PM

XML Implementation: Publishing Systems

Dale Waldt, *Founder and Director, aXtremeMinds*

XML has proven to be a powerful tool in the Publishers' arsenal. This course describes how it can be applied to the publishing process. Implementing an XML-based publishing system is covered in sufficient detail to enable the attendee to understand options and approaches to implementing XML in a publishing environment, state their project objectives, build associated implementation plans and business cases, and eventually successfully implement an XML-based publishing system. To support effective XML system development planning, this course provides overview of XML and related standards and technology designed to assist the decision making manager, executive, or project leader in understanding the standards and the choices faced when implementing them. The XML processing architecture, syntax, implementation examples, development project, tools, and business processes will be described in business terms. The goals and opportunities of an XML project and the business benefits of the resulting system will be explored.

Course Topics Include:

- Goals & Opportunities for XML-Based Publishing Systems
- Overview of XML-based Publishing Systems & Processes
- Intro to XML Syntax and Data
- Related Standards & Applications & their Roles/Readiness
- Building Robust Information Assets
- XML Development Planning & Project Management
- XML Business Cases for Publishing Systems Development
- Staying Current in the XML Arena

About the Seminar Leader...

Mr. Waldt is founder and director of aXtremeMinds, a growing team of experienced XML training and development specialists serving publishing and other business communities. Mr. Waldt has 20 years experience in performing and leading the development of structured information systems and publishing applications using XML and Web technologies. Dale is the author of *The SGML Implementation Guide* (Springer 1995), and was previously Founder and Publisher of <TAG> The SGML Newsletter. Dale has taught XML & related topics at University of Wisconsin, UCLA, RIT and at many conferences and seminars around the world. Mr. Waldt speaks and writes frequently on XML and Web systems development and planning.

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EXPLORE BOSTON IN MAY

Boston is a city that welcomes change and innovation, while cherishing its rich history - a perfect match to our conference theme. May in Boston is delightful, and the Westin Copley Place is an ideal location for exploring Boston on foot or by the adjacent MTBA Green Line. The hotel is next door to the upscale Copley Place shops and the Boston Public Library, the country's first public library. The Prudential Building with its tower restaurant and view of the waterfront, the John Hancock Observatory, and the famous amphibious Duck Tours of Boston are located across the street.

Within a fifteen-minute walk, you will find Boston Common, the Boston Public Garden, shopping along Newbury Street and Bolyston Street, and Quincy Market/Faneuil Hall area where the Freedom Trail historical walking tour begins. A few stops down the Green Line takes you to the Museum of Fine Art, Symphony Hall, Jordan Hall and other cultural sites. World-renowned colleges and universities such as Harvard University, Boston College, and Boston University are merely a subway ride away. There are

dozens of museums and historical sites, as well as evening entertainment including clubs, concerts and theatre all close at hand. Not to mention Fenway Park and the Red Sox!

Restaurants

All of this walking is sure to give you an appetite! As Boston Online notes, "Boston has restaurants to suit almost every taste and budget. As you might expect from a coastal city, fresh seafood abounds, but you won't want to miss the Italian fare of the North End (the hardest part might be deciding on which restaurant there to eat in!). Boston's Chinatown features cuisine not only from China but Vietnam and Malaysia. Ethnic restaurants include the Helmand, an Afghan restaurant owned by the family of Afghanistan's new leader. Right around the corner from the hotel, the Newbury Street eateries feature some of Boston's best dining and people watching.

Stay for the Weekend

If you're interested in the lower airfares associated with a Saturday night stay, there is no shortage of sites and activities to fill the weekend after the meet-

ing. Consider making this a family trip, as many local institutions offer activities tailored to children. These include the Children's Museum, the New England Aquarium, the Computer Museum, and Museum of Science. Or experience the popular duck parade at Boston Public Garden immortalized in the children's classic book, *Make Way for Ducklings*.

Make Your Plans Early

As you might expect, the combination of diverse attractions and glorious May weather makes Boston a popular destination for families celebrating college graduations and tourists from around the world. Please make your hotel and travel reservations early!

More Information

Please check out the SSP Web Site at www.sspnet.org for links to local information on the Boston Online web site, and other information from your Local Arrangements Committee. On behalf of the Local Arrangements Committee and the 24th Annual Meeting Program Committee, we look forward to seeing you in Boston!

Opening Reception

Wednesday, May 29,
5:30PM – 7:30PM

Join your colleagues for a relaxed gathering to kick off the 24th Annual meeting. Make new acquaintances or renew old friendships as you stroll through the Exhibitor Marketplace.

New Member, First Time-Attendee Breakfast

Thursday, May 30,
8:00AM – 8:30AM

Come introduce yourself and meet new friends at this breakfast located in the Exhibitor Marketplace.

Networking Reception

Thursday, May 30,
6:00PM – 7:30PM

Don't miss this opportunity to network with your colleagues.

Win a Palm Pilot!

To be eligible to win the Palm Pilot 705, please visit each exhibitor in the Exhibitor Marketplace and have them to stamp your Palm Pilot Drawing Entry card located in your registration packet. Once you have completed the card, drop it in the raffle bowl located on the SSP Information Table located in the Exhibitor Marketplace. The drawing for the Palm Pilot will be held at 7:15pm on Thursday, May 30 in the Exhibitor Marketplace. You must be present to win.

Luncheon

Thursday, May 30,
12:15PM – 2:00PM

SSP will provide a luncheon followed by the Business Meeting (included in the registration fee.)

Informal Group Dinners

Wednesday, May 29 and Thursday, May 30

For those of you wishing to experience the fine cuisine Boston has to offer, we'll have several restaurants to choose from. Group sign-ups will be available onsite at the registration desk. Please make sure to sign-up by 7:00PM each night so the reservation can be called in. Taxis will be available through the hotel to transport diners to and from the restaurant of their choice.

GENERAL INFORMATION

Grand Accommodations – Make your Reservations now!

All conference events will be held at the Westin Copley Place, Boston, MA. Special room rates of \$229 single/double have been arranged. The Westin Copley just completed a \$30 million renovation of its guest rooms, lobby, and restaurant. All guest rooms feature The Heavenly Bed, On-command movies, private voice mail system, dual-line phone with data port, coffee maker, safe and mini bar. The Westin offers the following guest services: 24 hr room service, full-service business center, laundry, valet, and complimentary use of the health & fitness center. The Westin Copley has won the Mobile Four Star Award, was voted the #1 Upper Scale Hotel Chain by Business Travel News, and has received the Meetings and Conventions Gold Key award, just to mention a few.

To book your reservations call (800) 228-3000 or (617) 262-9600 and identify yourself as an attendee of the Society for Scholarly Publishing Annual Meeting. The reservation cut-off date is May 8, 2002, thereafter the hotel will accept reservations on a space available basis.

Transportation –

BY AIR – Logan International Airport is located four miles from the Westin Copley Place. Transportation is available via Back Bay Coach (\$9.00 one way) and via taxi (approximate-

ly \$15.00 one way). Public transit is also available from Logan Int'l to the Westin Copley Place.

BY TRAIN – The Westin Copley is located across the street from Back Bay (Orange Line & Amtrak) and Copley Squire Train Stations (Green Line). The Westin Copley is less than a mile from North & South Stations.

BY CAR – At Exit #22 on the Massachusetts Turnpike; five blocks from Storrow Drive.

The Westin offers indoor garage valet parking. The overnight parking fee is \$32.

Travel: Airline & Rental Car Reservations –

If you need assistance with travel arrangements, contact Preferred Travel Services at (800) 848-6864 or (303) 298-7050 or fax requests to (303) 298-7090 Monday – Friday 9 am – 6:00 pm MST. Please identify yourself as an SSP attendee.

Special Assistance –

Do you have special needs that we can address to make your participation more enjoyable and meaningful? If so, please contact the SSP registration office (303) 422-3914. The SSP staff will be glad to assist you. Although all meeting areas are accessible to the physically challenged, advance arrangements may be made.



SSP Annual Meeting Registration Form

(Duplicate for additional registrants)



Name: _____
First Last

Title: _____ Company: _____

Address Line 1: _____

Address Line 2: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____ Email: _____

I am a ☐ First-time Attendee ☐ New Member

Special Services: If you have a disability, that may require special accommodations in order to fully participate in the SSP Annual Meeting, please contact the SSP office at 303-422-3914 to discuss your needs.

☐ Vegetarian Meal Required ☐ Kosher Meal Required

Join SSP now, and take advantage of member rates. Call SSP at 303-422-3914 for membership information and an application. You may also register or apply for membership at SSP's Web site: **www.sspnet.org.**

Register me for:	Member		Non-Member	
	Postmarked on or before May 3	After May 3	Postmarked on or before May 3	After May 3
<input type="checkbox"/> Full Meeting: includes one luncheon and two receptions	\$395	\$465	\$495	\$565
<input type="checkbox"/> One Day <input type="checkbox"/> Thursday <input type="checkbox"/> Friday	\$250	\$275	\$275	\$300
Pre-meeting Seminars: Wednesday May 29, 2002				
<input type="checkbox"/> 1. Digital Rights Mgmt (8 AM – 12 PM)	\$100	\$125	\$125	\$150
<input type="checkbox"/> 2. The XML Revolution (8 AM – 12 PM)	\$100	\$125	\$125	\$150
<input type="checkbox"/> 3. Online Content (1 PM – 5 PM)	\$100	\$125	\$125	\$150
<input type="checkbox"/> 4. XML Implementation (1 PM – 5 PM)	\$100	\$125	\$125	\$150
<input type="checkbox"/> 5. Data Conversion (1 PM – 5 PM)	\$100	\$125	\$125	\$150
Take two seminars and save \$25	\$175 (for two)	\$225 (for two)	\$225 (for two)	\$275 (for two)

For planning purposes only, please check which session(s) you plan to attend.

Thursday Concurrents 10:45 AM – 12:15 PM	Thursday Concurrents 4:00 PM – 5:30 PM	Friday Concurrents 11:00 AM – 12:30 PM	Friday Concurrents 2:00 PM – 3:30 PM
<input type="checkbox"/> Session 1 A <input type="checkbox"/> Session 1 B <input type="checkbox"/> Session 1 C	<input type="checkbox"/> Session 2 A <input type="checkbox"/> Session 2 B <input type="checkbox"/> Session 2 C	<input type="checkbox"/> Session 3 A <input type="checkbox"/> Session 3 B <input type="checkbox"/> Session 3 C	<input type="checkbox"/> Session 4 A <input type="checkbox"/> Session 4 B <input type="checkbox"/> Session 4 C

A complimentary lunch is planned on Thursday, May 30, from 12:15 PM – 2:00 PM, including the SSP Business Meeting.

☐ Yes, I plan to attend ☐ No, I do not plan to attend.

All registrations received after May 17, 2002 will be processed on site at the annual meeting.

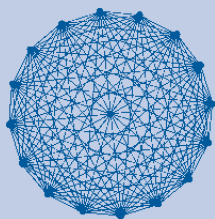
Payment Method: ☐ Check ☐ MasterCard ☐ VISA ☐ American Express Amount: \$ _____

Card Number: _____ Expiration Date: _____ / _____

Name on Card: _____ Signature: _____

Cancellation Policy: Cancellations received in writing by May 17, 2002, will be issued a full refund less a \$50 processing fee. No refunds will be granted after May 17, 2002. Substitutions are accepted or you may use your paid registration fee for a future seminar for a \$50 fee. Refunds are processed following the conference.

Send this form with payment to: SSP Meeting Registration, 10200 W. 44th Ave, #304, Wheat Ridge, CO 80033-2840
Fax: 303-422-8894 Questions??? Phone: 303-422-3914 No phone registrations accepted.



Society for
Scholarly
Publishing

10200 West 44th Avenue, Suite 304
Wheat Ridge, CO 80033

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You are invited to ...
Join the Society for Scholarly
Publishing for the

24th Annual Meeting

May 29-31, 2002

Westin Copley Place

Boston, MA

Register Now!

Mark your Calendars!

Top Management Roundtable

September 18-20, 2002

Four Seasons Hotel

Philadelphia, PA

25th Annual Meeting

May 28-30, 2003

Hyatt Regency

Baltimore, MD

For continuous
speaker/meeting updates,
Check out our web site at

www.sspnet.org