Navigating

SSP 25th

Change

Annual Meeting

May 28-30, 2003
Hyatt Regency Baltimore
Baltimore, MD

Preliminary Program

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25 Annual Meeting
Society for Scholarly Publishing
Navigating Change

The challenge facing publishers and librarians today is how to deliver content to their users in a world where the rules are changing faster than the content can be converted to electronic form. The sessions planned for the 25th Annual Meeting of the Society for Scholarly Publishing are designed to address the issues confronting publishers and affecting libraries.

We invite you to join us to explore and discuss ways that enable you to meet your users' need for access to information within constricted budgets. The program offers a blend of tools, experience and technology that will provide you with new answers and with key questions, leaving you better equipped to deal with the decisions on your desk today.

Come to Baltimore, May 28, 29, 30 to discover the future and learn from the past.

Norman Frankel and Judy Luther, Co-Chairs

Table of Contents

2003 Annual Meeting Sponsors

Ebsco Publishing

Infotrieve

Ovid Technologies

ProQuest

The Gale Group

2

Wednesday, May 28, 2003

7:00AM – 5:00PM **Registration**

Pre-Meeting Seminars

7:00AM – 8:00AM **Continental Breakfast**

8:00AM – 12:00PM **XML Workflows: Getting and Using XML Effectively (see page 7)**

8:00AM – 12:00PM **The Evolution of Licensing and What It Means to Our Business Strategies (see page 7)**

1:00PM – 5:00PM **Linking Implementation (see page 7)**

1:00PM – 5:00PM **Pricing and Value in Electronic Literature: Validating Pricing Policy in a Complex Market (see page 8)**

1:00PM – 5:00PM **Content Management (see page 8)**

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

5:30PM – 7:30PM **Opening Reception** *Sponsored by the Gale Group*

7:30PM **Informal Group Dinners**

Thursday, May 29, 2003

7:00AM – 5:00PM **Registration**

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

8:00AM – 8:30AM **Continental Breakfast**

8:00AM- 9:00AM **Exhibitor Marketplace Open**

8:30AM – 8:45AM **Welcome**

8:30AM – 10:15AM **Plenary Session 1**

Scholarly Publishing 25 Years From Now

Moderator: **David Seaman,** *Director, Digital Library Federation*

Speakers: **Jim Neal,** *Vice President, Information Services and University Librarian*

Mike Tansey, CEO, *Thompson Scientific*

Sara Miller McCune, *Publisher and Chairman, Sage Publications, Inc.*

Twenty-five years ago, when the Society for Scholarly Publishing was formed, we could not have predicted the exciting and destabilizing changes that have occurred in scholarly research and the dissemination of ideas since then. Today, with electronic dissemination the norm and with new shifts, synergies, and schisms occurring between publisher, author, audience, and archive, the act of prediction is harder than ever. Nevertheless, a journal publisher, a database publisher and a librarian will attempt to look forward 25 years to the 50th conference of the SSP and predict how scholarly publishing will appear then.

10:15AM – 10:45AM **Break** *Sponsored by EBSCO Publishing*

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

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

Competing Models of Online Access

Moderator: **Robert B. Allen,** *Professor, College of Information Studies, University of Maryland*

Speakers: **Bernie Rous,** *Deputy Director/Electronic Publishing, Association for Computing Machinery*

Robert G. Care, *Director, Information Technology and Science, IEEE Computer Society*

Lee Giles, *David Reese Professor, School of Information, Science and Technology, Penn State*

In this session, speakers from the researcher and publisher perspectives confront one other on open access to journal content, the business of scientific publishing, and how to best serve the public good. This panel uses the field of computer science, and existing digital resources in this field, for a focused case study on these controversial issues.

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

The Career Doctor

Moderator: **Eric Newman** *Publishing Consultant*
Speakers: **Willa Perlman,** *Partner, Media Practice, The Cheyenne Group*

Susan Gordon, *President, Lynne Palmer Executive Recruiter, Inc.*

Patricia Frame, *Managing Consultant, Strategies for Human Resources*

Leading executive recruiters will join a Human Relations Consultant in a practical, focused panel identifying the special problems and opportunities in today's tight and dynamic job market. Speakers will address the concept of 'fit,' changing industries and functions, common mistakes, and what each of us can do to find the right position. Questions and audience participation is welcomed.

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

Understanding Useage and Abuseage

Moderator: **Michael Mabe,** *Director of Academic Relations, Elsevier Science*
Speakers: **Michael Mabe,** *Director of Academic Relations, Elsevier Science*

Peter Shepherd, *Project Director, COUNTER*

Anthony Watkinson, *Visiting Professor, City University, London*

Knowing our users requires both qualitative and quantitative assessments. It's more than data - so what does it all mean? Learn about latest developments in usage data and gain insights from studies that go beyond an analysis of article usage to examine user behavior with online journals.

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

12:15PM – 2:00PM **Exhibitor Market Place Open**

1:30PM – 3:00PM **Plenary Session 2**

Designing for the Scent of Information

Moderator: **Tom Richardson,** *Business Manager,* New England Journal of Medicine
Speakers: **Jared Spool,** *Founding Principal of User Interface Engineering*

If you have thousands of pages of really cool stuff on your site, how do users find what they are looking for? Turns out that the content itself has to pull the user to it. The stronger the pull, the more likely the user will find it. In this presentation, Jared will discuss how to organize your site to pull users to the right place. He'll talk about User Interface Engineering's recent research on how people find information on large web sites. Jared shows you plenty of examples of sites that work well and those that don't. He'll discuss how the quality of links affects whether users click on them; how longer pages actually help users get where they are going

faster; the 3 types of graphics: navigation, content, and decorative and the importance of each; how users follow a scent and four ways your design could be blocking their smell.

3:30PM – 4:30PM **Exhibitor Market Place Open**

3:30PM – 4:00PM **Break**
Sponsored by ProQuest

3:30PM – 5:00PM **Concurrent Session 2A**

Research Patterns of Scholars

Moderator: **Richard Fyffe,** *Assistant Dean for Scholarly Communication, University of Kansas Libraries*
Speakers: **Alexander Friedlander,** *Associate Professor, Drexel University*

Jim Glickman, *President, Glickman Research Associates*

Pat Sabosik, *Vice President and Director of Global Marketing, Factiva*

This panel will explore the impact of information technology on research patterns and behaviors and the implications of this impact for publishers. New technologies are increasing the amount and kinds of information that can be disseminated -- for example, instant text messages, very large sets of numeric data -- and the ways in which information can be represented and processed. What effects do these new technologies have on our cognitive abilities to process information? Will they make large amounts of information more manageable? Panel topics will include the impact of next-generation search engines; the potential of advanced knowledge-representation technology; and the effects of e-mail and instant messaging on our ability to handle the load of presenting and interpreting text.

3:30PM – 5:00PM **Concurrent Session 2B**

Now that We're Online, Where Is the "Value Added"?

Moderator: **Joan Comstock,** *Sales Director, Cadmus Professional Communications*
Speakers: **Audrey Melkin,** *Vice President, Publisher Relations, Ingenta, Inc.*

Douglas LaFrenier, *Director of Marketing and Sales, American Institute of Physics*

Colleen Finley, *Project Manager, Wiley InterScience, John Wiley and Sons, Inc.*

What can you add to your basic presentation of content to entice your endusers? Have you considered the following? Reference linking — forward, backward, and out to other databases and publications. Multimedia — audio, film, software programs. Online advertising. Services from your online vendor — consortium agreements, subscription services, article-based publishing, single-article sales, marketing. Have others tried them? Do they work?

3:30PM – 5:00PM **Concurrent Session 2C**

Online Learning - Tips From Those Running Programs that Work

Moderator: **Eamon Fennessy,** *Chairman and CEO, The Copyright Group, Inc.*

Speakers: **Matt Pittinsky,** *Chairman, Blackboard, Inc.*

Dr.Michael Fordis, *Director, Center for Collaborative and Interactive Technologies Baylor College of Medicine, Houston, TX*

Paul Jesukiewicz, *Director, Advanced Distributed Learning Co-Laboratory*

We've heard lots of 'buzz' about online this, online that, distance education, tracking courses, etc. The BIG questions are: How do I, as a publisher, or vendor, grasp a portion of this market and what is the status of online learning initiatives? Hear what those who are toiling in this 'vineyard' say about their experiences.

5:30PM – 6:30PM **Organizational Members Reception**

6:00PM – 7:30PM **Networking Reception in Exhibitor Marketplace**

7:00PM **Drawing for Hotel Nights**

7:15PM **Drawing for Prizes Exhibitor Marketplace**

7:30PM **Informal Group Dinners**

Friday, May 30, 2003

7:00AM – 12:30PM **Registration**

7:30AM – 8:30AM **Continental Breakfast**

8:00AM – 9:00AM **Exhibitor Market Place Open**

8:45AM – 10:15AM **Concurrent Session 3A**

Tools and Strategies for Content Management

Moderator: **Maureen Kelly,** *Consultant*

Speakers: **Linda Drumheller,** *Director, Editorial Production, American College of Physicians*

Lisa Bos, *Vice President and Chief Architect, Really Strategies, Inc.*

Jabin White, *Executive Director, Electronic Production, Elsevier Science*

Now that my journals are online how do I publish smarter and better? Web publishers know that everything is different. Content management has many definitions and just as many vendors offering solutions. Based on a newly released research report, a noted industry consulting firm provides an overview of content management strategies, tools and vendors. Two publishers share first hand accounts of their experiences implementing new tools to improve workflow, gain efficiencies and reduce delays in publishing content to the web. Includes handouts, web links, other resources. This is a companion panel to "Tools and Strategies for Managing Digital Assets."

8:45AM – 10:15AM **Concurrent Session 3B**

Tales From the Front -– How to Survive the Dog-Eat-Dog World of Scholarly Web Publishing

Moderator: **Bill Silberg,** *Sr. Vice President & Executive Editor, Medscape, Inc.*

Speakers: **Jack Ochs,** *Director, New Product Development, American Chemical Society-Publications Division*

Richard Newman, *Associate Director, HighWire Press, Stanford University*

Terry Van Schaik, *Senior Acquisition Publisher, Lippincott Williams & Williams*

The Web was supposed to change everything when it came to publishing, and perhaps no more so than in the not-for-profit, association and scholarly society world, where digital technology promised to make communicating with and serving members and other constituencies faster, more personal, less expensive and more effective. But one thing that this new medium did not change is the complex process of negotiating the internal workings of the scholarly world so that a Web initiative can be developed and implemented effectively. In this session, a panel of publishing veterans will review some of the challenges faced by those charged with crafting or carrying out a Web strategy in an association, society, academic or other not-for-profit setting. They'll look at how "political" and other considerations often shape not just strategic but tactical considerations when it comes to Web publishing and offer some practical advice for how to navigate these challenges.

8:45AM – 10:15AM **Concurrent Session 3C**

Digital Delivery in a Post DMCA World: Challenges and Opportunities for Publishers

Moderator: **Sue Kesner,** *Director, Publisher Relations, Infotrieve*

Speakers: **David Brown,** *Head, Publisher Relations, The British Library*

Joe Dillon, *Director, Sales Administration, IEEE*

Bruce Funkhouser, *Vice President, International and Business Operation, Copyright Clearance Center, Inc.*

Digital transmission of documents opens up endless possibilities for distribution unavailable in the world of paper. Current copyright legislation, while specifically protecting the rights of the creators, leaves other areas open to interpretation. This session will explore how the Digital Millennium Copyright Act, the European Directive and other current copyright legislation affect day-to-day business for our panelists: a primary Publisher, and representatives from the British Library and the CCC.

10:15AM – 10:45AM **Break**
Sponsored by Ovid Technologies

10:15AM – 11:00AM **Exhibitor Market Place Open**

10:45AM – 12:15PM **Concurrent Session 4A**

Emerging Sources of Revenue in Book Publishing - e-Books databases, POD

Moderator: **Rick Lugg,** *R2 Consulting*

Speakers: **Kirby Best,** *President & CEO, Lightning Source, Inc.*

Richard Rosy, *Corporate Vice President netLibrary, a Division of Online Computer Library Center, Inc.*

McKinley Williams, *International Vice President, New Media, Pearson Education*

Though the initial eBook hype has evaporated, sale of digital content and its derivatives still points toward the future of publishing. In this session, representatives from Lightning Source, netLibrary and Pearson Education offer their perspectives on the $1 million per month print on demand market, sales models for eBook content to libraries, and integration of content into Course Management Software and e-learning environments. We'll also discuss the merits of publisher and intermediary-hosted products and systems, packaging and delivery of content, and both immediate and long-term sources of revenue. Be there!

10:45AM – 12:15PM **Concurrent Session 4B**

Library Funding: Issues and Trends Through 2010

Moderator: **Elliott Shore,** *Constance A. Jones Director of Libraries and Professor of History, Bryn Mawr College*

Speakers: **Marilu Goodyear,** *Vice Chancellor for Information Services, University of Kansas*

Martha Kryllidou, *Senior Program Officer, Association of Research Libraries*

The cost of serials and library budgets have been the subject of intense debate for years. With the ascendance of the digital library, library budgets have changed and institutional funding decisions have evolved in response. This session will cover funding trends, spending shifts, budget issues librarians are facing and the mid- to late-decade outlook for research libraries.

10:45AM – 12:15PM **Concurrent Session 4C**

Tools and Strategies for Managing Digital Assets

Moderator: **Barbara Meyers,** *President, Meyers Consulting Services*

Speakers: **David Ades,** *Public Relations Director, eMeta Corporation*

Joel Plotkin, *President, eJournalPress*

Theresa Pickel, *Division Director, Allen Press, Inc.*

Now that my journals are online, where do I go from here? Successful publishing on the Internet requires new thinking and new tools. This panel examines different technologies and approaches for publishing scholarly content on the web including electronic peer review and managing digital art (Joel Plotkin); web services and flexible business models (David Ades); subscription management: what strategies and systems do you need to deal with new business models for print and online subscribers that include institutions, individuals and members with special access. What's new, what's working and when will it all tie in to your web site metrics (Theresa Pickel)? Includes handouts, web links, other resources. This is a companion panel to "Tools and Strategies for Content Management".

12:30PM – 2:00PM **Lunch**

12:30PM – 2:00PM **Exhibitor Market Place Open**

1:00PM – 3:00PM **Plenary Session 3**

The Great Debate: "Be it resolved…that it is time to kill print."

Moderator: **Deb Debruijn,** *Executive Director, Canadian National Site Licensing Project*

Speakers: **Stephen Moss,** *Vice President, Institute of Physics Publishing, Inc.*

Adrian Alexander, *Treasurer, BioOne, Inc.*

David Kohl, *Dean, University Libraries, University of Cincinnati*

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

Don't miss this conference-first: an engaging and entertaining formal debate on a critical issue, complete with rigorous intellectual reasoning and spirited repartee. Speakers from the publisher and librarian communities will be paired in PRO and CON teams, to present persuasive arguments, rebut their opponents, and engage the audience in declaring a winner. Gracious decorum compulsory. Bow ties optional.

3:30PM **Meeting Ends**

Wednesday, May 28, 2003

8:00AM – 12:00PM   **Seminar 1**

XML Workflows: Getting and Using XML Effectively

Seminar Leader: **Bill Kasdorf,** *President, Impressions Book and Journal Services*

Speaker: **D.J. Rausch,** *System Integration Engineer, Beacon Publishing Services*

Publishers have come to realize how important XML is to the future — but few are realizing concrete benefits from it today. This seminar is designed to show two sides of XML. The first part is an overview of a variety of XML workflows, with concrete real – life examples, showing that there are number of ways XML can be obtained and used in the editorial and production process. The second part focuses on how to use XML for presentation on the Web; it will consist of a "live" demonstration of three viable options for rendering XML online using XSLT for transformation to HTML, using XSL-FO, and using an XML-based composition system (3B2). The advantages and disadvantages of each option will be thoroughly discussed. No prior knowledge of XML is necessary; this seminar is designed to help you understand the possibilities for using XML effectively.

Topics will include:
- A method for retrieving XML from Quark files
- How to optimize a conventional workflow for XML
- The benefits of using specialized XML-based tools
- Transforming XML to HTML with XSLT
- Using XSL-FO or a composition engine to generate PDF optimized for on-screen viewing
- Rendering XML math for online viewing

Who should attend?
- Production managers and staff needing to integrate XML into their workflows
- Managers and executives needing to understand the options for implementing XML
- Web publishing and new media staff needing to understand how to use XML directly for online publication
- Any publishing professionals concerned with the impact of XML on the future of their operations
- Service providers who need to understand the options for using XML both in editing and production and for online publication

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8:00AM – 12:00PM   **Seminar 2**

The Evolution of Licensing and What It Means to Our Business Strategies

Seminar Leader: Carol Richman, *Director of Licensing & Electronic Publishing, Sage Publications*

Julie Steffen, *Associate Journals Manager and Director, Astronomy Journals, The University of Chicago Press*

Speakers:

Jan Peterson, *Vice President for Content Development for Infotrieve, based in Los Angeles*

Tom Ryan, *Director, Site Licensing, AAAS*

Keith Murphy, *Associate Director, Worldwide Copyright Management*

Licensing content has progressed from allowing permissions for reuse of content, to translation rights and allowing full text in aggregated products and databases. And, as many publishers develop systems to deliver content to users, licensing increasingly involves the users of content. The focus of this seminar will be on sharing information about how licensing has evolved over the last ten years. Special attention will be given to licensing agreements, licensing content, and developing infrastructures that help manage content and agreements.

Topics to be covered:
- Content and end-user license agreements: how these have changed to meet electronic requirements and user needs
- Article licensing: is this the future?
- Content protection: who's responsible?
- How does licensing affect the overall publishing strategy within a publishing house or organization?

Who should attend:
- Licensing directors
- Copyright managers
- Marketing managers

1:00PM – 5:00PM   **Seminar 3**

Linking Implementation

Seminar Leader: **Ed Pentz,** *Executive Director, CrossRef*

Speakers:

Chuck Koscher, *Director of Technology, CrossRef*

Jenny Walker, *Director of Sales and Marketing, Information Services Division, Ex Libris, Inc.*

Oliver Pesch, *Senior Vice President, Chief Architect, EBSCO Publishing*

Jim Mouw, *Acquisitions Librarian and Electronic Resources Officer, The University of Chicago Library*

Stephen P. Cohen, *Manager, Electronic Publishing, IEEE*

It's been said in the scholarly community that "if it's not online, it doesn't exist," but now it's also true that "if it's not linked, it doesn't exist." Linking has grown very complex in the last few years, and users' expectations are always increasing. Linking involves primary publishers, secondaries, libraries, and new organizations and standards such as CrossRef, DOIs, and OpenURLs. Organizations providing online content need to think about outgoing and incoming links and how to make their systems as dynamic as possible. What's the best way to go about linking? What are the

Seminar 3 continued

key things to consider about linking? What are the main trends in linking developments? This seminar presents a distinguished panel of linking experts who have practical experience and will share their knowledge.

Topics will include:

• CrossRef and DOIs

• OpenURL & Link Resolvers

• Linking Citations: A Primary Publisher Case Study

• Linking from the Library Point of View

• An overview of consultants and companies that provide linking services for publishers

Who should attend?

• Anyone interested in the latest linking developments

• Mid- and senior-level technical staff at organizations with online scholarly content

• Mid- and senior-level business staff responsible for product development and business strategy

• Organizations with online scholarly content

1:00PM – 5:00PM   **Seminar 4**

Pricing and Value in Electronic Literature: Validating Pricing Policy in a Complex Market

Seminar Leader: **John Cox,** *Principal, John Cox Associates*

Speakers:

Andrea Powell, *Product Development Director, CABI Publishing and Vice-Chair, Association of Learned & Professional Society Publishers*

Other speakers TBA

The establishment and implementation of effective pricing policy is fundamental to the survival and ongoing prosperity of any business. Pricing printed books and journals has left publishers ill-prepared for the complexity of setting appropriate prices for electronic products in the library market. Electronic information enables libraries to deliver content to many users direct to the desktop at the same time. Issues of institutional size, bundling separate titles into packages that are really databases, the emergence of consortia seeking "bulk deals," and the potential exclusion of small publishers from such deals force us to become more innovative in our pricing. This seminar presents an overview of current pricing practice. It will examine some of the pricing mod-

els that are in use for journals and eBooks. It will compare and contrast the effectiveness of these models in both maintaining publishers' revenues and meeting market requirements. It will also examine ways of assessing "value-for-money" in current pricing practice. It will review some of the initiatives that are developing to give small publishers—particularly societies and other nonprofit publishers—might find their "place in the sun" by creating alliances or coalitions to provide content to consortia.

Topics to be covered:

• Pricing models in use (e.g., discount off the list price, population-based pricing using FTEs, usage-based pricing, and more)

• The role of cost-per-use—establishing value for money

• Getting the small publisher into the "Big Deal": coalitions and alliances

• Different pricing for different market segments

Who should attend?

• Managers in publishing houses who are grappling with the challenges of electronic publishing

• General managers and those responsible for publishing and marketing

• Those responsible for acquisition and budget management in libraries

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1:00PM-5:00PM   **Seminar 5**

Content Management

Seminar Leader: **Ed Coleran,** *Director of Publisher Relations, Copyright Clearance Center*

Speaker:

Bette Brunelle, *Executive Vice President, Products and Services, Ovid*

Other speakers TBA: STM publisher, industry analyst, university librarian

Content is king, content is king, all hail the king! Never before has there been such a buzz around content management as there has been with the advent of digital information. The more sophisticated the technology, the more diverse the content distribution methods and the more crucial content management is to creators, users, and distributors of digital information. This seminar will cover issues relating to licensing; rights management and rights protection fol-

lowing a model that considers technology as an enabler; process and systems to be used; licensing issues; and the impact of user role changes.

Topics to be covered:

• Data normalization vs. knowledge/content

• Management

• Rights and distribution management

• Content creation and delivery

• New revenue opportunities in a digital content economy

Who should attend:

• Publishers

• Licensing sales and permissions staff

• Librarians

• Content aggregators

• Secondary publishers

Refer to the SSP web site for continuous meeting/speaker updates:
www.sspnet.org

Baltimore is renowned for more than crab cakes and Orioles baseball. Founded in 1729, "Charm City" has long been a center for history, culture, and entertainment. With a congenial climate, a fine harbor, and access to first-rate shipbuilding timber, Baltimore developed rapidly in the 18th century as colonial America's shipping center, eventually playing a crucial role in the American Revolution. During the age of the railroad in the 19th century, Baltimore continued to be a center of American commerce. Baltimore has experienced a renaissance in recent years with a development of the many Inner Harbor attractions, as well as a revitalization in the many ethnic neighborhoods around the city, each ith it's own distinctive character. We've organized the following list based on different areas to visit. We hope you enjoy your stay!

Inner Harbor, Federal Hill

Things To Do: There's so much to do around the harbor, you could be kept busy there for the entire meeting. Some highlights: Take the Water Taxi around the harbor. It's relatively cheap and a wonderful way to see the city. Try Federal Hill for one of the best views of downtown. It's also where Federal troops stationed a battery aimed at City Hall during the Civil War to prevent Maryland from trying to secede. Alfred Hitchcock also filmed several of his movies in Federal Hill.

American Visionary Art Museum

Renowned museum of modern art created by intuitive, self-taught artists.

Fort McHenry National Monument and Historic Shrine

This 18th century fort defended Baltimore harbor during the War of 1812, and is the birthplace of the American national anthem. Baltimore Maritime Museum & Uss Constellation Museum Built in 1854, USS Constellation is the last all-sail warship built for the US Navy and the only Civil War era Naval vessel still afloat. Also tour USS Torsk, last victorious WWII submarine and the USCGC Taney, last Pearl Harbor survivor

Babe Ruth Birthplace and Museum

The Museum celebrates Babe Ruth; also the Museum of Colts and Orioles.

Baltimore Museum of Industry

The Museum that works! Visit recreated workshops, explore industry from days past, see the 1906 Steam Tug Baltimore – a national historic landmark.

Maryland Science Center

Three full floors of exhibits, IMAX & planetarium shows, and an observatory.

The Eubie Blake National Jazz Institute

Features permanent exhibitions on Baltimore jazz greats.

National Aquarium in Baltimore

Dive in for an unforgettable journey under the sea. Stunning exhibits and more than 11,000 aquatic animals

B&O Railroad Museum

The B&O Railroad Museum contains the most comprehensive collection on the history of railroading in the Western Hemisphere.

Little Italy, Fells Point, Canton

Things To Do: Probably the easiest way to get to Fells Point and Canton is via the Water Taxi from the Inner Harbor. Founded in 1763, Fells Point has been described as "a working waterfront and Greenwich Village, with dashes of Georgetown and Colonial Williamsburg on the side." There are lots of interesting shopping, funky bars, and eclectic restaurants. Canton has seen a boom in recent years of development and urban renewal. The "Square" in Canton is also one best places to "go out".

Baltimore Civil War Museum

Built in 1849, President Street Station was an Underground Railroad site and played a pivotal role in the Pratt Street Riot (first deaths of Civil War.)

Baltimore Public Works Museum

Learn about the history of Baltimore's public works and the fascinating technology behind clean drinking water, recycling, tunnels and more!

Fells Point Historical District

Thames and Broadway Streets. Full of shops, nightlife, and history. Also the scene for much of the TV show Homicide.

Mt. Vernon, Charles Village, Hampden

Things To Do: A short drive north of downtown you will arrive in the arts district of Baltimore. With several world-class museums, there's plenty to see. The "Avenue" in Hampden is full of antique, eclectic, and artistic shops. Better brush up on "yer Bawlmawresee, Hon"

The Baltimore Museum Of Art

A dazzling collection, ranging from ancient mosaics to contemporary art.

Walters Art Museum

Acclaimed as one of the best art museums in the U.S., the Walters offers 55 centuries of art, including Egyptian mummies, medieval armors, and 19th-century masterpieces.

Evergreen House

A 48-room Italianate mansion offers tours of the home and magnificent art collections.

Baltimore Zoo

Baltimore's wildest attraction! The Zoo is home to more than 2,000 exotic mammals, birds, and reptiles amidst a wooded, 180-acre setting.

The Great Blacks In Wax Museum, Inc.

America's first wax museum of African-American history and culture. Over 100 life-like wax figures.

Baseball Fan?

Yes! The Orioles are in town during the conference and there is nothing like spending an evening "at the yard" watching a game. Camden Yards is a short walk from the hotel and tickets are almost always available. The O's have a 6-game home stretch against the Anaheim Angels and then the Texas Rangers. Games begin each night of the conference at 7:05 pm. Tickets range from $20-$70.

Opening Reception

Wednesday, May 28
5:30PM-7:30PM
Join your colleagues for a relaxed gathering to kick off the 25th Annual meeting. Make new acquaintances or renew old friendships as you stroll through the Exhibitor Marketplace.

New Member, First Time Attendee Breakfast

Thursday, May 29
8:00AM-8:30AM
Come introduce yourself and meet new friends at this breakfast located in the Exhibitor Marketplace.

Networking Reception

Thursday, May 29
6:00PM-7:30PM
Don't miss this opportunity to network with your colleagues.

Luncheon

Thursday, May 29
12:15 PM - 2:00 PM
SSP will provide a luncheon followed by the Business Meeting (included in the registration fee).

Informal Group Dinners

Wednesday, May 28 and Thursday, May 29
For those of you wishing to experience the fine cuisine Baltimore 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 7:00 PM each night so thte reservation can be called in. Taxis will be available through the hotel to transport diners to and from the restaurant of their choice.

Hotel Reservations

All conference events will be held at the Hyatt Regency Baltimore. Special room rates of $173 single/$183 double have been arranged. The Hyatt Regency is located in the heart of downtown, on Baltimore's scenic Inner Harbor, linked by skywalk to the Convention Center, Harborplace Mall, with easy access to the National Aquarium, Science Center and Oriole Park at Camden Yards and Ravens Stadium. To make reservations, please call toll-free 800-233-1234 or 410-528-1234. Please identify yourself as an SSP attendee.

Travel Assistance

If you need assistance with travel arrangements, please contact Preferred Travel Services at 800-848-6864 or 303-298-7050 or fax requests to 303-278-7090, Monday-Friday, 9:00 AM to 6:00 PM MST. Please identify yourself as an SSP attendee.

Avis Car Rental

SSP has special low Avis rates that are available from May 21 to June 6, 2003. Reservations can be made by calling 800-331-6100 or on-line at www.avis.com. Attendees must use the Avis Worldwide Discount (AWD) number J996970 to receive the discount.

Transportation

Taxi service is available at the Light Street entrance of the hotel. It is approximately 15 minutes from the hotel to BWI Airport and the fare is about $20.00.
Airport Shuttle: Service is provided every 30 minutes to BWI Airport and the cost is $13.00 per person.
Amtrak is located at Penn Station two miles from the hotel. Cab fare is about $5.00.

Special Assistance

Do you have special needs that we can address to make y our participation more enjoyable and meaningful? If so, please contact the SSP registration office at 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.

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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

❏ Vegetarian Meal Required   ❏ Kosher Meal Required

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.

Join SSP now, and take advantage of member rates.
Register or apply for membership at SSP's Web site: **www.sspnet.org** or call SSP at 303-422-3914 for membership information and an application.
❏ Check here if you are a speaker

Register me for:	Member*		Non-Member	
	Postmarked on or before May 2	After May 2	Postmarked on or before May 2	After May 2
❏ Full Meeting: includes one luncheon and two receptions	$475	$575	$595	$675
❏ One Day ❏ Thursday ❏ Friday	$299	$325	$350	$400
❏ Librarian/Student/Retired**	$250	$300	$300	$350
Pre-meeting Seminars: Wednesday May 28, 2003 ❏ 1. XML Workflows (8:00am-12:00pm) ❏ 2. The Evolution of Licensing (8:00am-12:00pm) ❏ 3. Linking Implementation (1:00pm-5:00pm) ❏ 4. Pricing and Value (1:00pm-5:00pm) ❏ 5. Content Management (1:00pm-5:00pm)	 $129 $129 $129 $129 $129	 $149 $149 $149 $149 $149	 $149 $149 $149 $149 $149	 $189 $189 $189 $189 $189

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

Thursday Concurrent 10:45 AM – 12:15 PM	Thursday Concurrent 3:30 PM – 5:30 PM		Friday Concurrent 8:45 AM – 10:15 AM	Friday Concurrent 10:45 AM – 12:15 PM
❏ Session 1 A ❏ Session 1 B ❏ Session 1 C	❏ Session 2 A ❏ Session 2 B ❏ Session 2 C		❏ Session 3 A ❏ Session 3 B ❏ Session 3 C	❏ Session 4 A ❏ Session 4 B ❏ Session 4 C

Thursday Lunch   ❏ Yes   ❏ No

*Three or more registrants from the same organization, take $50 discount for each registrant. All registration forms must be submitted at the same time. (SSP members, only)

**Three or more registrants from the same organization, take $25 discount for each registrant. All registration forms must be submitted at the same time. (Librarian/Student/Retired only)

All registrations received after May 16, 2003 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: _____

Cancellations received in writing by May 12, 2003 will be issued a refund less a $50 processing fee. NO REFUND FOR CANCELLATIONS AFTER MAY 12 2003. SSP reserves to right to cancel any session. In the unlikely event of cancellation, SSP is not responsible for any costs, damages, or other expenses of any kind, including, without limitation, transportation and/or hotel costs incurred by registrant. Speakers subject to change without notice.

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.
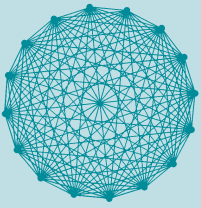
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Join the Society for Scholarly Publishing for the 26th Annual Meeting

June 2–4, 2004

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San Francisco, CA

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Top Management Roundtable

September 10–12. 2003

Four Seasons Hotel

Philadlephia, PA