

2010 Executive Management Retreat

Revitalizing Your Publishing Program: Are You Ready for the Next Challenge?

Preliminary Program - October 26-27 - Baltimore, MD

Outdated.....Retro.....What's Next?



Cadmus through the Cadmus Institute initiative is committed to expanding the knowledge of publishing associates through educational forums focused on trends, technologies, workflows, products, services, and strategies that drive the publishing process as a value proposition dedicated to collective success. As an industry leader, business partner, and solutions provider we understand the power of knowledge.

Meeting Registration

Registration is free to all invited guests. There are three easy ways to RSVP:

- Use the link provided in the meeting invitation e-mail
- E-mail Ne'Rissa Heagerty at heagertyn@cadmus.com
- Contact your Cadmus sales representative

The registration deadline is **October 11, 2010**.

Hotel Information

The Hotel Monaco
2 North Charles Street
Baltimore, MD 21201

Cadmus has reserved a block of rooms with a special rate of \$159.00 per night. To reserve a room, at your expense, call 1-888-752-2636 and mention Cadmus Communications. The group rate expires on **October 5, 2010** so make your reservations early!

Program Committee

Ne'Rissa Heagerty, Director, Customer Relations
Debbie McClanahan, VP Publishing Services
Terri Curtin, Commercial Reprints Representative

PRELIMINARY SCHEDULE

Tuesday, October 26, 2010

6:30 pm – 9:30 pm Welcome Reception & Dinner

Wednesday, October 27, 2010

8:00 am – 9:00 am Breakfast

9:00 am – 9:10 am Opening Address

Gary Pawlaczyk, Cadmus, Executive Vice President, Sales & Marketing

9:10 am – 10:00 am *Keynote: The Future of Publishing: "To Infinity...and Beyond"*

Thad McIroy, President, The Future of Publishing

There is no question that the Internet has and will continue to create numerous remarkable opportunities for creative expression as well as the dissemination

and consumption of content. The interconnectedness of all media is the reality of the world in which we live. It is the energy driving the demand for open access, e-books, and digital magazines. It is the reason Publishers in all markets assess and reassess their publishing program to locate opportunities and to identify the trends in which to invest a long-term strategy to ensure the growth of their program. This address will frame the far-reaching effects of the revolution of how information is distributed and its journey well beyond that imagined with the invention of the printing press. One can become weary attempting to keep up with it all, but think of it as an adventure, not a threat.

10:00 am – 11:15 am *Stocking Your Operational Toolkit with the Best People and the Right Infrastructure*

Ken Heideman, Director of Publications, American Meteorological Society
Laura Skoff, President, Team Dynamics LLC
Gabriel Dotto, Director, Michigan State University Press

As managers and executives, on a daily basis you attempt to execute multiple organizational strategies with the resources available to you. These can be daunting tasks without the right staff or with the looming inefficiency of wasted overhead. How do you hire the best talent? How do you retain your key performers who regardless of the state of the economy are still presented with other opportunities? How do you find other ways to reduce expenses without sacrificing the demands of your end-users? How do you streamline your infrastructure in preparation for the next challenge? This panel will share experiences and insights into best operational practices from hiring to running a virtual office.

11:15 am – 11:30 am Networking Break

11:30 am – 12:00 pm *Case Study: An Insider's View of "Science": The Trends and Challenges*

Beth Rosner, Publisher, *Science*

Science was launched in July 1880 and today is the premier global science weekly journal and flagship publication for the American Association for the Advancement of Science (AAAS). With an average of 700,000 print readers and over 11.75 million online page requests per week, the expectations are high for *Science* to not only keep up with, but foresee publishing trends and changes in revenue mix. This case study will explore these challenges and opportunities from the Publisher's perspective.

12:00 pm – 1:00 pm Lunch

1:00 pm – 2:00 pm *15+ Strategies & Tactics to Engage and Grow Members*

Susan Sarfati, CEO, High Performance Strategies

Interested in cutting edge strategies and tactics to build loyalty and

commitment to your organization? Why do people join organizations these days? What keeps them engaged? What can you provide when industry information, a critical member need, is so readily available, plentiful and free from other sources? How do you build the sense of community that people are so hungry for? How do you capture the hearts and minds of your stakeholders and engage them for the long term? This session will explore these questions and prepare you for the next challenges in exceeding the expectations of your constituents.

2:00 pm – 2:45 pm *Understanding Copyright, Permissions, and International Piracy*

E. Leonard Rubin, The Copyright Society of the USA, Midwest Chapter Co-Chair

Domestic and international piracy ... Publicly available versus public domain ... Infringement versus fair use ... What protection do you really have under copyright? Most international piracy we see today is done by countries unwilling to commit the resources that would provide enforcement of copyright. We must realize not all countries share the same unwillingness to take action. Join us as we discuss copyright, permissions, protecting online content and international piracy.

2:45 pm – 3:00 pm Networking Break

3:00 pm – 4:00 pm *Anytime, Anyplace, Anywhere, Anyway - New Challenges for Rights and Permissions in Mobile Delivery*

Mark Traphagen, Traphagen Law PLLC

Scott Bain, Software & Information Industry Association

Unlike standard Web delivery, successful mobile delivery will require publishers to navigate complex legal relationship with multiple device platforms, multiple formats, and multiple mobile services that stand between them and the customer. Maintaining copyright integrity while delivering content through this maze of intermediaries and their sometimes divergent interests will be complicated. At the same time, publishers' rights for some back-listed works will become subject to copyright termination, with consequences for permissions to distributors and subscribers alike. This session will identify key copyright issues for publishers engaging in or considering mobile content delivery including copyright termination, enforcing end-user agreements and negotiating relationships with platforms and service providers.

4:00 pm – 4:30 pm Hewlett Packard Presents Hyper Digital Content

4:30 pm - 4:45 pm Closing Remarks

4:45 pm - 5:00 pm Evaluations & Raffle