



**Exploring the Use of
Technology to Nourish the
Value of Scholarly Content:
Is Your Content in Bloom?**

**2nd Annual
Midwest Publishers Conference
Preliminary Program**

May 10, 2010 The Blackstone Hotel Chicago, IL

Welcome

Cadmus 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.

The theme for the 2nd Annual Midwest Publishers' Conference is *Exploring the Use of Technology to Nourish the Value of Scholarly Content: Is Your Content in Bloom?* Join Cadmus and your publishing colleagues for a day of interactive discussion and discovery about the power of technology for advancing the mission of scholarly publishing.

We look forward to your active participation!

Meeting Registration

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

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

The registration deadline is **April 21, 2010**.

Hotel Information

The Blackstone Hotel
636 South Michigan Avenue
Chicago, IL 60605
Phone: 1-800-468-3571

All guests are responsible for their own hotel arrangements. Please contact the hotel directly to make a room reservation.

Program Committee

Debbie McClanahan, Co-Chair, VP Publishing Services
Ne'Rissa Heagerty, Co-Chair, Director Customer Relations
Terri Curtin, Commercial Reprint Representative
Jaime Leeder, General Manager
David Haber, Production Workflow Analyst

PRELIMINARY PROGRAM SCHEDULE

8:00 am – 9:00 am

Breakfast

9:00 am - 9:10 am

Introductions - Ne'Rissa Heagerty, Cadmus Communications, Director Customer Relations

9:10 am – 9:30 am

Welcome Address - John Grinnell, Cadmus Communications, Executive Vice President

9:30 am – 10:30 am

Panel Discussion

The Tech Effect: How Technology Has and Will Change the Delivery and Consumption of Scholarly Content

Nikita Bernstein, Journal of Visualized Experiments, CTO, Co-Founder
Jim McQueen, Cadmus Communications, Director of Magazine Services

Technology changes everything, from how we prepare the food that nourishes our bodies to how we consume the information that nourishes our minds. With the internet, iPhones, iPads, Kindles and more, there are an infinite number of ways to push information to end-users. But how do you do so in a way that ensures users are getting what they want? How do you decide which delivery options are best for your content? How do you create additional opportunities for repurposed content? This panel will explore the optimal options for scholarly content in today's environment and look ahead to what may be in store...perhaps, iTunes for Journals?

10:30 am – 11:00 am

Networking Break

11:00 am – 12:00 pm

Debate

Robinhood of the Cyberwood Forest - Copyright, Permissions, and International Piracy

Beverly Berneman, The Copyright Society of the U.S.A, Midwest Chapter Co-Chair

E. Leonard Rubin, The Copyright Society of the U.S.A, 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.

12:00 pm – 1:00 pm

Lunch

1:00 pm – 1:45 pm

Incorporating Dynamic Content in Your Existing Publishing Workflow

Scott Dineen, OSA, Deputy Senior Director of Publications

Nikita Bernstein, Journal of Visualized Experiments, CTO, Co-Founder

Thanks to software like Adobe Acrobat Pro, visualization systems like PyMOL, and the ease of use of handheld video devices like the Flip camcorder, more authors are able to produce interactive content complete with 3D images and video easier than ever before. The availability and affordability of such technology has for many publishers advanced the "article package" beyond what is supported in their typical publishing workflow. This session will discuss methods of incorporating supplemental information to package the dynamic content your readers demand without requiring a complete overhaul of the editorial office workflow.

1:45 pm – 2:45 pm

Winning the Battle for Members and Subscribers - New Marketing Strategies to Increase Acquisition and Retention Rates

Gary Pawlaczyk, Cadmus Communications, Executive Vice President of Sales

Member, subscriber, author, and advertiser acquisition and retention are all keys to a successful publishing business model. So how do you implement measurable marketing initiatives to increase acquisition and retention rates? This session will explore the use of new technology and techniques to drive outreach and increase return through personalized marketing and content applications that support increasing revenue for publications, memberships, events and more.

2:45 pm – 3:00 pm

Afternoon Break

3:00 pm – 3:30 pm

Case Study

Rethinking Content Preparation to Achieve an 11-day Production Cycle

Scott Dineen, Optical Society of America, Deputy Senior Director of Publications

Optics Express (OpEx) was launched in 1997 by OSA (The Optical Society) as an experimental online journal for the optics and photonics community. Over the past 13 years, this open-access journal has become one of OSA's most successful publications in terms of revenue, pages published, and ISI impact factor. Speed to publication has been the journal's strongest selling point and, in no small part, the secret to its success. Learn how OSA has approached copyediting and composition—with what advantages and tradeoffs—to achieve an 11-day median production time.

3:30 – 4:00 pm

Case Study

Creating Efficiencies Through the Use of Technology

Brian Kelm, American Geophysical Union, Creative Services Manager

In this study, we will examine the internal processes of a major metropolitan newspaper to take a fresh look at how to realize cost savings and promote a greener, more efficient work flow by utilizing basic advances in technology. We will also address the challenge of overcoming the obstacles of paper driven pre-press and graphics departments and how to change the culture.

4:00 – 4:15 pm

Closing Remarks



The Midwest Publishers Conference is brought to you by Cadmus Institute, an umbrella program of Cadmus Communications dedicated to the continuing education of publishing industry associates.

Knowledge is Power!