



Allen Press **Emerging** **Trends Seminar**

April 13, 2005, Washington, D.C.
At the National Press Club

GENERAL INFORMATION

Registration Fee:

\$129.00 per person

The registration fee includes all program materials, breakfast, and lunch.

To Register:

Go to <http://seminar.allenmm.com> and complete the online registration form or you may complete the attached registration form and return it with payment to:

Allen Press Emerging Trends Seminar
Attn: Meetings Department
810 E. 10th Street
P.O. Box 1897
Lawrence, KS 66044-8897
Fax: 785-843-1274

Refund/Cancellation:

We encourage you to send a qualified substitute if you cannot attend. If written notice of cancellation is received on or before April 8, 2005, payment will be refunded, less a \$15.00 processing fee. No refunds will be issued for cancellations after April 8, 2005.

For more information, please contact:

Rhonda Green
Meeting Manager
(785) 843-1235, ext. 220
(800) 627-0629, ext. 220
rgreen@allenpress.com

Please feel free to share this information with your colleagues.

Deadline for registration is April 8, 2005.

LOCATION & LODGING

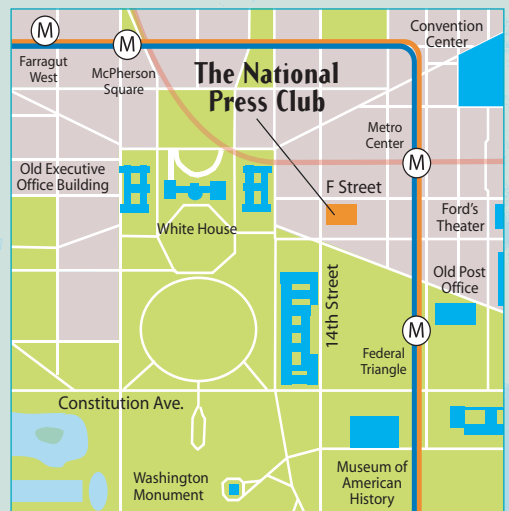
The National Press Club (<http://npc.press.org>)

529 14th Street NW, 13th Floor · Washington, DC 20045

The National Press Club (<http://npc.press.org>) is conveniently located at the corner of 14th and F streets at 529 14th Street NW. Take the Metro to the Metro Center Exit. Take the 13th Street Exit and the escalator to 13th Street. Walk one block south to F Street. Turn right (west) and walk one block to 14th Street. Turn left and walk downhill to the National Press Building. Enter the lobby and take the elevators to the 13th floor.

Parking is available at the PMI Garage and Carr Park. The PMI Garage is located on the north side of G Street between 13th and 14th streets. Carr Park is located at the corner of 15th and F streets.

The JW Marriott is directly adjacent to the National Press Club at 1331 Pennsylvania Avenue. The Willard InterContinental is located across the street at 1401 Pennsylvania Avenue NW. Please note that hotel rooms have not been reserved.



PROGRAM SCHEDULE

Wednesday April 13, 2005



Moderator:

CARA KAUFMAN, The Kaufman-Wills Group, LLC

9am-10:30am

Session I: Trip to Bountiful or Road to Perdition? Tales of Transition to Open Access

- **Elizabeth Marincola**
- **Scott Plutchak**
- **Bob McGonnagle**
- **Philip E. Bourne**

10:30am-11am

BREAK

11am-11:45am

Keynote: What Difference Does Open Access Publishing Make?

- **Sally Morris**

11:45am-1pm

LUNCH

1pm-2:30pm

Session II: Web of Dreams: Lead Them and They Will Come

- **Amy Brand**
- **John L. Needham**
- **Timothy W. Cole**
- **Howard Ratner**

2:30pm-3pm

BREAK

3pm-4:30pm

Session III: Tax E-Driver: The Implications of Mandating Free Access to Government-funded Research

- **Moderator: Richard K. Johnson**
- **Betsy Humphreys**
- **Brian Crawford**
- **David Goodman**

SESSION INFORMATION

Moderator: CARA KAUFMAN, The Kaufman-Wills Group, LLC

Keynote:

What Difference Does Open Access Publishing Make?

Much of the discussion of Open Access has been based on conviction rather than factual evidence. To counter this, the Association of Learned and Professional Society Publishers, jointly with the AAAS and HighWire Press, has recently funded a major study of both the financial and the non-financial effects of different forms of Open Access publishing. The results provide a basis of data which was previously lacking, and some of the findings are surprising.

Sally Morris, Secretary-General, Association of Learned and Professional Society Publishers

Session I:

Trip to Bountiful or Road to Perdition? Tales of Transition to Open Access

Open access is less and less a revolutionary theory and more and more a road people travel daily with a variety of real destinations. On this panel, publishers of once traditional journals that have made the trip to one of those destinations describe their experiences and give roadmaps for the future.

Elizabeth Marincola, Executive Director of the American Society for Cell Biology

Scott Plutchak, Editor, Journal of the Medical Library Association and Director, Lister Hill Library of the Health Sciences, University of Alabama at Birmingham

Bob McGonnagle, Publisher, College of American Pathologists

Philip E. Bourne, Editor-in-Chief, *PLoS Computational Biology*

Session II:

Web of Dreams: Lead Them and They Will Come

Attracting users to your online publishing system is just as important as building it. Representatives from Google and CrossRef will join experts in OAI-MHP (Open Archives Initiative's Metadata Harvesting Protocol) and RSS (Really Simple Syndication) technologies to discuss the latest ways to drive traffic to your publication website.

Amy Brand, Director of Business Development, CrossRef

John L. Needham, Strategic Partner Development Manager, Google, Inc.

Timothy W. Cole, Professor of Library Administration, University of Illinois at UC

Howard Ratner, Chief Technology Officer, Nature Publishing Group

Session III:

Tax E-Driver: The Implications of Mandating Free Access to Government-funded Research

Representatives from the National Institutes of Health and the publishing and library communities will discuss the potential effects of the recent NIH funding initiative on scientific publishing.

Moderator: **Richard K. Johnson**, Director, SPARC

Betsy Humphreys, Associate Director for Library Operations, National Library of Medicine

Brian Crawford, Senior Vice President of the American Chemical Society

David Goodman, Associate Professor, Palmer School of Library and Information Science, Long Island University