

ASIDIC Spring 2005 Meeting

March 20 – 22, 2005

Royal Sonesta Hotel

New Orleans, Louisiana

Search Wars and the Next Wave of Internet Innovation

Program Chair: **Carolyn Finn** (Thomson Scientific)

Local Host: **Marjorie Hlava** (Access Innovations, Inc.)

FINAL PROGRAM

Introduction to the Program:

Until recently Internet search engines have been neatly divided into two camps—those that support free information and those that support the invisible Web. As Web users blur the lines between invisible Web content and free Web content, the battle for the desktop between search engine providers and the scholarly information industry will intensify. Has the time come for Web search engine providers to compete with traditional disseminators of scholarly information, or will a new era of partnerships for delivery of content emerge? We will explore the search engine wars and the next wave of Internet products and services.

Sunday, March 20, 2005

- 4:00 **Registration starts**
5:00 – 7:00 **Reception – Cocktails and Hors D'oeuvres**
7:30 – **No Host group dinner**

Monday, March 21, 2005

- 8:00 – 8:30 **Continental breakfast**
8:30 – 9:00 **ASIDIC Business Meeting** (All are welcome)
9:00 – 9:15 **Welcome – *Kevin Bouley*, ASIDIC President**
 Program Introduction – *Carolyn Finn*

9:15 – 10:45 **KEYNOTE ADDRESSES**

Will today's search engines evolve into one-stop information shops, or will the traditional scholarly systems maintain their position in the information industry? Our two keynote speakers share their unique viewpoints on these scenarios.

- **David Jastrow**, Simba Information [Presentation](#)
- **Gary Price**, News Editor, *Search Engine Watch* and Founder, *ResourceShelf* [Presentation](#)

- 10:45 – 11:15 *Coffee Break*

11:15 – 12:15 **Alternative Search Models and Search Engine Functionality**

(Moderated by *Alice Redmond Neal*, Access Innovations)

How is content embedded into the research work flow at the desktop? Now that search engines are providing increased functionality such as toolbars, local PC searching, as well as working with publishers to integrate their content into their indexes, will they become the dominant players? What new functionality is on the drawing boards?

- **John Costanzo**, Factiva
- **Anne Orens**, Ingenta [Presentation](#)

- 12:15 – 2:00 *Lunch*

2:00 – 3:15 **Alternative Search Models and Search Engine Functionality (continued)**

(Moderated by Barry Bealer, Really Strategies, Inc.)

What support systems are needed for the models? Will all content become “Webified” and thus searchable directly from the desktop? How will content management, clustering technologies, and other data structuring improve search and retrieval?

- Frank Bilotto, Vivisimo, Inc.
- Chris Hill, Innodata-Isogen, Inc.
- Paul Pederson, MarkLogic Corporation

3:15 – 3:45

Coffee Break

3:45 – 4:45 **How will traditional information providers respond?**

(Moderated by Jay Ven Eman, Access Innovations)

What will the next generation of scholarly Internet products look like? How will the traditional information providers structure their businesses to survive in new markets?

- Joel Hammond, Thomson Scientific
- Anthea Gotto, CSA [Presentation](#)
- Niels Weertman, Elsevier [Presentation](#)

4:45 – 5:00

Questions and Discussion

6:15

Dinner at Commander’s Palace

Tuesday, March 22, 2005

8:00 – 9:00

Continental Breakfast

9:00 – 9:45

Bringing it all together

(Moderated by Drucilla Ekwurzel, American Economic Association)

Information industry experts provide their viewpoint of what is needed and what is likely to come next. Are the Web search engines effective for the research and library community? Is value-add an issue with the open Web?

- Professor Donald Kraft, Louisiana State University [Presentation](#)
- Jeffrey Hollowell, iCrossing Inc. [Presentation](#)

9:45 – 10:15

Coffee Break

10:15 – 11:45

Expert Panel

(Moderated by Tom Hogan, Information Today, Inc.)

A panel of experts with different perspectives on the information industry will discuss the trends and issues they see in the industry and how these shape their strategy, product/service development objectives, and customer strategy.

- Kevin Bouley, Nerac
- Tim Ingoldsby, American Institute of Physics
- Marc Strohlein, Outsell Inc.

11:45 – 12:00

Questions and Discussion

12:00

Meeting Adjourns

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