

# ASIDIC FALL 2009 MEETING

September 13 -15, 2009  
Westin Arlington Gateway Hotel  
Arlington, Virginia

## *Change!?*

### FINAL PROGRAM

*Program Chairs: Jeff Massa, YellowBrix, Inc.,  
and  
David Myers, DMedia Associates, Inc.*

*Local Host: Tim Ingoldsby, American Institute of Physics*

### Introduction to the Program

**CHANGE!?** We have all heard it and it has become such a powerful word in the United States, that it altered the tide of the Presidential election. Closer to home, we know that change is all around us and that change is constantly challenging us to evolve, to innovate and to thus CHANGE in order to compete in these challenging times. A distinguished group of panelists and industry veterans will explore the following:

- The opportunities found in Cloud Computing
- Why Innovation is still important
- Why you must Integrate your content into the workflow of your customers
- The ramifications of eGovernment to your business
- Why you should (or not) care about Social Media Platforms

### Sunday, September 13, 2009

*3:00 Registration starts*  
*3:00 – 5:00 Executive Committee Meeting*  
*5:30 – 7:30 Reception – Cocktails and Hors D’oeuvres*  
*7:30 - No-host dinner*

### Monday, September 14, 2009

*7:30 – 8:15 Continental Breakfast*  
*8:15 – 9:00 ASIDIC Business Meeting (All are welcome!)*  
*9:00 – 9:15 Welcome – Mike Walker, ASIDIC President*  
*Program Introduction – Jeff Massa and David Myers*

9:15 – 10:00 **OPENING KEYNOTE ADDRESS**

**Ruminations on Change**

*Ronald G. Dunn, President and CEO, Cengage Learning*

Thinking about change brings a number of questions to my mind. For example,

- When did we lose sight of the fact that change is part of everyday life and not some newly discovered threat to our existence?
- What causes us to think the change we're experiencing now is so much greater than all the change that's gone before?
- Why do we feel compelled to describe change in such melodramatic terms – revolution, tipping point, tsunami, etc.?
- How can so many people make livings just by talking and writing about change?
- And why, every time the subject of change in the information industry comes up, do I get this terrible, sinking feeling of déjà vu?

In this presentation, I'll reflect on change in our business from two perspectives: the long view, covering the course of my full career, and the much shorter view based on the past 2+ years I've served as president and CEO of Cengage Learning.



10:00 – 10:45 **Networking Break**

10:45 – 11:30 **Session 1: Cloud Computing**

We have all at least heard about “cloud computing” and how the cloud will be revolutionary in terms of how we use and interact with computers, our content and the world-wide web. This panel will take the discussion of cloud computing to the next level, identifying who's the new who in cloud computing and also discuss how new enterprises or companies are changing/updating their business model(s) to support the cloud. Additionally, the panel will discuss whether this type of computing will be relevant or applicable for government use. Lastly, they will address the financial implications of adopting such a model and the associated ROI's.

(Panel Discussion Moderated by *Larry Schwartz, CEO, Newstex, LLC*)

- *Michele Kimpton, Chief Business Officer, DuraSpace*
- *Steve O'Keefe, Founder and President, Meritalk*
- *George Landau, President, NewsEngin*

11:30 – 12:15 **Session 2: Innovation – Bleeding Edge or Laggard?  
Lessons We Have Forgotten**

Innovation is not just a word, but a fact of business life we all must adopt as we change to meet the ever increasing needs of our customers. We all know that change is happening or has happened. Are you acknowledging it and how can you innovate to compete/succeed? This panel will discuss innovation of the information enterprise and the implications for future enterprises and businesses, using specific examples of companies who are innovating and the impact on their businesses.

(Panel Discussion Moderated by *Charlie Terry, President, CWT Group*)

- *Darrell Gunter, Chief Marketing Officer, Collexis*
- *Greg Merkle, VP Creative Director, Dow Jones Enterprise Media Group*

12:15 – 1:30 **Lunch**

1:30 – 2:00 **AFTERNOON KEYNOTE ADDRESS**

**Situation Normal, Everything Must Change**

*Simon Wardley, Director, Software Services, Canonical, Ltd.*

In today's computing world, it can often feel like we are drowning in wave after wave of new trends such as mashups, service oriented architecture and cloud computing. This sea of concepts is simply the manifestation of an underlying change in IT, and is a result of the commoditization of IT, but then again not all IT is being commoditized, some is still an innovation, isn't it?

This talk will explore this issue. We will first introduce the main concepts behind commoditization and innovation before explaining what is going on in IT. Focusing on the field of cloud computing we will examine its benefits and downsides before examining how standardization can create more innovation and not less.

Finally we will dive into the management challenges this brings and why you have little choice but to adapt. We will then use all of these ideas to explore mechanisms for coping with a world of constant change.

2:00 – 2:45 ***Session 3: Integrating Content into Workflow***

Integrating your content into the workflow of your users and potential customers is an imperative in today's business climate. This panel will discuss how to operate within the workflow of your customer. Using examples of companies that have made themselves indispensable to their customers, they will also show how to get extra value for nothing just by adopting and integrating your content.

*(Panel Discussion Moderated by Jay ven Eman, CEO, Access Innovations, Inc.)*

- *Peter Derycz, CEO, Reprints Desk*
- *Frank Bilotto, CEO, E-Wise, Inc.*

2:45 – 3:30 ***Networking Break***

3:30 – 4:15 ***Session 4: The New Era of E-Government:  
Ramifications For Your Business***

As the era of transparency in government begins, what will the impact be to your Business? Once Government information is freely available to everyone, will your products be as valuable? Will this create new opportunities for your business? This session will discuss the ramifications to existing business models and the opportunities for new products and services that may become available.

*(Panel Discussion Moderated by Jeff Massa, President, YellowBrix)*

- *David LeDuc, Government Policy Director, SIIA*
- *Scott Stovall, Chief Strategy & Execution Officer, Government Printing Office*
- *Tim Dowd, CEO, INPUT*

4:15 – 4:45 ***Interview with an "Undiscovered Genius" – the Saga Still Continues...***

*(Host: Frank Bilotto, CEO, E-Wise, Inc.)*

6:30 – ***Dinner at pinzimini Restaurant, Westin Hotel***

## Tuesday, September 15, 2009

8:00 – 8:30 *Continental Breakfast*

8:30 – 9:30 *CEO Panel*

Industry CEOs will discuss such questions as: What did change cost you?; What is your primary concern for your business in 2010?; and How will Government transparency affect your business?

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

- *Marjorie Hlava*, President, Chairman, and Founder, Access Innovations
- *Jim Fowler*, CEO and Co-Founder, Jigsaw Data Corporation
- *Tracey Armstrong*, CEO, Copyright Clearance Center

9:30 – 10:15 *Session 5: Social Media Platforms*

For the past number of years, we have all heard or read how and why social media or Web 2.0 will revolutionize the information business. We have all seen whole businesses evolve to accommodate these new media platforms to harness the power of the people. The first question we ask ourselves when thinking about adopting social media into our offerings is: “Why do I care?” or “Should I care?”, especially if I work for a non-profit or the government.

(Panel Discussion Moderated by *John Blossom*, President, Shore Communications)

- *Steve Leicht*, CEO, Collexis
- *Tim Ingoldsby*, Director, Strategic Initiatives, American Institute of Physics

10:15 – 11:00 *Networking Break*

11:00 – 11:45 *ENDNOTE ADDRESS*

**Information Industry Disruptions: Past, Present, and (?)Future**

*Steve Sieck*, President, SKS Advisors

Drawing on experiences as an information industry analyst and management consultant over thirty years, this presentation will offer personal reflections on past industry disruptions that have helped shape the present; disruptive trends of today that will help shape the future; and the implications for digital information providers. It will also attempt to re-cap some of the key conference takeaways that illuminate the theme of disruptive change.



11:45 – 12:00 *Closing Remarks and Adjournment*

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