

october 3-5, 2007 • Lawrence, ks

adapting to change

Best Practices &
New Technologies

An Allen Press Editorial Seminar



The Allen Press Editorial Seminar is a workshop designed for editorial office staff involved in the day-to-day processes of getting a publication to readers. This informational three-day event will provide insight and information about best practices in modern prepress workflow, file preparation, management of evolving technology, and more. You'll take away valuable tips for streamlining your workflow and creating efficiency in your editorial office. Don't miss this opportunity to network and share ideas with editorial staff from a wide range of disciplines.

The 2007 Seminar will bring new solutions to the many challenges faced by editorial staff today. Join us at the historic Eldridge Hotel in Lawrence, KS, October 3-5.

This year's topics will cover managing software, preparing and annotating PDF files, new accelerated workflow options, an exploration of various and emerging online publishing models, virtual proofing, best practices for publishing ahead of print, and more!

2007 AllenTrack™ User Group Meeting

October 3, 2007 | Eldridge Hotel, Lawrence, KS

The 2007 AllenTrack™ User Group meeting will be held October 3 in conjunction with the annual Allen Press Editorial Seminar. Please join us to learn more about maximizing the features of AllenTrack.

This interactive, one-day, instructional meeting will enable you to use the software to its fullest potential. Editors and editorial staff will learn helpful hints, shortcuts, and what's on the horizon for AllenTrack. By networking with your peers, you can learn how others use the system. Don't miss this opportunity! Live demonstrations, open discussion, and question and answer sessions will give you the knowledge to confidently navigate AllenTrack.

"Attending the 2006 Allen Press Editorial Seminar was a valuable experience for me. The presentations helped me to understand the whole publishing process better, which enabled me to ask questions more effectively and to modify our prepress workflow for greater efficiency. I also have a better understanding of where the publishing process is headed in the future, giving me the perspective I needed to be able to bring to our governing board. In addition, it was very helpful to actually meet the Allen Press folks I've been working with via e-mail, and to have a chance to chat with them and with editors of other journals about editorial practices."

Janet R. Sullivan, Editor-in-Chief
RHODORA



<http://edseminar.allenpress.com>

"Let me repeat how useful I found the presentations, which were all excellently done. Your kindness and hospitality made the whole experience a personal pleasure."

Charlotte A. Brunner, PhD
Editor, Journal of Foraminiferal Research

Registration Fees

Editorial Seminar

Cost: \$99.00 per person

Registration includes all program materials, opening reception on Wednesday evening, continental breakfast on Thursday and Friday, lunch on Thursday, and the Thursday evening networking dinner at the Eldridge Hotel. Guest Registration for Social Events: \$35.00 per person.

Attendees are responsible for their own lodging and transportation to Lawrence. The SpringHill Suites, the Eldridge Hotel, and Abe & Jake's Landing are all within walking distance of each other. If you need alternate transportation accommodations, please indicate so when registering. Transportation is available from the Eldridge Hotel to Allen Press for tours.

AllenTrack User Group

There is no cost to attend, but you must register. Continental breakfast will be available at 9:00 am. The meeting will follow, from 10:00 am to 3:00 pm. Lunch will be served.

To Register

Complete your registration online or download the registration form and return it with payment to:

Allen Press Editorial Seminar
Attn: Meetings Department
PO 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 September 25, 2007, payment will be refunded, less a \$15.00 processing fee. No refunds will be issued for cancellations after September 25, 2007.

The deadline for registration is September 25, 2007. We encourage you to register as soon as possible, as space is limited.

Social Events

Opening Reception

Unwind to the strains of local jazz artists Tommy Johnson, Morey Sullivan, Bruce Roberts, and Allen Press's own Robert Kerley as the High Plains Jazz Band entertains you at Abe & Jake's Landing. Formerly the home of the Consolidated Barbed Wire Company,

the historic building that now houses Abe & Jake's Landing has also known life as a paper mill and a storage facility. Conveniently located next to SpringHill Suites overlooking the Kansas River, Abe & Jake's Landing is now a sophisticated night spot for the Lawrence music scene. We hope you will take advantage of this opportunity to network with your colleagues, visit with your friends from Allen Press, or simply relax to the music of the High Plains Jazz Band. For more information about this historic location, please visit <http://abejakes.com>.

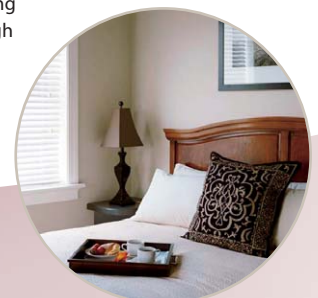
Networking Dinner

After a full day of online publishing models, PDFs, and accelerated workflows, what could be a more welcome change of pace than a relaxing dinner in the Crystal Ballroom at the Historic Eldridge Hotel in downtown Lawrence? This is a great opportunity for networking and meeting with others in your field. Afterward, enjoy an evening stroll down charming Massachusetts Street. With breweries, cocktail bars, coffee shops, sports bars, and a variety of live music venues, each with its own unique character and atmosphere, there's always something to do. On any given night, you'll find great live music, from auditoriums to more intimate settings all over downtown. So don't let your Lawrence experience end when the sun goes down.

Location & Lodging

The Historic Eldridge Hotel is located in the heart of downtown Lawrence. Located on the southwest corner of Massachusetts and 7th Street, guests will find an abundance of unique shops, restaurants, and galleries right out the front door. You may access the entire list of amenities and see a virtual tour of the hotel at <http://www.eldridgehotel.com>. A block of rooms has been reserved at a special group rate of \$120.00 per night. To make your hotel reservation, contact the Eldridge Hotel at 800/527-0909, or visit their web-reservation site at <http://24.124.28.30/irm/AccessType.ASP>. The Group Code is **press** and the password is **allen**.


SpringHill Suites by Marriott, located in Lawrence's historic downtown, is a five-minute walk to assorted restaurants, coffee shops, bookstores, and a variety of unique local shops. All rooms are suites that overlook the Kansas River and have a sleeper sofa, kitchenette, and either a king- or queen-size bed. You may access the entire list of amenities and see a virtual tour of the hotel at www.marriott.com/lwcks. A block of rooms has been reserved at a special group rate of \$79.00 per night for either a King or Double Queen Suite. To make your hotel reservation, contact SpringHill Suites at 785/841-2700 or visit their reservation website at www.marriott.com/lwcks. The Group Code for a Double Queen Room is **APRAPRA**; the Group Code for a King Room is **APRAPRB**.



The Historic Eldridge Hotel is the only Lawrence business still occupying the same location since Kansas Territorial Days and through the Civil War. It was once a focal point of Free State activities and twice was raided and nearly destroyed during attacks by pro-slavery marauders from Missouri, known locally as "Border Ruffians."

<http://edseminar.allenpress.com>

Wednesday, October 3, 2007

3:30–4:30 pm	Optional Tour of Allen Press	Allen Press
6:00–9:00 pm	Opening Cocktail Reception Live music, cocktails, and hors d'oeuvres	Abe & Jake's Landing, Lawrence, Kansas
Also on Wednesday... 9:00 am–3:00 pm	For AllenTrack Users Come early on Wednesday to attend the 2007 AllenTrack User Group Meeting. Join us to learn more about maximizing the features of AllenTrack. This interactive, one-day, instructional meeting will enable you to use the software to its fullest potential. Editors and editorial staff will learn helpful hints, shortcuts, and what's on the horizon for AllenTrack. By networking with your peers, you can learn how others use the system. Don't miss this opportunity! Live demonstrations, open discussion, and question-and-answer sessions will give you the knowledge to confidently navigate AllenTrack. There is no additional cost to attend the Allen Track User Group Meeting. Continental breakfast will be available at 9:00 am, with the meeting to follow from 10:00 am to 3:00 pm. Lunch will be served. <i>Speakers: Marissa Barlow, Supervisor, Applications Support, Allen Press</i> <i>Anna Jester, Product Marketing Manager, Allen Press</i>	The Eldridge Hotel Crystal Ballroom  October 3 Lawrence, KS

Thursday, October 4, 2007

8:15–9:15 am	Registration and Continental Breakfast — The Eldridge Hotel	Lobby and Big Six Room
9:15–9:30 am	Opening Remarks and Introductions <i>Speaker: Gerald Lillian, CEO, Allen Press</i>	Crystal Ballroom
9:30–10:30 am	Session 1: Managing Software Updates in the Editorial Office Publishers such as the American Geophysical Union have encountered numerous problems with the new Microsoft .docx format. The format is gumming up online submissions and production systems and causing nightmares with mathematics. Industry expert Carter Glass will provide an overview of the problems he's faced, offer advice, and speculate on the road ahead. You'll also learn how Microsoft Vista and Word 2007 differ from earlier versions of Microsoft operating systems and Office Suite products, when (and even whether) an editorial office should upgrade, what that decision will mean to the authors they work with, and how that decision will affect the editors' integration with Allen Press. <i>Speakers: Carter Glass, Electronic Publication Development, American Geophysical Union</i> <i>Eric Hutchinson, Supervisor, File Preparation, Allen Press</i>	Crystal Ballroom
10:30–10:45 am	Break	
10:45–11:45 am	Session 2: Web-Based Manuscript-Submission Tools This informative discussion outlines and explores tools you can use to facilitate online manuscript submission, peer review, manuscript tracking, citation parsing, and figure verification. These resources allow you to quickly evaluate manuscripts and image files, reducing turnaround time. Once approved, your manuscripts can flow easily to the Allen Press typesetting system. This session will give you an overview of the features of AllenTrack as well as pointers for getting the most from the program. <i>Speaker: Anna Jester, Product Marketing Manager, Allen Press</i>	Crystal Ballroom
11:45 am–1:00 pm	Lunch	Big Six Room
1:00–2:00 pm	Session 3: Getting to the Finish Line Faster: Solutions for Accelerating Your Workflow Looking for a way to publish more articles in less time? Accelerating your workflow is the answer. In this session, you'll learn what an accelerated workflow is and how it compares to other workflows and production methods at Allen Press. We'll demonstrate the benefits of an all-digital workflow and highlight the importance of reduced time to publication. Whether you want to speed it up a little or a lot, there is a solution for you that can translate into more articles published, increased revenue, added citations, and reduced costs. <i>Speaker: Duncan Eshelman, Project Manager, Allen Press</i>	Crystal Ballroom

For more information please visit <http://edseminar.allenpress.com>

Thursday, October 4, *continued*

2:00–2:15 pm **Break**

2:15–3:15 pm Concurrent Sessions

Session 4A: Creating PDFs for Efficient Print Production

Big Six Room

Streamlining the production of your publication begins with a well-prepared PDF file. Whether you're creating your PDF from Quark Xpress and Acrobat Distiller, or Adobe InDesign, we'll explore proper settings for perfect PDFs. When PDFs are prepared correctly for the RIP platform at Allen Press, you'll reap the rewards of less rework and expedited processing.

Speaker: Jonathan DeLaConcepcion, Manager, Electronic Imaging, Allen Press

Session 4B: Using Annotated PDFs to Streamline the Revision Process

Crystal Ballroom

This session will cover the best practices for annotating PDFs, using the Allen Press composition workflow as a case study. It will cover basic tools, advanced tools, viewing options, printing options, and an interactive Q&A involving a sample document. You'll learn how annotating PDFs saves time and money and increases accuracy.

*Speakers: Melissa Clifton, Deputy Managing Editor, Society for the Study of Reproduction
Peter Burns, Publishing Coordinator, Allen Press*

3:15–4:45 pm

Session 5: It's Not Easy Being Green...Or Is It?

Crystal Ballroom

Environmental issues are heating up as the hour's hot topic. We all know that sustaining our environment is important to our future. Members, readers, and subscribers want to know what organizations are doing to do their part. In this informative session, you'll learn about sustainability programs such as the Forestry Stewardship Council, renewable energy sources, low- and no-VOC-emission inks and solvents, and digital workflows to reduce paper waste. Find out how easy it can be to "green" your publication with Allen Press and demonstrate to your members, readers, and subscribers that you are a responsible global citizen, and you care about the future of our earth.

Speaker: Guy Dresser, Vice President, Allen Press

6:30–8:00 pm

Networking Dinner

Crystal Ballroom

Friday, October 5, 2007

8:00–9:00 am

"Ask the Experts" Continental Roundtable Breakfast

Big Six Room

Come and chat with our in-house experts as you enjoy a casual breakfast in the Big Six Room. Area staff from AllenTrack, Online Journals, Mailing, Association Management, Publishing, Graphics, Composition Services, Online Membership Management, Managing Editing, and more will be ready and willing to answer those questions you've been meaning to ask.

9:00–9:45 am

Session 6: Commercial Publishing Alternatives: What To Do When You Need Help

Crystal Ballroom

Learn how one society got the help they needed without surrendering to a commercial publisher. See what services are available to lighten the load and improve the quality and efficiency of your publication.

*Speakers: TBD
Shelby Rogers, Sales Representative, Allen Press*

9:45–10:00 am

Break

10:00–11:00 am

Session 7: What's New in Online Publishing?

Crystal Ballroom

Explore how to make the newest technological advancements work for your publication in this insightful look at what's new in online publishing. In this broad overview of new developments in online publishing features and standards, you'll learn how you can use these tools to increase interest in your publication, facilitate research, or resolve production issues. Topics include supplemental data, advertising, collection creation, analytics, organizing content, and more.

Speaker: Susan Dunavan, Manager, Content Services, Allen Press

11:00–11:15 am

Break

or contact our meetings department at 800/627-0362 ext. 225

Friday, October 5, *continued*

11:15 am–12:15 pm Concurrent Sessions

Session 8A: Publish Ahead of Print, Where Change Is the Norm

Crystal Ballroom

Preprints have gained in popularity as scholarly publishers strive to disseminate information to researchers more quickly, choosing not to wait for the printed publication. The model used for distribution, however, varies widely from publisher to publisher. In this session, we'll explore several of the models used by publishers today and evaluate the merits of each. You'll hear from publishers about which method their publication uses and the impact it has had on their organization.

*Speakers: Charles Moseley, Journals Manager, American Fisheries Society
Jerald Moon, Editor, American Cleft Palate–Craniofacial Association
Kevan Meinershagen, Supervisor, Online Publishing, Allen Press*

Session 8B: Changing the Way You Proof for Press

Big Six Room

Digital or soft proofing is the key to expediting proofing, communication, and file processing. Kodak's InSite software, used by Allen Press, takes the wait out of the proofing cycle. It is an effective means of moving your jobs through production faster, eliminating opportunities for error, confusion, or delay. Attend this informative session to learn about how soft proofing works, how it differs from conventional proofing, and how it can be a great tool for collaboration and tracking changes. Our InSite expert will demonstrate the process and share with you the benefits of this new technology.

Speaker: Tony Hoffhines, Supervisor, Service Bureau, Allen Press

12:15–12:30 pm

Closing Remarks

Big Six Room
and Crystal Ballroom

*Speakers: Robert Fox, Vice President, Sales and Marketing, Allen Press
Melanie Dolechek, Director of Marketing, Allen Press*

12:30 pm

Lunch and More

After the seminar, have lunch on your own or with Allen Press staff at one of Lawrence's many great dining establishments. This is a great time to schedule appointments with Allen Press staff members or network with other seminar participants.

1:30–2:30 pm

Optional Tour of Allen Press

Allen Press



Opening Cocktail Reception

We hope you will take advantage of this opportunity to network with your colleagues, visit with your friends from Allen Press, or simply relax to the music of the High Plains Jazz Band. For more information about this historic location, please visit <http://abejakes.com>.



Surrounding Attractions

For further information about the Lawrence area and surrounding attractions, contact the Lawrence Convention and Visitors Bureau at 785/865-4411, or visit their website at www.visitlawrence.com.

About us ...

Allen Press, Inc., plays a vital role in the dissemination of knowledge and information by partnering with organizations in the scientific, technical, and medical community to promote their interests and to achieve their goals. Headquartered in Lawrence, KS, Allen Press provides a comprehensive portfolio of integrated services in the broad areas of content management, online and print delivery, association management, and publishing services. Founded more than 70 years ago, Allen Press is a trusted partner of scholarly societies, professional associations, and corporations nationwide.