



2007

**Allen Press**

Emerging Trends in  
Scholarly Publishing™

S E M I N A R



## Session Information

“

There will always be plenty of things to compute in the detailed affairs of millions of people doing complicated things.”

Vannevar Bush, “As We May Think,”  
*Atlantic Monthly*, July 1945

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Learning from the pros! That’s the essence of Allen Press’ Emerging Trends seminars. As a past attendee of three ET seminars, each provided me with the latest trends in the publishing world, introduced me to a cadre of experts, and created a learning environment that generated useful tips to take back home. These were seminars with a payoff!”

Michael L. Benjamin, M.P.H., CAE  
Executive Director; Family, Career and  
Community Leaders of America, Inc.

### **Keynote: Avoiding Mob Science: How to Use Information Systems Without Bringing Out the Worst in Human Beings**

**Jaron Lanier**, Interdisciplinary Scholar-in-Residence, Center for Entrepreneurship and Technology, University of California, Berkeley

Mr. Lanier is a computer scientist, composer, visual artist, and author who writes on numerous topics, including high-technology business, the social impact of technological practices, the philosophy of consciousness and information, Internet politics, and the future of humanism. He writes a regular column for *Discover*, and his writings have appeared in *The New York Times*, *The Wall Street Journal*, *Forbes*, *Harper’s Magazine*, *The Sciences*, *Wired Magazine* (where he is a founding contributing editor), *Scientific American*, *The Huffington Post*, and *Edge*. He has appeared on TV shows such as “The News Hour,” “Nightline,” and “Charlie Rose,” and has been profiled on the front pages of *The Wall Street Journal* and *The New York Times*. His 2006 *Edge* essay *Digital Maoism: The Hazards of the New Online Collectivism*, in which he writes of the dangers of online collectives, or the “Hive Mind,” was cited by *The New York Times Magazine* in its 2006 *Year in Ideas* issue.

### **Session 1: With a Little Help From My Friends: Online Scholarship 2.0**

Web 2.0 is the buzzword underlying this session, referencing a number of web-based technologies that empower readers and researchers to interact with and create content as well as share and discuss it with each other. The speakers will examine specific web applications and services, explore virtual research communities and wiki cultures, and analyze evolving online research behavior.

### **Session 2: Here, There, and Everywhere: The Great Promise of Research Data Commons**

Creating repositories for and opening access to digital research data is critical, the speakers in this session will argue, if the enormous potential for accelerating the advance of science and scholarship that comes from sharing and reusing data is to be realized. We’ll also learn to what extent open data repositories are being created and planned, look at a few in their early stages, and find out what legal, technological and other barriers are involved and what role scholarly publishers can play.

### **Session 3: We Can Work It Out: Peer Review, Dynamic Documents, and the Wisdom of Crowds**

Peer review is the heart and soul of traditional scholarly publishing, conferring value and authority on published research. We all know that the logistics of peer review have been greatly improved with the advent of web-based tracking systems that facilitate the processing and distribution of digital manuscripts and the assignment and follow up of reviews. But will the traditional nature of peer review—blind and restricted to only a few expert opinions—survive in the face of a Web 2.0 culture based on dynamic documents, transparency, and mass collaboration? Scholarly journal editors and an Internet technology expert will explore the issue.

Allen Press, Inc. plays a vital role in the dissemination of knowledge and information by partnering with specialty organizations to promote their interests and achieve their goals. Headquartered in Lawrence, KS, Allen Press provides a comprehensive portfolio of integrated services in the broad areas of content management, content delivery, and 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. ◦

## General Information

### Registration Fee:

\$195.00 per person on or before March 14, 2007.  
\$220 after March 14, 2007.

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

### To Register:

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

Allen Press Emerging Trends Seminar  
Attn: Meetings Department  
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 2, 2007, payment will be refunded, less a \$35.00 processing fee. No refunds will be issued for cancellations after April 2, 2007.

Please feel free to share this information with your colleagues. Deadline for registration is April 5, 2007.

# 2007 Allen Press Emerging Trends in Scholarly Publishing™ SEMINAR

April 12, 2007  
National Press Club,  
Washington, D.C.

### The National Press Club:

<http://npc.press.org>

529 14th Street NW, 13 Floor  
Washington, D.C. 20045

The National Press Club is conveniently located at the corner of 14th and F streets. Take the Metro Train to the Metro Center Station. 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.

### Hilton Old Town Alexandria:

1767 King Street  
Alexandria, VA 22314  
Telephone: [703] 837-0440 Fax: [703] 837-0454

The Hilton Alexandria Old Town Hotel is situated in the heart of the quaint Old Town Alexandria area—adjacent to the King Street Metro and Amtrak stations. Via the subway, the hotel is just minutes from Washington's Reagan National Airport and numerous Washington-area landmarks. When it's time to head over to the National Press Club, the Metro's Blue Line can take you directly to the Metro Center Station in approximately 25 minutes.

Be sure to mention that you are with the "Allen Press Seminar Group" in order to receive our discounted room rate of \$199/night. This special rate is only guaranteed through March 12, 2007, so be sure to make your reservation today!

