



**MINUTES OF THE
BISAC GENERAL MEETING
BOOK INDUSTRY STUDY GROUP, INC.**

January 13, 2006

A general meeting of BISAC (Book Industry Standards and Communications), a division of BISG (Book Industry Study Group, Inc.), was held at the offices of Random House, 1745 Broadway, New York, NY on January 13, 2006 at 9:30 a.m.

A list of attendees is available for review in Attachment 1 of this document.

Wendell Lotz (Ingram Book Group) chaired the meeting and Connie Harbison (Baker & Taylor) took minutes.

- The meeting was called to order by Wendell Lotz at 9:35 am.
- Attendees introduced themselves.
- Mr. Lotz reported that it was Jeff Abraham's last meeting as Executive Director of BISG.
- Mr. Lotz asked for approval of the minutes of the November 4, 2005 BISAC General Meeting. The minutes were unanimously approved.

Executive Director's Report (Jeff Abraham)

- Strategic Planning Subcommittee
 - The Strategic Planning Subcommittee met on November 17-18, 2005.
 - The subcommittee looked at BISG strategy and at revising the mission statement.
 - The subcommittee reviewed the results of the member survey and developed a strategic plan based on those findings and others.
 - A draft of the plan was completed to be sent to the board for approval at the January 26, 2006 board meeting.
 - The document created will be important as it will serve as a blueprint to ensure there is a clear path to grow the organization and continue to provide value to the industry.
 - At the meeting, the subcommittee also discussed expanding the reach of BISG by offering additional services. They also discussed new initiatives and directions.
 - One question raised was whether BISG should start providing real data services to any extent. This would move the organization from being a policy and consensus organization to a service provider.
 - It is difficult to come to a consensus on which services to provide as the organization does not want to become a competitor to any of its members or "step on the toes" of any members.
 - It is critical that BISG does not take a partisan role in providing services.
 - One option discussed was for BISG to provide accreditation or certification programs. These will be looked into and developed on a case by case basis.
 - All strategic planning information is still off the record as it has not yet been made public.
- Used Book Study
 - The final output of the used book study will go to proofing the weekend of January 14, 2006.
 - The study will go to press the week of January 16, 2006.
 - The final reports should be ready to distribute to members in late January.

- The used book study is a comprehensive study on an issue that the industry needs to review.
- Laurie Stark (Random House) noted that it is a concern that books that were never available for retail sale are showing up on internet bookseller sites (such as Amazon) as used books for sale. Mr. Abraham responded that this is not a major topic in the current report; it may be a topic for a follow-up report that looks at new, emerging issues since the current report's publication.
- It was noted that the ability to pull together major retailers and have them provide sales data at the ISBN level was the biggest challenge of the study.
- Trends 2006
 - The collection of data for *TRENDS 2006* is currently under way.
 - Publishers were asked to respond to a survey; responses from these publishers will be compiled for results to be incorporated in *TRENDS 2006*.
 - Projections will be developed based on the sample collected.
 - *TRENDS 2006* will be a comprehensive view of the book publishing industry.
 - *Under the Radar* findings will be merged into *Trends 2006*.
 - A press conference is scheduled for BEA in May 2006.
- Making Information Pay
 - Mr. Abraham announced the third annual Making Information Pay conference sponsored by VISTA will take place on April 27, 2006.
 - Close to fifty sign-ups have been received thus far.
 - The conference has not yet been announced to the general public.
 - It will involve concepts of multiple smaller markets.
 - More updates are to come in the upcoming weeks.
- ONIX Directory
 - The ONIX Directory kicked off a few months ago.
 - It now includes over 35 companies.
 - This directory is a great tool to communicate with trading partners.
 - The directory is available through www.bisg.org.
- Transition
 - Jeff Abraham announced that since he will be leaving the BISG Executive Director position at the end of January and moving on to a position with Random House, this was his last meeting as Executive Director.
 - Mr. Abraham thanked all members for their continued participation.
 - Wendell Lotz then stated that BISAC and BISG were almost dead three and a half years ago, but they have been revitalized – largely due to Mr. Abraham's leadership. Mr. Lotz stated that he is looking forward to the next era.
- Nomination of New Chair
 - Wendell Lotz nominated Andrew LaCroix (Bowker) as the new chairman of the SCEDI Committee. This motion was seconded by Eric Thronson (Baker & Taylor). All present were in favor; none were opposed.
 - Mr. LaCroix is now the new chairman of the SCEDI Committee.

Committee Reports

Identification Committee (Albert Simmonds)

- Committee chair Albert Simmonds (independent consultant) was not present.
- It was noted that ISBN contracts between the International ISBN Agency and EDItEUR are just about to wrap up. The change will be effective April 1, 2006.

- There was no news of any update on the ISTC front.

**Supply Chain EDI (SCEDI) Committee (Andrew LaCroix)
(formerly Internet Commerce Committee)**

- Andrew LaCroix (Bowker) reported that final approval is needed on the 4010 X12 documents.
- Mr. LaCroix will be coordinating a meeting in the coming months on the topic of returns. He hopes to be able to get the participation of BIC and BookNet Canada for the meeting.
- A subcommittee is needed to create a document on the transmittal of XML. Mr. LaCroix will work with Brian Sharlach (McGraw-Hill) on getting this together.
- A need to drive up membership in SCEDI was expressed. A very small number of companies are involved in the committee, yet many companies take EDI and are affected by the committee's decisions and policies.
- The 4010 document was then proposed for official adoption since the draft has been out on the website for review for about four months.
 - This will be the official standard supported by the book industry.
 - It was suggested that the proposal be amended to say that the 4010 document on the website will include RR (a replacement, or substitute, ISBN-13/EAN) and SR (a replacement, or substitute, GTIN-14) as product identifiers.
 - The attendees voted on adoption of the 4010 document; the document was unanimously approved.
 - The 4010 document was accepted with the stipulation that it will be amended to include RR and SR as product identifiers.

Metadata Committee (Richard Stark)

- Committee chair Richard Stark (Barnes & Noble) was not present, so Mr. Lotz presented the report.
- ONIX International is working for the imminent release of Version 2.1, Release 3 in order to accommodate the needs of Spain and Russia.
- The U.S. Metadata Committee has told ONIX International that we will not be adopting that release in the United States.
- Code List 5 has been released and is available.
- Version 3 of ONIX is in the early stages of philosophical design. The target for its release is September 2006.
- The new release will be breaking the trend in ONIX development that all releases are backwards compatible. Version 3 will not be backwards compatible.
- The committee is working on the mapping of ONIX to GDSN; a project which will continue at the January 19, 2006 meeting.

Subject Codes Committee (Connie Harbison)

- Connie Harbison (Baker & Taylor) reported that the committee is continuing working with the ECPA on revising the Religion section.
- The Foreign Language section was revised at the December meeting with the assistance of linguists from Pimsleur.
- At the committee's December meeting, the Barnes & Noble representative reported that Barnes & Noble will be adding Merchandising Themes to EDRP in early 2006.
- The committee continues its review of proposals for codes received from publishers since the close of version 2.9.
- The Regional Themes were then brought up for approval. The Regional Themes were unanimously approved by attendees.

- The BISG website needs to be updated to include the Regional Themes; documents sent to those requesting the Subject Codes need to be updated to include the regions; and, current subscribers of the codes need to be sent the Regional Themes. Ms. Harbison will assist Angela Bole (BISG) and Sara Raffel (BISG) with coordinating this effort.

Publisher/Manufacturer Committee (Brian Sharlach and Diane Degener)

- Brian Sharlach (McGraw-Hill) reported that the next committee meeting will be March 14-16, 2006.
- During this meeting, the committee will working on simplifying the document for transactions.
- Thus far, two major publishers have committed to implementing transactions.

Rights Committee (Judith Appelbaum)

- Judith Appelbaum (Sensible Solutions) reported that progress on the ISTC has stalled.

MRC Committee (Tom Clarkson)

- Tom Clarkson (Barnes & Noble) reported that he will be issuing an invitation through the BISG office in mid-January for the reconstitution of the Machine Readable Coding Committee. Anyone interested in participating should respond to the BISG office. Existing membership will not be automatically carried over.
- The initial focus of the committee will be on the appropriate assignment of product identifiers (e.g., which product gets ISBN-13, which gets some other EAN). The intention is not to do a lot of independent work, but to clarify and publicize decisions already made. The objective will be to generate a statement for posting on the BISG website.
- The technical aspects of machine readable coding will also be addressed. This includes bar code placement and bar code size.
 - In regard to size, the committee does not intend to do extensive technical research on its own, but to consider if the present situation of the “ever-shrinking bar code” can or should be addressed.

Liaison Reports

EAN Transition Task Force (Phil Madans)

- Phil Madans (TWBG) reported that while some retailers have moved to EAN, other have not.
- Most publishers with large mass merchant customers are doing split printings. One printing will be bar coded with a UPC on Cover 4; the other will be bar coded with an EAN and used with standard book industry customers.
- Delegations are being assembled to visit major companies. This will assist in explaining to them why the transition is important and in trying to get them on board.
- The first delegation is to meet with Albertson’s on January 24, 2006. The delegation members will represent publishers, distributors, and BISG.
- Sending out these delegations is an excellent way to open up channels of communication.

GS1-US (Al Garton)

- Al Garton (GS1) reported GS1 endorses the idea of the EAN-transition team sending out delegations to explain things to grocers and is interested in the feedback.
- Mr. Garton had nothing new to report on the 2005 sunrise side.
- The 2006 U-Connect Conference will take place in Nashville on June 7-9, 2006.
- A “Standards for Book Industry” session was added and will be conducted by Tom Clarkson (Barnes & Noble).

Distribution Executive Interest Group (Chris Demyanovich)

- Chris Demyanovich (Random House) reported that Joe Franceschelli (HarperCollins) has stepped down as chair of DEIG.
- The group has been continuing work with the benchmarking data set; there are currently 22 warehouse data sets in the system.
- The pallet label guidelines were approved by DEIG at their November 10, 2005 meeting.
- A Best Practices survey is currently being prepared.
- A Carton Label webinar is under discussion; the group is looking into whether there is enough interest in such a presentation.
- Monitoring of RFID continues.
- It was reported that significant progress has been made in convincing manufacturers to put product labels on at the bindery. Anyone in contact with their company's bindery should encourage DEIG recommendations.

ISBN-13

- The January 2, 2006 issue of *Publisher's Weekly* included two reminders on ISBN-13.
- The readiness checklist now contains 65 companies.
- A real-time click-to compare feature is in process of being developed. This feature generates a real-time spreadsheet of all companies listed in the directory. The feature should be online shortly.

Map Industry (Shane Rosenheim)

- Shane Rosenheim (Map Link) was asked to discuss where the map industry is in terms of ISBN-13 transition.
- Mr. Rosenheim reported that at the IMTA meeting, the ISBN-13 webinar was presented and was well received.
- The map industry still needs a sign-off on readiness, but progress is being made.

Old Business

- There was no old business to discuss.

New Business

- George Wright (PIPS) gave a tribute to Jeff Abraham. Mr. Wright said that he has been attending BISAC meetings for about 36 years now. The parody of *The DaVinci Code* in the January 2nd *PW* is a far cry from about four years ago when BISG was a much lesser presence in the industry. The credit for the organization's growth goes to Jeff Abraham. Mr. Wright offered his thanks to Mr. Abraham for all he has done in promoting bar codes.
- Transition Issues
 - Mr. Lotz announced that a search committee is looking for a successor for Jeff Abraham.
 - Angela Bole and Sara Raffel will keep the BISG office running smoothly until a new Executive Director is named.
 - BISG is poised for additional growth and development. Ms. Bole and Ms. Raffel will continue with current projects.
 - Mr. Lotz requested responsiveness from individuals if Ms. Bole or Ms. Raffel reaches out for information or assistance.
 - The key contacts at BISG will be Ms. Bole and Ms. Raffel until further notice.

The next BISAC General Meeting will be March 10, 2006, 9:30AM to 12:00 PM at the offices of Random House (14th Floor, Dr. Seuss Room).

The meeting adjourned at 10:55 am.

Attachment 1 – Attendees:

<u>Name</u>	<u>Representing</u>
Abraham, Jeff	BISG
Appelbaum, Judy	Sensible Solutions
Bole, Angela	BISG
Bourgeois, Ed	Time Warner Book Group
Clarkson, Tom	Barnes & Noble
Dawson, Laura	LJNDawson.com
Demyanovich, Chris	Random House
Garton, Al	GS1
Harbison, Connie	Baker & Taylor
Janusz, Julie	Borders Group
Jarocha, Jon	Pearson
Kothamallela, Sudhakar	Macrosoft
Kullman, John	Macrosoft
LaCroix, Andrew	Bowker
Logan, George	Klopotek
Lotz, Wendell	Ingram Book Company
Madans, Phil	Time Warner Book Group
Milroad, Roger	John Wiley & Sons
Moore, Helen	HarperCollins
Mutter, John	Shelf Awareness
Peterson, Susan	Strategic Team Partners
Phebus, Meredith	Penguin Group
Rosenheim, Shane	Map Link, Inc.

Sharlach, Brian	McGraw-Hill
Stark, Laurie	Random House
Thronson, Eric	Baker & Taylor
Tobin, Carol	John Wiley & Sons
Toolan, Fran	Quality Solutions
Wright, George	PIPS
Zwickl, Gretchen	Scholastic