



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

July 21, 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 July 21, 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 9:40 am.
- Attendees introduced themselves.
- Mr. Lotz asked for approval of the minutes of the May 5, 2006 BISAC General Meeting. The minutes were unanimously approved.

BISG Office Report (Angela Bole)

- Executive Director
 - At this time, no official announcement can be made as to who the new Executive Director of BISG will be.
 - Ms. Bole (BISG) reported that a new person should be on board in time to help plan and attend the Annual Meeting of Members on September 8, 2006.
- BISG Annual Meeting
 - The Annual Meeting has been scheduled for September 8, 2006 at the McGraw-Hill Auditorium.
 - The next general BISAC meeting has been scheduled for September 7, 2006.
- Book Expo
 - There were three panels at Book Expo, each of which was well attended. For information about each, visit http://www.bisg.org/conferences/BEA_2006.html.
- *Book Industry TRENDS*
 - An online survey was sent to members soliciting feedback on *Book Industry TRENDS* in an effort to improve the research study for the next edition. To complete the short survey, visit <http://www.surveymonkey.com/s.asp?u=489552274974>.
- ISBN-13 Readiness Directory
 - The ISBN-13 website received 37,488 hits in the month of May and 23,198 hits in the month of June.
 - The most downloaded page is the *ISBN-13 For Dummies*[®] introduction page, followed by the *ISBN-13 For Dummies*[®] PDF.
 - There were over 210 downloads of the ISBN-13 webinar.
 - There have been 15 new or modified Readiness Directory entries since May 9, 2006.
 - Anyone interested in obtaining a listing of participating companies with their date added and last date modified should contact Angela Bole at angela@bisg.org.

- Board of Directors
 - Two new directors were approved to the BISG Board at the June 8, 2006 Board of Directors meeting:
 - Mark Kuyper (ECPA) replaced Kelly Gallagher, who is no longer with ECPA.
 - Mark Palmucci (Borders Group, Inc.) replaced Mike Spinozzi.

Chairman's Report (Wendell Lotz)

- Mr. Lotz announced that there are a number of initiatives and chairmanships open at the moment and BISG is looking for volunteers to take on more active roles. Attendees should call for volunteers from their organization to participate in BISAC committees.
 - At this time, Mr. Lotz announced that the chairmanship of the Supply Chain EDI (SCEDI) Committee was once again open and that the Identification Committee was to be re-energized.

Committee Reports

Identification Committee (TBD)

- Mr. Lotz announced that the Identification Committee will be reactivated with a new chairperson.
- The current chairman, Albert Simmonds (independent consultant) has not been heard from in almost a year, so it was decided to select a replacement for him.

Supply Chain EDI (SCEDI) Committee (Andrew LaCroix)

- Committee chair Andrew LaCroix (Bowker) reported that the last SCEDI meeting took place on May 25, 2006 and focused on ISBN-13.
 - The meeting dealt with the issue of partners not being able to send and receive all three identifiers (ISBN-10, ISBN-13, GTIN-14).
 - Most companies seem to have custom maps for each trading partner.
 - Some have only one map for Pubnet however, and are not able to accommodate differences in documents from one partner to another coming through Pubnet. This will likely require them to switch their Pubnet map from just the ISBN-10 to all three identifiers when the majority of partners on Pubnet are ready.
- Mr. LaCroix raised the issue of whether the SCEDI Committee should add GTIN-14 to the agenda for future meetings.
- Still on the committee's agenda is the development of X12 EDI returns documents.
- Mr. LaCroix announced that he would be stepping down as chairman of the SCEDI Committee as he recently moved into a new position at Bowker.
- The committee has been having difficulty attracting active members. It was noted that the Metadata Committee has about 20 companies represented, while the SCEDI Committee only has about 6-8 companies represented.

Metadata Committee (Richard Stark)

- Committee chair Richard Stark (Barnes & Noble) was not present, but Wendell Lotz, the acting chair, reported on what was taking place within the Metadata Committee.
- The Metadata Committee has had two meetings since the May 2006 General BISAC Meeting.
- ONIX is about to publish Code List 6. In June 2006, the committee considered about thirty proposals from around the world to be included in the list. Code List 6 was issued at the end of July.
- The committee is beginning work on Best Practices, Version 2. Barnes & Noble wants to expand the number of fields covered in the current version of Best Practices. The committee is reviewing Barnes & Nobles' suggestions.
 - The committee is also planning how to revisit the Best Practices issues.

- Mr. Lotz noted that about 100 companies are on the Metadata list, but only a fraction attends the meetings. The major players should really have more participation in what will be a major revision of ONIX (ONIX 3.0). Mr. Lotz urged attendees to participate in the development of ONIX 3.0 (expected to be completed in September 2007).
 - This participation is necessary so that the needs of all members will be well represented as the development of 3.0 begins.
- Mr. Lotz would like to see version 2 of Best Practices dovetail with the release of ONIX 3.0.
- ONIX 3.0 will not be backwards compatible. Deprecated fields will be removed from the schema.
- Ideally, ONIX 3.0 will be available by the 2007 Frankfurt Book Fair.

Subject Codes Committee (Connie Harbison)

- Committee chair Connie Harbison (Baker & Taylor) reported that the committee has completed their revisions to Version 2.9 of the Subject Codes and expects to have the proposal for the new version released by the end of July.
 - The target date for approval of the new version is September 2006.
 - The naming convention of the new version has changed. Rather than calling it 2.10 or 3.0, the committee has decided to call it the 2006 edition.
- In the process of reviewing e-mails for suggested headings, the committee has identified several sections of the list that will be revised for the 2007 edition, including Architecture and Graphic Novels.
- Also on the committee's agenda for the September meeting is to begin development of FAQs for the Merchandising Themes and for the Regions and to look into developing a Best Practices document.
- Jerry Lynch (Borders) asked for a definition of the term "Best Practices".
 - Mr. Lotz explained that because no certification program exists, Best Practices are suggestions for what you should or should not be doing when submitting data. It is a type of standard without certification behind it.
 - Booknet Canada has a certification program, as does BIC. BISAC is, in a way, following their model.
 - Best Practices mostly deal with data points and following a structure.
 - They are practical guidelines for use.

Publisher/Manufacturer Committee (Brian Sharlach and Diane Degener)

- Committee chairs Brian Sharlach (McGraw-Hill) and Diane Degener (Von Hoffmann Corporation) were not present and did not provide an update report.

Rights Committee (Judith Appelbaum)

- Committee chair Judith Appelbaum (Sensible Solutions) had no update on the activity of the Rights Committee.
- Ms. Appelbaum did question what the role of BISAC or BISG should be in the digital world. She welcomes all comments and suggestions on this.
 - The IDPF (International Digital Publishing Forum) is currently developing standards for e-books. If any members are involved in this, they should contact Mr. Lotz or Ms. Bole to provide more information.
 - Al Garton (GS1 US) noted that GS1 is getting a number of questions regarding the recording side.
 - It was concluded that the question of how BISG should handle these digital issues is one for the new Executive Director.

MRC Committee (Tom Clarkson)

- Committee chair Tom Clarkson (Barnes & Noble) was not present but provided a report on the activity of the MRC Committee.
- The MRC Committee has not met since the May 2006 General BISAC Meeting.
- An issue recently presented to the committee is a review of the recommended location for display of the Bookland EAN bar code on Cover 2. It appears that incorrect placement of the bar code on some covers is resulting in a low read rate of stripped covers.
- Al Garton (GS1 US) reported for the committee that Brian Green (EDiEUR) met with GS1 International in Brussels to discuss various topics relating to ISBN and EAN.
 - Mr. Garton attended (via conference phone) the portion of the meeting that dealt with dual marking.
 - Mr. Garton provided a summary of the meeting, indicating that there was good dialog between the International ISBN Agency and the GS1 Global office.
 - There was not a great desire on the part of GS1 to press issues on maps and calendars.
 - GS1 will review and consider publishing a list of items that are not meant to get an ISBN (i.e., a type of reminder list); in this reminder, there will be some items that GS1 will be very specific about.
 - The two groups shared quite a lot of information on such items as education issues, EPC (Electronic Product Code), and RFID.
 - Once the approved minutes are released, they will be made public to all GS1 member organizations.
- In a different topic, Mr. Garton said that he would be discussing with Bowker how best to address the relationship of SAN and GLN. He indicated that he anticipated being able to resolve any outstanding issues in the discussions.
 - In the UK, GS1 UK has assigned a prefix (actually ten prefixes) to BIC be used in conjunction with SAN in the UK to construct a GLN. BIC in turn has contracted with Nielsen, the UK SAN Agency to manage the assignments to the book industry.

Liaison Reports

Distribution Executive Interest Group (Chris Demyanovich)

- Chris Demyanovich (Random House) provided a report of DEIG activity since their last meeting of May 16, 2006.
- The GeorgiaTech Warehouse Benchmarking team provided a presentation on the warehouse benchmarking project for members to review.
 - It seemed that many of the issues appearing in the document seemed very obvious.
 - Those that had the full 40 page report thought it was much more useful than the presentation itself. Because participants spent \$950 to participate in the study, they are the only ones who received a copy of the full report.
 - Most participants have agreed to participate in the study for the second cycle, which will open September 2006 and close June 2007.
 - There is currently no other book industry benchmarking study available.
 - Non-participating companies can be provided with a summary report so that they can see what they would get if they chose to participate. Companies are asked to contact Ms. Bole in the BISG Office for a copy of the summary report.
- DEIG is working on a Best Practices Survey to help provide direction in the warehousing and distribution areas; one survey is for receivers and one is for shippers. DEIG is currently awaiting survey results before determining direction.
 - All of DEIG membership received the survey.

- Revisions have been made to the shipping container labeling guidelines to clarify GTIN-14.
 - One revision is to show what the intention was for use of the 14-digit identifier on cartons.
 - Some changes were made to recommendations for fonts and barcode heights.
 - Revisions were posted in May 2006.
- The next DEIG meeting is August 8, 2006.

Booknet Canada (Noah Genner)

- Noah Genner (Booknet Canada) reported that Booknet is now in its second year of certification. During this time, the focus has been primarily on timeliness and completeness of data.
- Now available on the Booknet website is a tool that allows users to convert data from an Excel file to an ONIX 2.1 file at no charge.
- Booknet has been pushing ISBN-13 on EDI, especially focusing on POS vendors.
- Returns documentation for EDI was released about six months ago.
- Right now, digital rights and standards are a big issue for Booknet.

ABA (David Walker)

- David Walker (ABA) reported that the ABA is currently working with members to get them up and running with ISBN-13.
- There are some issues with placing direct dial orders in ISBN-13. Mr. Walker expressed interest in any feedback anyone had on this issue.
- The ABA is interested in providing publishers some Best Practices type of information.
- They are currently looking at online tools available to booksellers to determine whether there exists general uniformity in how they work. The ABA is trying to advocate uniformity of these tools among publishers.
 - Mr. Walker is interested in anyone who could provide additional information on this topic.

ISBN-13 Taskforce (Laura Dawson)

- Laura Dawson (Muze) reported that discussions have been taking place regarding direct dial with POS vendors. The conclusion of this discussion was that an ad hoc working group will be formed to work on the direct dial problem.
- At the last meeting, Bowker report that 7 vendors are compliant and 7 are in testing. One small retailer is compliant.
- The ISBN-13 website is still getting quite a number of hits (27,488 hits in the month of May).
- There was some question as to when the 979 prefix will be released into the marketplace by the ISBN Agency. This is expected to be seen in the United States around mid-2007.
- An issue with barcode software was raised; this being software that allows you to create barcodes.
 - One vendor included an option to convert ISBN-10 into either 978 or 979 prefixed ISBN-13 barcodes. As a result, some 979 barcodes have shown up in the supply chain.
 - The vendor has been identified and is issuing a fix to their software.
 - Andrew LaCroix (Bowker) was privy to who the vendor is, but was not at liberty to share that with the rest of the attendees. He will go back and ask the vendor if it is okay to share their identity with BISG members so that those using the barcode software can ensure they have the fix if utilizing software from the company in question.
 - It was suggested that alerts be sent out about checking the software within companies using barcode software. In general, people should check all of their software systems for these types of issues.

Old Business

- There was no old business to discuss.

New Business

- An organized meeting on batch.co.uk took place on July 20th. It included a presentation to about 20 attendees on services that are available through batch.co.uk.
 - Batch.co.uk is a tool for EDI management of invoices. This tool has the potential to take a lot of cost out of the invoicing side.
 - Batch.co.uk currently operates with booksellers who are buying books from the UK.
 - Mr. Lotz expressed an indication that Ingram would be exploring the opportunities presented by being a supplier for batch.co services.
- The Executive Committee proposed Laura Dawson as new chairman of the Identification Committee. This proposal was put before those in attendance; all were in favor, none were opposed. Thus, Ms. Dawson is now the chairman of the Identification Committee.
- Mr. Lotz closed the meeting with a report on the status of Richard Stark (Barnes & Noble). Mr. Stark is due to have his casts off at the end of July, at which time he will start physical therapy. He has started to attend some Barnes & Noble meetings by telephone, but not yet the Metadata meetings.

The next BISAC General Meeting will be Thursday, September 7, 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>
Appelbaum, Judith	Sensible Solutions
Bole, Angela	BISG
Dawson, Laura	Muze
Demyanovich, Chris	Random House
Garton, Al	GS1 US
Genner, Noah	Booknet Canada
Harbison, Connie	Baker & Taylor
Jarocho, Jonathan	Pearson
LaCroix, Andrew	Bowker
Lotz, Wendell	Ingram Book Company
Lynch, Jerry	Borders Book Group, Inc.
Moore, Helen	HarperCollins
Walker, David	ABA
Wright, George	PIPS
Zwickl, Gretchen	Scholastic