



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

May 20, 2005

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 May 20, 2005 at 9:30 a.m.

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

Wendell Lotz (Ingram Book Group) chaired the meeting and Angela Bole (BISG) took minutes.

Mr. Lotz called the meeting to order, welcomed everyone, and asked all present to introduce themselves.

Mr. Lotz then asked for approval of the Minutes of the March 4, 2005 BISAC general meeting. Upon motion duly made and seconded the minutes were unanimously approved.

Next, Mr. Lotz announced the retirement of Fred Hoffman (Wordsworth) as BISAC secretary. He requested that anyone interested in replacing Mr. Hoffman as BISAC secretary contact him as soon as possible. In the meantime, it was agreed that minutes of the BISAC general meeting would be taken and distributed by a member of BISG office staff.

Jeff Abraham (BISG) stated for the record that Mr. Hoffman had been a key contributor to the success of BISAC activities over the past few decades, both in front of and behind the scenes. Mr. Abraham also said he would like to publicly acknowledge Mr. Hoffman's accomplishments and work within BISAC and to thank Mr. Hoffman for everything he has helped BISAC achieve.

Then, Jeff Abraham presented the Executive Director's Report which highlighted the following BISG activities from March 2005 through May 2005:

- New Directors appointed to the BISG Board:
 - Two new directors were nominated for and approved to the Board, Gary Aiello of R.R. Bowker (replacing Andrew Grabois of R.R. Bowker) and George Lossius of VISTA International (replacing John Wicker of VISTA International).
- BISAC Subject Headings:
 - Revised plan for the distribution and promotion of BISAC Subject Codes was approved by the BISG Board of Directors on May 19, 2005.
 - Prepared section of the BISG Web site will provide free online access to the complete BISAC Subject Headings list version 2.9.
 - An end user's license has been prepared for those BISG members and non-members who require the ability to incorporate the Subject Headings list into their internal database systems. The license will be distributed freely to BISG members.

- *Book Industry TRENDS 2005* - completed and released:
 - Managed final production process including shipment of complimentary copies to BISG members.
 - Setup PR and advertising support including ads in *Publishers Lunch*, flyers for distribution at BEA and press release.
 - Held successful May 16th Preview Session—with press along with BISG members and non-members in attendance.
 - Initiated discussions of task force / think tank for TRENDS 2006 revision.
- *Under the Radar* - completed and released:
 - Finalized production arrangements with Lightning Source.
 - Managed final production process including shipment of complimentary copies to BISG members.
 - Setup PR and advertising support including press release and ad in *Publishers Lunch*.
- BISG Research Committee update:
 - The Used Book Study Subcommittee is continuing work on a Used Book Study which began in late April and is scheduled for completion in the fall. The study will provide a comprehensive look at the used book market and will take into account the entire scope of issues involved.
 - Fran Toolan (Quality Solutions, Inc.) has taken the lead on a Book Buyers' Survey.
- ISBN-13 Task Force update:
 - The first meeting of the ISBN-13 Task Force was held at Random House on May 4, 2005.
 - Bob Bolick, VP & Director of Global Business Planning at McGraw-Hill Education, was nominated and approved as chairperson.
 - Over 30 companies from across the industry participated, including ABA and AAP.
- ISBN-13 For Dummies[®]:
 - 10,000 copies of a full-color ISBN-13 For Dummies[®] informational tri-fold were printed.
 - Mr. Abraham publicly thanked the work contributed to the tri-fold by John Wiley & Sons, Zoe Wykes (Wiley), and Rachel Rushefsky (Random House).
 - **Action Item:** BISAC members should contact the BISG office if they would like copies of the ISBN-13 For Dummies[®] tri-fold for distribution at BEA.
- DEIG's new Shipping Container Label:
 - UPS has approved two version of the DEIG Shipping Label.
 - Mr. Abraham gave special thanks to Chris Demanovich (Random House) for his work on this project.
- BISG Calendar of Events
 - Updated the BISG meeting calendar for FY 2005/06 in two places on the BISG Web site: (1) within the *Members Only Area*, (2) on the home page's *Upcoming Events & Meetings*.
 - Created a downloadable Outlook file to facilitate the dumping of meeting dates directly into each Board Member's Outlook Calendar.
- GDSN:
 - Continued to monitor progress with the Global Data Synchronization Network
 - Organized and chaired first conference call meeting of the GPC (Global Product Classification) for printed and reference material
 - Coordinated presentations by three data pools service providers: WWRE, GSX and UCCnet, to Task Force members
 - **Action Item:** BISAC members should contact the BISG office if they would like to learn more about GDSN activities within BISG.
- BISG's Strategic Planning Process:
 - BISG's Board of Directors are in the process of reviewing and updating the current BISG mission and developing a 3-5 year Strategic Plan which will identify the organization's

key objectives and appropriate action plans, as well as the structure and budget needed to meet these objectives.

- The review process will be implemented by a Strategic Planning Subcommittee (SPS), which will consist of about 12 individuals—BISG’s Officers, Executive Director, and an additional 6-8 Directors of the Board.
- **Action Item:** BISAC members should contact the BISG office if they have input they believe would be of interest to the Strategic Planning Subcommittee.

After Mr. Abraham’s Executive Director’s Report, Laura Dawson (independent consultant) reported on the progress of ISBN-13 Education and Support Project initiatives:

- New timeline:
 - A revised timeline of initiatives (2/2005 through 8/2005) was passed out and discussed.
- Educational Survey:
 - 186 respondents replied to the 12-question ISBN-13 educational survey.
 - 32.4% of respondents reported that they have communicated internally with all relevant departments regarding ISBN-13.
 - 15.1% reported that they have briefed sales staff to communicate with customers about ISBN-13 issues.
- Other ISBN-13 Educational and Support Project initiatives discussed were: scheduled ISBN-13 Educational Webinars – scheduled for June 28 & 29, 2005 and July 28, 2005 – and potential collaboration with the newly formed ISBN-13 Task Force.

Next, Bob Bolick briefed the group about the proposed direction of the newly formed ISBN-13 Task Force.

- The ISBN-13 Task Force will be operational and logistics focused. It will be open to all members of the supply chain, not just to publishers.
- ISBN-13 Readiness Surveys:
 - Separate ISBN-13 Readiness Surveys are being developed for retailers, publishers and POS vendors and are a major action item for the ISBN-13 Task Force. Once the surveys are approved, they will be posted on the BISG Web site and all will be welcome to use them.

Next, Wendell Lotz turned the meeting over to the separate BISAC Committee Chairs for updates on various committee activities.

Identification Committee

Albert Simmonds (independent consultant) reported on activities within the Identification Committee:

- Mr. Simmonds reported that the Identification Committee is currently working with Supply Chain EDI Committee (formally ICC) to figure out 13- and 14-digit uses. To this end, the committee is proposing to update the language within the Timelines document on the BISG Web site (<http://www.bisg.org/isbn-13/timelines.html>) where it discusses 14 digits.

Action Item: BISAC members should contact Mr. Simmonds (albert.simmonds@earthlink.net) with questions or feedback concerning the Timelines document.

- Jeff Abraham officially thanked Mr. Simmonds and others for their work on the BISG Product Identification Web site. Work on the PI and ISBN-13 sections of the BISG Web site will now be handled within the BISG office.

Supply Chain EDI Committee

Wendell Lotz reported on activities within the Supply Chain EDI Committee (formerly ICC). The committee chairperson, Eric Thronson, was not present:

- Mr. Lotz asked for approval to formally change the committee's name from Internet Commerce Committee (ICC) to Supply Chain EDI Committee (SCEDI). Upon motion duly made and seconded the name change was unanimously approved.
- Mr. Thronson sent several committee updates via email:
 - There appears to be a conflict between project available codes existing in EDI docs and those presented in ONIX. SCEDI thinks there may be a need for two sets of codes.
 - A revised set of XML docs to address technical issues are being drafted by SCEDI. These docs should be ready by the July meeting.
 - SCEDI is working with the Distribution Executives Interest Group to set guidelines for returns processing.
- Tom Clarkson (Barnes and Noble) called for reconfirmation of BISG Policy #001 regarding the length of product identifier fields in electronic communication and databases. Mr. Clarkson stressed that all companies should now be able to communicate electronically in 14 digits.

Metadata Committee

Richard Stark (Barnes and Noble) reported on activities within the Metadata Committee.

- Product Metadata Best Practices Version 1.1:
 - Version 1.1 is currently live on the BISG Web site at www.bisg.org/standards/index.html. Comments are encouraged and can be sent to Mr. Stark's attention via email at bisac_metadata@bisg.org.
 - Mr. Stark reported that an ONIX Delta Record is being looked into. Rather than sending the full ONIX file when updating, an ONIX Delta Record would allow participants to send updates on only the pieces that have changed.

BISAC Subject Codes Committee

Wendell Lotz reported on activities within the BISAC Subject Codes Committee. The committee chairperson, Connie Harbison (Baker & Taylor), was not present:

- Ms. Harbison sent several committee updates via email:
 - The BISAC merchandising themes are to be revised in July for approval during the next General BISAC Meeting. The new themes should reflect the marketing orientation of a title.
 - Regionality codes are being looked into and should be available in September or October, 2005.
 - Mapping between the BISAC & BIC Subject Code lists will be the next central focus and body of work for the BISAC Subject Codes Committee as a whole.

Publisher/Manufacturer Committee:

Brian Sharlach (McGraw-Hill) reported on activities within the Publisher/Manufacturer Committee:

- Mr. Sharlach reported that the Publisher/Manufacturer Committee is currently coordinating documents for the standards which should be completed by September 2005 for publication.

Rights Committee

Judith Appelbaum (Sensible Solutions) was not present and did not present a report for the Rights Committee.

MRC Committee

Tom Clarkson reported on activities within the MRC Committee

- Mr. Clarkson called for a re-launch of the MRC Committee. The new focus will be on bar coding issues, product identification, and standards. The newly re-launched committee will also focus on liaisons with the Distribution Executives Interest Group (DEIG) and the Manufacturers Executive Interest Group (MEIG).

Action Item: The MRC Committee membership list will be purged and BISAC members are asked to reenlist if they would like to remain involved. Contact Tom Clarkson via email at TClarkson@bn.com.

The next BISAC General Meeting will be July 15, 2005, 9:30AM to 12:00 PM at Random House, 14th Floor, Dr. Seuss Room.

Meeting adjourned at 11:12 AM.

ATTACHMENT 1 – ATTENDEES:

<u><i>Name</i></u>	<u><i>Representing</i></u>
Abraham, Jeff	BISG
Bole, Angela	BISG
Bolick, Robert	McGraw-Hill
Cendoma, Prudence	Brodart Company
Clarkson, Tom	Barnes & Noble
Cuthel, Bill	Scholastic
Dawson, Laura	
Demanovich, Chris	Random House
Greenfield, Stanley	Dial-A-Book
Humm, David	McGraw-Hill
Jacobs, Andrea	Globe Pequot Press
Jamali, Naseem	Books & Research
Janusz, Julie	Borders Group
Jarocho, Jon	Pearson
Kuehne, Bob	Borders Group
Lewandowski, Ed	Holtzbrink
Logan, George	Klopotek
Lotz, Wendell	Ingram Book Group
Luthman, Mike	Thomson Learning
Madans, Phil	Time Warner Book Group
Milroad, Phil	John Wiley & Sons
Rosenheim, Shane	MapLink
Rushefsky, Rachel	Barnes & Noble
Russell, Bob	BookMaster
Syre, Constance	Market Partners International
Schneider, Margery	LWW
Scharlach, Brian	McGraw-Hill
Simmonds, Albert	
Stark, Laurie	Random House
Stark, Richard	Barnes & Noble
Tobin, Carol	John Wiley & Sons
Toolan, Fran	Quality Solutions
Trifire, Dorian	Globe Pequot Press
Walker, David	American Booksellers Assoc.
Weiss, Jonathan	Oxford University Press