



MINUTES OF THE ANNUAL MEETING OF MEMBERS OF THE BOOK INDUSTRY STUDY GROUP, INC.

The annual meeting of the members of the Book Industry Study Group, Inc. (“BISG”) was held at 9:00 a.m. at the Yale Club of New York, 50 Vanderbilt Avenue, New York, NY on the 24th day of September, 2010.

For a list of attendees, please see Appendix A.

Scott Lubeck (BISG) chaired the meeting and Sara Raffel (BISG) took minutes.

Mr. Lubeck welcomed attendees and opened the meeting by thanking the sponsors: Sterling Commerce at the Diamond level; Nielsen BookScan at the Gold level; Bert Davis Executive Search and Ingram Content Group, Inc. at the Silver level. Mr. Lubeck then asked for approval of the minutes of the BISG Annual Meeting of Members 2009. Upon motion duly made and seconded, the minutes were unanimously approved.

Maureen McMahon (Kaplan Publishing) then delivered the opening keynote address titled *BISG: Alternative Abbreviations*. In her presentation, Ms. McMahon took a practical look at alternative meanings for the letters B, I, S and G by addressing the following questions:

- Are we still in the book business?
- Are we one industry or several?
- Is there any point in studying the past or even the present, and how can you study what hasn't happened yet?

Mr. Lubeck then spoke about *Improving the Ratio of Signal to Noise for an Industry in Transformation*. His presentation included a discussion of connecting with the customer in an industry in transformation, as well as review of BISG’s fiscal year 2009–2010, touching on several key areas of accomplishment:

- Financials
- Membership
- Standards and Best Practices
- Research
- Education and Events

During his presentation, Mr. Lubeck requested membership approval of the following Officers and Directors, who were nominated to serve additional terms at the previous day’s Board of Directors meeting:

Officers – Term expires September 2012

Co-Chair: Dominique Racciah*	Sourcebooks
Co-Chair: Andrew Weber*	Random House
Vice-Chair: Ken Michaels*	Hachette Book Group
Treasurer: Deborah Wiley*	John Wiley & Sons
Secretary: Judith Appelbaum*	Sensible Solutions

Class 3 Directors– Term expires September 2013 (9 allowed)

Gary Aiello	RR Bowker
Sally Dedecker*	Sally Dedecker Enterprises
Joe D’Onofrio	Simon & Schuster
Jon Fine	Amazon.com
Ted Hill	THA Consulting
Dan Johnson	Baker & Taylor
Tina Jordan	Assoc. of American Publishers
George Lossius	Publishing Technology
Rick Schwartz	HarperCollins Publishers

*Also a member of the BISG Executive Committee.

The nominations were duly made and seconded, and the Officers and Class 3 Directors were unanimously approved.

As part of his presentation Mr. Lubeck invited several committee chairs and members to discuss the following initiatives:

- Phil Madans (Hachette Book Group) discussed the Identification Committee’s Identification of E-Books Research Project.
- David Marlin (MetaComet Systems) discussed the Rights Committee’s work in improving rights communications.
- Jabin White (Wolters Kluwer Professional and Education) discussed the Digital Standards Committee’s work in best practices for structuring content.
- Tina Jordan (Association of American Publishers) discussed the new BISG/AAP statistics joint venture, BookStats.

Following the discussions, Mr. Lubeck presented the BISG financials for fiscal year 2009–2010, which were included in participants’ packet of materials. Mr. Lubeck stated that, for fiscal year 2010–2011, BISG would budget for total income of \$1,064,165. \$338,100 would be spent on cost of goods sold, for a gross profit of \$726,065. Total expenses were budgeted at \$816,741, bringing BISG’s budgeted deficit to (\$90,675).

Upon motion duly made and seconded, the members present approved BISG’s budget for fiscal year 2010-2011.

Concluding his presentation, Mr. Lubeck thanked all of the BISG members who had volunteered time to BISG’s various committees and initiatives, and presented his vision statement for the future of the organization:

To become the book industry leadership organization in a time of great transformation by helping to build and support the emerging industry network enabling new opportunities for profitable growth.

To conclude the first portion of the meeting, John Konczal (Sterling Commerce) offered information about his company as the Diamond Sponsor of the 2010 Annual Meeting of Members.

Attendees then took a brief coffee break.

The following presentations were delivered after the coffee break:

- **Keeping Up with the Consumer**
Kelly Gallagher, *Vice President of Publishing Services, RR Bowker*
- **“It’s Publishing, Jim, but Not as We Know It.”**
Kate Wilson, *Founder, NosyCrow*
- **The Next Chapter in Educational Publishing**
David Jolliffe, *Vice President of Cross Media Publishing Services, Pearson Canada*

To conclude the meeting, David “Skip” Prichard (Ingram Content Group) delivered the closing keynote address titled *Ensuring that “The Book” Will Survive*. In his presentation, Mr. Prichard discussed the technological changes on the publishing landscape that had created challenging quandaries for leaders trying to reinvent and redefine organizations. Mr. Prichard encouraged members to embrace the changes, revolutionize the reading experience and help shape the future of the book.

Presentations are available for download through BISG’s SlideShare account.

Following the presentations, Mr. Lubeck delivered brief closing statements. There being no further business, the meeting was adjourned for a members’ lunch at 12:30.

APPENDIX A: ATTENDEES

Members and Guests Present:

Greg	Aden	NetRead Software and Services, LLC
Gary	Aiello	Bowker
Lenny	Allen	Oxford University Press
Sara	Anderson	Harvard University press
Judy	Appelbaum	Sensible Solutions
Danielle	Arnone	Pearson
Robert E.	Baensch	Publishing Research Quarterly
Peter	Balis	Wiley
Michael	Bamberger	Sonnenschein, Nath & Rosenthal LLP
Beat	Barblan	Bowker
Terri	Barlow	Thomson-Shore, Inc.
Frank	Bellantoni	McGraw-Hill
Jim	Benjamin	Vantage Press
Matthew	Bennett	Hachette Book Group
Kathy	Berlowe	Bert Davis Executive Search, Inc.
Jeanne	Bertelle	Bert Davis Executive Search, Inc.
Mark	Bide	EDItEUR
John	Bohman	Random House Publishing Company, Inc.
Angela	Bole	Book Industry Study Group
Drew	Bordas	Ingram Content Group
Kevin	Burns	Muze/Rovi
Todd	Carpenter	NISO
Roy	Crego	R. R. Bowker
Gina	D'Allesandro	The MIT Press
Bert	Davis	Bert Davis Executive Search, Inc.
Laura	Dawson	Firebrand Content Services
Paula	de Brito	Wolters Kluwer
Sally	Dedecker	Sally Dedecker Enterprises
Joe	D'Onofrio	Simon and Schuster
Sally	Dougan	Bert Davis Executive Search, Inc.
Christopher	Dreher	SBSWorldwide Inc.
Meredith	Dros	Penguin Group (USA)
Jill	Dulber	Workman Publishing Co., Inc.
Rodney	Elder	Virtusales
Joe	Esposito	GiantChair, Inc.
Gayle	Feldman	The Bookseller
Catherine	Felgar	Cambridge University Press
Claudia	Flowers	Outsell Inc.

Melinda	Forlenza	Pearson
Karen	Forster	Book Industry Study Group
Rich	Freese	National Book Network
Charlie	Friscia	Bowker
Chris	Frye	Mayo Clinic
Deb	Gaffin	Nosy Crow
Kelly	Gallagher	RR Bowker
Noah	Genner	BookNet Canada
Seth	Gershel	SDG LLC
Marcy	Goot	Kaplan Publishing
Helene	Green	Simon & Schuster
Betty	Greenfield	Dial-A-Book Inc
Scott	Hall	MarkLogic
Connie	Harbison	Baker & Taylor
Charles	Hart	Kensington Publishing Corp.
Caroline	Hayes	barnesandnoble.com
Ted	Hill	THA Consulting
James	Howitt	R.R.Bowker - PubTrack
Leslie	Hulse	HarperCollins Publishers
Jon	Jarocho	Pearson
Marc	Jennings	JWG Capital
Dan	Johnson	Baker & Taylor, Inc.
David	Jolliffe	Pearson Canada
Tina	Jordan	Association of American Publishers
Florrie	Kichler	IBPA
Lars	Kloch	SBS Worldwide Inc
Bob	Kohn	RoyaltyShare, Inc.
John	Konczal	Sterling Commerce
David	Kornacker	Bert Davis Executive Search, Inc.
Carl	Kulo	Bowker
Mark	Kuyper	ECPA
David	Lamb	Vantage Press
John	Lancaster	F A Davis Company
Tony	Leach	SBS Worldwide
Elena	Legeros	Random House
Scott	Lubeck	Book Industry Study Group
Edwina	Lui	Kaplan Publishing
Philip	Madans	Hachette Book Group
Andrew	Malkin	Zinio
David	Marlin	MetaComet Systems
Maureen	McMahon	Kaplan Publishing
Carol Anne	Meyer	CrossRef
Kenneth	Michaels	Hachette Book Group

Bruce	Miller	OCLC
Jim	Milliot	Publishers Weekly
Roger	Milroad	Wiley
Jim	Montague	Sterling Commerce
Helen	Moore	HarperCollins Publishers
John	Mutter	Shelf Awareness
Frederic	Nachbaur	Fordham University Press
Ira	Nemirovsky	Pearson Technology
Stephanie	Oda	Subtext
Koa	Ostrem	Penguin Group USA
Gregory	Paglia	Barnes & Noble
Mina	Park	Nielsen BookScan
Meyrick	Payne	Management Practice
Laura	Pearson	Oxford University Press
Carolyn	Pittis	HarperCollins
Neil	Posner	Digital Publishing Partners
Skip	Prichard	Ingram Content Group
Linda	Purpura	Minted Prose, LLC
Dominique	Racchah	Sourcebooks
Sara	Raffel	Book Industry Study Group
Renee	Register	OCLC
Vince	Reilly	Xerox Corporation
Amy	Rhodes	Market Partners International
John	Ross	Sterling Commerce
Brett	Sandusky	Kaplan Publishing
David	Saracco	Impelsys, inc.
Eugene	Schwartz	ForeWord Reviews
Robin	Seaman	Benetech / Bookshare
Lorraine	Shanley	Market Partners International
Mike	Shatzkin	The Idea Logical Company, Inc.
Deirdre	Smerillo	Smerillo Associates llc
Gary	Smerillo	Smerillo Associates LLC
Rob	Staats	RR Bowker
Richard	Stark	Barnes & Noble
Sheryl	Stebbins	Kaplan Publishing
George	Tattersfield	Ingram Content Group
Fran	Toolan	Firebrand Technologies
Frank	Totaro	In Transition
Matt	Turner	MarkLogic
Len	Vlahos	ABA
Steve	Walker	SBS Worldwide
Shayna	Webb	Kaplan Publishing
Andy	Weissberg	Digital Publishing Partners

Jabin	White	Wolters Kluwer Health
John	Wicker	Tata Consultancy Services
Amy	Williams	Ingram Content Group
Kate	Wilson	Nosy Crow
Rich	Zaziski	FYI Business Solutions