

◆ 2007 Annual Meeting to Highlight the 50th Anniversary of CSE and the Future of Scientific Publishing in a Digital World

Patty Baskin, Chair Program Committee

On a recent evening in Austin, Texas, I stood with other fascinated tourists on the shores of Town Lake and watched as a streaming black cloud of more than a million Mexican free-tailed bats emerged from the crevices of the Congress Avenue Bridge to fly upriver in their nightly quest for insects during the hours of darkness. After that spectacle of nature, I enjoyed a plate of tasty Texas cuisine at Stubb's Bar-B-Q (accompanied by the music of a local country group) and later strolled along 6th Street listening to myriad musical sounds emanating from the doors of the restaurants and clubs in the Austin entertainment district. I had come to Austin to scope out the facilities and attractions for CSE's 50th annual meeting and was thrilled with the eclectic nature of the city and its setting.

The beautiful new Hilton Austin is the venue for the CSE annual meeting, to be held on 18-22 May. Along with celebrating our 50th anniversary with a "Denim and Diamonds" event, the meetings will center on challenges of the lightning-swift advances in technology and communication that put people all over the globe in touch as never before. The theme chosen for this year's conference is "The Next 50 Years: CSE in the Digital World" and reflects CSE's attempts to address the technologic, geographic, and cultural shifts that will affect scientific publishing in the future. Plenary speakers and sessions on a variety of topics will endeavor to sharpen our thinking and

adjust our attitudes to meet these challenges.

The keynote speaker on Sunday morning is Michael Keller, of Stanford University, who established and is publisher of HighWire Press and is the publisher of the Stanford University Press. Keller is actively involved in the evolution and growth of scholarly communication and emerging information technologies. On the basis of the successful HighWire model, Keller is now fostering development of additional information tools and services for the scholarly community. His comments on global publication and development of new tools and models are certain to be provocative.

Colin Humphreys, Goldsmiths' Professor of Materials Science and head of the Rolls Royce University Technology Centre at the University of Cambridge, will be the plenary speaker on Monday. Humphreys is a visionary in materials science and renewable energy and has published scientific papers on research topics ranging from computer chips to eternal light bulbs. His research involves semiconductors, electron microscopy and analysis, ultra-high-temperature alloys, electron- and ion-beam lithography, and superconductivity. Humphreys will talk about present and future technologic advances that will affect economic development and its repercussions on global communication.



Michael Keller

The Tuesday morning plenary presentation will be delivered by Alex Soojung-Kim Pang, research director for the Institute for the Future, a non-profit research organization in Palo Alto, California, that conducts basic research on the future of emerging technologies, health, and global business trends. Pang is the founding editor of the institute's blog, *IFTF's Future Now*, which details emerging technologies and social and economic impacts of new technologies. Pang will talk from historical and theoretical perspectives on the future of pervasive computing, the end of cyberspace, and the coevolution of technology and society.

Some of the sessions offered over the conference's 3 days will focus on innovative solutions to challenges faced by editors in the future or to marketing on a global level. Sessions centering on future development include such topics as the teaching of editorial practices to editors in developing countries and the marketing of publications in these countries; influences of technologic changes on publishing-business models; delivery modes of the future—such as audio, podcasts, and blogs—and their impacts on editors; new electronic media under development; Web 2.0 and open reviewing and Wikis; predictions for the future, delivered by a panel of editors and publishers; use of common data standards and protocols across fields in the digital arena; addressing environmental concerns by using recycled paper for journals or increasing the online publication of journals; and the future of print.

CSE, as always, is the best source of

information for addressing issues that scientific editors encounter day to day and for acquiring a more thorough understanding of science publishing. Sessions include one on Word tips for editors and another on adapting to Word 2007, as well as sessions on image manipulation, publisher-editor interactions and philosophies, pros and cons of commercial publishing and self-publishing, business-continuity planning in times of change or disaster, conflicts of interest in advertising and sponsorship, the STIX fonts initiative and STM publishing, evidence-based editing, and the current status of open access. The half-day hands-on ethics clinic will provide food for thought, and the presentations by this year's scholarship recipients from the developing world will be followed by a meet-and-greet opportunity during refreshments.

Plan to spend some time on the planned tours or head out on your own or with friends to enjoy Austin. Besides being the "Live Music Capital of the World", Austin is the home of the University of Texas and the Texas state capitol. Absorbing destinations include the Lady Bird Johnson Wildflower Center, the Bob Bullock Texas State History Museum, the Texas State Capitol complex, the Lyndon Baines Johnson Presidential Library and Museum, and the university grounds. A special event in town on Saturday is the O. Henry Pun-Off, at which punsters gather to cheer and groan as contestants deliver outrageous plays on words; what better entertainment for the word-lovers in our group? Nature enthusiasts will enjoy Town Lake, a relaxing place to take a break and enjoy walking, biking, bird- and bat-watching,

pedal-boating, and canoeing.

The city's title can best be appreciated on an evening stroll. The hotel is within walking distance of the famous 6th Street and Red River entertainment districts, where the sound of country, rock 'n' roll, blues, and jazz playing in more than 150 venues can be heard nightly, and food from four-star restaurants and casual bar-beque and fajita eateries can be sampled.

I'm excited about going back to Austin, the outstanding speakers, the provocative theme of the conference, the breadth of the sessions being offered, the choices for visiting fascinating historical attractions and having fun in this city, and seeing old friends again. While I wait, I'm dusting off my denims and my cowboy hat and digging through my collection of bling for the "Denim and Diamonds" gala anniversary event!