

# ◆ Highlights of the 50th-Anniversary Meeting

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2007 Program Chair

The 50th-anniversary meeting of CSE was a special celebration, the theme being “The Next 50 Years: CSE in the Digital World”. The beautiful Hilton Austin in Austin, Texas, the “Live Music Capital of the World”, was an ideal venue for early-arriving and late-staying attendees to sample great barbecue, explore the grand Texas state capitol and the governor’s mansion, and see the latest developments in robotics at the University of Texas. Highlights included the opening reception on Saturday evening in the Exhibit Hall and a special 50th-Anniversary Gala dinner on Sunday evening featuring carving stations, a chocolate fondue fountain, and live music performed by a local band. The history of CSE was documented in the Exhibit Hall with displays of photos and historical information and a timeline of CSE milestones.

The program focused on multiple facets in the future of publishing, including new technologies and the expansion of Internet modalities, cultural changes, and globalization. The keynote speech on Sunday morning was delivered by Michael Keller, who spoke from a librarian’s perspective on the future of digital communication, including open access and global marketing and how these affect the partnership between librarians and editors as providers of services to authors and readers.

Monday’s plenary speaker was Colin Humphreys, of Cambridge University. Humphreys talked about the predicted events that will dramatically affect human history during the next 50 years—increases in the world’s population, demands for energy and dwindling natural resources, and displacement of people living in coastal regions as a result of global warm-

ing. He stressed that many of these problems are solvable with science and technology and that editors must recognize the vital need for communicating results of science in an effective way. The plenary speaker on Tuesday morning, Alex Pang, of the Institute for the Future, talked about how the growth of pervasive computing and trends in the practice of science may shape the future of publishing.

The variety of concurrent sessions organized by the Program Committee often made it difficult to choose which ones to attend. Sessions on Sunday included an interesting conversation about the debate surrounding large-scale marketing (the “big deal”) and a session about development of common data standards and platforms for sharing data on the Internet. Other session topics included the changing role of editors as a result of emerging technologies, cultural and technical influences that will determine whether print journals will prosper in the future, challenges in training non-native-English-speaking editors and authors, and business continuity planning for journals whose daily operations and publishing are interrupted. Fascinating ideas were presented in sessions on delivery modes of the future and Web 2.0—podcasts, blogs, wikis, and postpublication reviewing—and we were impressed with the innovative ways of detecting image manipulation in the communication of scientific data.

Monday’s sessions included panels on how publishing business models have been affected by changes in technology and the current status of the evolution of open access and its impact on journal finances, publication policies, and intellectual-property rights. Art Markman presented a session on the psychology and sociology of decision-making for editors, speaking as both a psychologist and a journal editor and giving examples of



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**Maxine Gere and Seth Beckerman**



PHOTO BY SHAUNA KANEL

**Guests enjoying the chocolate fountain**



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**Phyllis Freeman and Anthony Robbins**

decisions made as a result of perceptions, emotional processes, and motivation. A panel on the changing workplace talked about leading teams of geographically and generationally diverse employees, telecommuting, outsourcing, and flexible schedules and workplaces.

Sessions on Monday also included a presentation by Bruce Rosenblum on the new Word 2007 to discuss strategies

for coping with the anticipated arrival of author files to production operations with established workflows, and another panel discussed the long-awaited STIX fonts that conform to the Unicode standard and will probably become part of most publishers' production processes. A session following up on last year's CSE theme of promoting capacity development in the developing world addressed the role that editors can play in helping to ensure publication of research and access to it in developing countries. The day concluded with a two-session Editorial Policy Committee Ethics Clinic with interactive panel discussions and group problem-solving exercises concerning intriguing cases of questionable ethical behavior.

The initial sessions on Tuesday morning

dealt with how data in the public domain are revolutionizing science, medicine, and society; the pros and cons of commercial publishing versus self-publishing; and Word tips for editors. The final sessions on Tuesday included a session on the provocative topic of "cracking China" and other markets, a panel on promoting research on editing and CSE's role in helping editors to evaluate manuscripts, and an interactive presentation by Blake Godkin, of Texas A&M University, about evaluating future trends, generation of ideas, and the future of communication.

I want to thank the Program Committee members who solicited or suggested speakers and especially the speakers who came to share their expertise. I also thank the attendees, whose eager

participation in discussions contributed immensely in making the meeting a success. The 50th-anniversary meeting was a memorable and significant milestone in the history of CSE.

*Editor's note: Reports on several sessions of the annual meeting appear on pages 151-157 of the current issue of Science Editor. Reports on additional sessions will appear in later issues.*