

CSE 2010

ANNUAL MEETING



Register by April 1
and **SAVE 10%!**

The Changing Climate of Scientific Publishing

The Heat Is On

14-18 May, 2010 | Hyatt Regency Atlanta | Atlanta, Georgia

Preliminary Program



Welcome

The 2010 CSE Annual Meeting theme, “The Changing Climate of Scientific Publishing—The Heat Is On,” reflects a program that addresses both global climate change (and the role science editors have in communicating relevant research on the topic) and the rapidly changing nature of the workplace and technology in the 21st century.

The causes and implications of global climate change are open to debate, but few would argue the pertinence of the issue. Part of the 2010 meeting program will provide a forum for constructive discussion of climate change from the perspective of our responsibility as science editors to effectively and objectively disseminate research findings. We have an outstanding slate of plenary speakers to help inspire and guide this discussion: **J. Marshall Shepherd**, researcher in and lecturer on issues related to weather and climate; **George Luber**, epidemiologist whose research interests include the health effects of climate change; and **Michael Lemonick**, a senior writer for Climate Central, former senior writer for *Time* magazine, a lecturer at Princeton University, and the author of several books on science.

Just as we are aware of the changing meteorological climate, we also recognize a metaphorical change in the climate surrounding scientific publishing. The winds of change in publishing affect our work, our business models, our workplace environments, and the skills needed to do our jobs, and they necessitate a worldview of our profession to avoid getting blown off course. The meeting will address these issues so that attendees—regardless of level of experience—will take home useful knowledge that can be applied to their work and careers.

Moreover, on Friday and Saturday before the meeting, CSE’s renowned Short Courses will be presented. Early registration is encouraged to ensure enrollment in the course of your choice.

Atlanta is a marvelous city and environment for our 2010 meeting, and spring is a beautiful time to visit the “capital of the South,” with warm weather and gorgeous flowers blooming everywhere. The conference hotel is a short stroll to the Peachtree Center, Georgia Aquarium, Georgia World Congress Center, and CNN Center. Atlanta is also the home of prestigious academic institutions including Emory University and Morehouse College and the Martin Luther King, Jr. National Historic Site. Finally, the city offers numerous world-class restaurants, cosmopolitan bars, luxury malls, unique boutiques, miles of hiking trails, eclectic neighborhoods, and seven professional sports teams. All in all, it will be a wonderful place to meet, make new acquaintances, renew old friendships, and expand your professional horizon.

We look forward to your active participation at the 2010 CSE Annual Meeting!

Diane Berneath Lang—*CSE President*

Kenneth F. Heideman—*2010 Program Co-Chair*

Denis G. Baskin—*2010 Program Co-Chair*



Council of Science Editors

What is the Council of Science Editors (CSE)?

CSE's mission is to promote excellence in the communication of scientific information. CSE's purpose is to serve members in the scientific publishing and the information science communities by fostering networking, education, discussion, and exchange and to be an authoritative resource on current and emerging issues in the communication of scientific information.

The Council of Biology Editors (CBE) became CSE in 2000. The new name more accurately reflects our expanding membership. CBE was established in 1957 by joint action of the U.S. National Science Foundation and the American Institute of Biological Sciences. Today, CSE enjoys close relationships with a number of international scientific publishing organizations, but it functions autonomously, relying on the vigor of its members to attain the goals of the organization. Any individual interested in the purpose of CSE is eligible for regular membership.

2009-2010 Program Committee

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Who should attend the Annual Meeting?

- Editors of all types
- Editors-in-chief
- Associate editors
- Senior editors
- Managing editors
- Manuscript editors
- Production managers
- Publishers
- Printers
- Librarians
- Information specialists
- Authors
- Researchers
- Scholars
- Vendors

Why should you attend the Annual Meeting?

- Learn alongside more than 300 colleagues dedicated to advancing the publishing industry
- Refine your skills with best practices and management trends
- Discover the newest trends, innovations and technology
- Find new ways to cut costs, streamline processes and drive innovation
- Uncover successful methods and best practices from leaders in the industry
- Discover practical solutions to complex problems
- Understand how to apply these methods in multiple situations
- Network and discuss hot topics with colleagues and other publishing industry professionals
- Meet with top publishing industry vendors

Short Courses

Short Course on Publication Management

8:00 a.m. - 4:45 p.m.
Saturday, 15 May

Objective

To introduce new managing editors and other publication managers to, and to reinforce seasoned publication managers in, efficient and effective methods of managing a journal.

Course Description

The 1-day Short Course on Publication Management is designed to address the management challenges that managing editors and publication managers face every day and also the wide-ranging role that they play. This is the 'basic' course for those new to journal editing; it is also designed to 'fill in the gaps' and provide new ideas and perspectives to experienced managers.

The keynote session of the course will be titled Managing to Lead. Further sessions will address the following topics and will include question-and-answer periods: Managing Communications and People; Working with Publishing Partners; Organizing Workflow; Working with Editors in Chief, Associate Editors, Editorial Boards, Authors, and Reviewers; and Perspectives of Editors, Authors, and Reviewers. Discussions will include current controversies in ethics, conflicts of interest, and open access. The course will conclude with a problem-solving and discussion period; attendees are encouraged to bring specific questions from their own experience for discussion by all faculty and other attendees.

Who Should Attend?

Managing editors and those in other management positions in the journal publishing industry.

Faculty

- Patricia Baskin, *MS, Executive Editor, Neurology*
- Kenneth F. Heideman, *MS, Director of Publications, American Meteorological Society*
- Tanda Jaipean, *Managing Editor, Journal of Histochemistry & Cytochemistry*
- Amy McPherson, *Managing Editor, American Journal of Botany*
- Denis G. Baskin, *PhD, former Editor in Chief and current Executive Editor, Journal of Histochemistry and Cytochemistry*

Program in Brief

- Leadership and teambuilding in the workplace
- Managing Effective Communications with Editors, Authors, Reviewers, and Staff
- Managing Workflow
- Working with Publishing Partners
- Working with Editors in Chief and Associate Editors
- Perspectives of Editors, Authors, and Reviewers
- Problem-solving and Discussion Session

Short Course on Journal Metrics

8:30 a.m. - 5:00 p.m.
Saturday, 15 May

Objective

To explore the kinds of data available to journal managers and why it is important to understand it.

Description

Journal managers have a plethora of data at their fingertips. This 1-day short course will look at available data and discuss what to do with it all. Participants will learn different ways to collect, analyze, and present journal data to editorial boards; detect trends and analyze changes; how to use online usage data in conjunction with circulation data for marketing the journal; the value of readership surveys and competition surveys; tips for using Excel to crunch your numbers and present your data in graphic form.

Who Should Attend?

Managing editors and those in management positions in the journal publishing industry.

Faculty

- Angela Cochran, *Director, Publications Production, American Society of Civil Engineers*
- Carissa Gilman, *Managing Editor, Cancer and Cancer Cytopathology*
- Ken Kornfield, *Managing Editor, Journal of Clinical Oncology and Journal of Oncology Practice*
- Andrew Harmon, *Technical Content Editor, Blood*

Program in Brief

- Journal Editorial Office Statistics
- Readership Surveys and Competition Analysis
- Understanding Usage and Citation Reports
- Building a Complete Journal Profile
- Tips for Using Excel to Make Your Point

Short Courses continued...

Short Course for Journal Editors

8:00 a.m. - 5:00 p.m., Friday, 14 May

8:00 a.m. - 4:30 p.m., Saturday, 15 May

Objective

To provide prospective and new editors with a comprehensive survey of the roles and responsibilities of editors at scientific journals.

Course Description

The 2-day Short Course for Journal Editors is designed as an introduction for newly appointed editors and a refresher for experienced colleagues, providing a comprehensive survey of the roles and responsibilities of editors of scientific journals. There will be formal presentations on the fundamentals of editing, the editorial board, journal management, publishing ethics, operating business practices, and considerations for introducing a new publication or improving an established one. The group discussions are a key feature of the course, because they provide an opportunity for detailed consideration of decision making, manuscript improvement, allegations of inappropriate behavior, and, most importantly, the issues that participants bring to the table. Participants will also have the opportunity to put forward their questions and problems for consideration by the faculty and other participants.

Who Should Attend?

Editors-in-chief, editors, associate editors, and chairs of publications committees, particularly those who are new to their position or who are taking on additional responsibility.

Faculty

- William L. Lanier, MD, *Editor-in-Chief, Mayo Clinic Proceedings, Department of Anesthesiology, Mayo Clinic, Course coordinator*
- Arthur J. Hilliker, PhD, *National Research Council of Canada*
- Vivian Siegel, PhD, *Center for Science Communication, Vanderbilt University*
- Stephen D. Prudhomme, MS, *Director, Scientific Publishing, American Heart Association*
- Terry Van Schaik, *Publisher, American Society of Clinical Oncology*

Program in Brief

Friday, 14 May

- Publication of the Results of Research: Peer Review and Determination of Journal Content
- Organization, Composition, and Function of an Editorial Board
- Breakout Sessions
- Assistant Editors, Editorial Boards, and Consultants
- Reviewers: Selection, Responsibilities, and Nurture
- Editorial Decision Making and Communicating with Authors
- Journal Office Operations: Supervising, Evaluation, and Beginning Production
- The Business of Publishing
- Using Metrics to Improve Your Journal

Saturday, 15 May

- Ethical Obligations of Editors, Authors, and Reviewers
- Breakout Sessions
 - The Editor, the Editorial Office, and the Publisher
 - How to Obtain and Improve Manuscripts
 - Conflict and Misbehavior among Editors, Authors, and Reviewers
- Short Topics
- Your Journal: Your Role, Your Flow System, Your Problems, and Your Future

Short Courses continued...

Short Course for Manuscript Editors

8:30 a.m. - 5:00 p.m.
Saturday, 15 May

Objective

To share information and facilitate discussion on topics relevant to scientific copy editors, manuscript editors, and individuals in related positions at all levels of expertise.

Course Description

The 1-day Short Course for Manuscript Editors, led by Stacy Christiansen, MA, Director of Manuscript Editing for JAMA, is designed both for novices and for experienced editors who need to stay current in the skills required for mechanical and substantive editing of scientific materials for publication. Sessions will include topics central to the work of scientific manuscript editors, including levels of editing; writing and editing abstracts; communicating with authors, vendors, and other partners; core statistical concepts; and editing tables. The afternoon will end with an opportunity for questions and informal discussion with course faculty.

Who Should Attend?

Manuscript editors at any level of experience and expertise.

Faculty

- Stacy Christiansen, MA, Director of Manuscript Editing, JAMA
- Rebecca J. Fiala, MA, Freelance Science Editor
- Laura King, MA, ELS, Freelance Science Editor
- Hope J. Lafferty, AM, ELS, Hope Lafferty Communications
- Stephen Lurie, MD, University of Rochester, Department of Family Medicine
- Jane C. Wiggs, MLA, ELS, Editor, Scientific Publications, Mayo Clinic Jacksonville

Program in Brief

- Writing and editing abstracts
- Levels of editing
- Effective communication (working with authors, peer reviewers, editors, and vendors)
- Editing tables
- Understanding core statistical concepts

Sponsor Recognition

(at time of printing)



Conference Agenda

Saturday, 15 May 2010

1:00 p.m. - 4:00 p.m.

BELS Exam

2:00 p.m. - 5:00 p.m.

Experience Atlanta! *Georgia Aquarium*

As the world's largest aquarium, with more than eight million gallons of water, the Georgia Aquarium features more animals than any other aquarium.

2:00 p.m. - 4:00 p.m.

Experience Atlanta! *The World of Coca-Cola*

With 60,000 square feet for you to explore, the World of Coca-Cola features more than 1,200 artifacts from around the world that, until now, have never been displayed to the public before.

1:00 p.m. - 8:00 p.m.

Conference Registration

6:00 p.m. - 8:00 p.m.

Welcome Reception and Exhibit Hall Opening

Sunday, 16 May 2010

7:00 a.m. - 5:00 p.m.

Conference Registration

7:30 a.m. - 3:30 p.m.

Speaker Ready Room Open

7:30 a.m. - 8:30 a.m.

Welcome Continental Breakfast

8:30 a.m.

Opening Session

Opening Remarks—*Diane Berneath Lang, CSE President*

8:45 a.m. - 9:15 a.m.

Business Meeting

Reports by CSE Officers on budget and annual planning

9:15 a.m. - 10:15 a.m.

Keynote Address—From “Climate Gate” to Jigsaw Puzzles: A Discussion of the Current Science Thinking On Climate Change

*J. Marshall Shepherd, PhD, Associate Professor,
University of Georgia*

The H1N1 virus has been a major public health concern. On this matter, public health scientists' data and recommendations are held in high regard and with minimal skepticism. It is striking that on climate change, the overwhelming majority of climate scientists (and the scientific literature) are in consensus concerning climate change; yet a cloud (pun intended) of doubt and distractions like the recent “Climate Gate” email scandal continues to exist. Like a jigsaw puzzle, the climate change picture is clear to climate scientists even with a few missing pieces. This talk will examine the current and best science thinking on climate change and objectively discuss what “we know, don't know, or need to know.”

Moderator: *Diane Berneath Lang, CSE President*

Dr J. Marshall Shepherd is an associate professor of geography/atmospheric sciences at the University of Georgia. He conducts research, advises, and teaches in atmospheric sciences, climatology, water cycle processes and urban climate systems. Prior to joining the UGA faculty, Dr Shepherd spent 12 years as a research meteorologist at NASA. Dr Shepherd was also Deputy Project Scientist for the Global Precipitation Measurement (GPM) mission. For his work on urban climate, Dr Shepherd was honored in 2004 at the White House with the Presidential Early Career Award for pioneering scientific research. Dr Shepherd is a Fellow of the American Meteorological Society (AMS) and has authored over 50 publications (refereed articles, book chapters, reports). Dr Shepherd has served on the AMS Executive Council and as contributing author on the 2007 Inter-governmental Panel on Climate Change (IPCC) AR4 report among other activities. He serves on the NOAA Climate Working Group and is a Project Associate for the Urbanization and Global Environmental Change project. Dr Shepherd also served on a World Meteorological Organization committee to assess the impact of aerosols on clouds and precipitation and a 2009 National Academy of Science panel examining the impact of climate change on U.S. naval operations. He is an editor for the *Journal of Applied Meteorology and Climatology* and co-section editor (climatology) for the journal, *Geography Compass*. Dr Shepherd received his B.S., M.S. and PhD in physical meteorology from Florida State University.

10:15 a.m. - 11:00 a.m.

Refreshment Break and Exhibits and Poster Presentations

11:00 a.m. - 12:30 p.m.

1. You Can't Make Them (Or Can You?): Engaging Readers' Attention

Andrés Martin, Editor-in-Chief, Journal of the American Academy of Child and Adolescent Psychiatry; David Marques, Vice President, Architecture and New Technology, Elsevier; Ginger Pinholster, Director of the Office of Public Programs, American Association for the Advancement of Science, Publisher of Science

Your efforts as an editor, production manager or publisher have resulted in a journal that publishes the best and most accurate science. You are proud of your work, as well you should. And yet, will your readers take notice? Will your articles reach their intended audience? Will readers open their copy of the journal, or will they discard it as so much spam? During this three-part session, we will examine ways through which editorial and publication teams can maximize the reach of their publication and ensure its widest dissemination—relying on top-flight modern technologies, as well as old-fashioned, tried and true means, such as fostering mutually beneficial relationships with select media outlets.

Moderator: *Andrés Martin, Editor-in-Chief, Journal of the American Academy of Child and Adolescent Psychiatry*
Who Should Attend: The session will be of interest to journal editors, managing editors, production managers, publishers and anyone looking to maximize a journal's uptake and visibility.

2. The Changing Climate of the Workplace

Carla Moquin, President, Parenting in the Workplace Institute; Gary Namie, PhD, Director, Workplace Bullying Institute; Douglas Elledge, Merrick & Company

Today's employers recognize that workers are their most valuable resources and strive to create a healthy climate in the workplace to foster productivity, respectful interactions, and teambuilding. This session will address positive changes put into place that enhance the workplace for workers (acceptance of the presence of babies and establishing facilities for children) and allow flexibility

(flex-time, flex-place, and flex-style) to accommodate the needs of individual employees. It will also look at some negative aspects, including micromanaging and "bully bosses," that present challenges for some in the workplace and suggest solutions for those who find themselves victims of bullying behavior at work.

Moderator: *Patricia K. (Patty) Baskin, MS, Executive Editor, Neurology*

Who Should Attend: This session will appeal to journal editors, managing editors, editorial staff, manuscript editors, and anyone else interested in creating a happier, more productive workplace.

3. Journal Development and Ranking

Mauricio Rocha e Silva, MD, Editor, Clinics; Vivian Siegel, Vanderbilt University Library; Marie E. McVeigh, Senior Manager, JCR and Bibliographic Policy, Thomson Reuters

This session will provide a practical overview on how journals can develop their ranking and presence in the market place. An in-depth survey of ranking tools such as ISI Impact factor and Scopus will ideally enable your publication to be more readily referenced and found in the multitude of other aggregations and indexing services and databases. This session will help journal editors understand and navigate through the changing landscape of publication ranking, reviewing performance and communicating with organizations that perform these rankings.

Moderator: *Barbara Meyers Ford, Meyers Consulting Services*

Who Should Attend: This session will appeal to any journal editor or publisher wishing to better understand journal ranking and will provide practical take-away information to help improve the rank and impact of publications.

12:30 p.m. - 1:30 p.m.

Lunch Break and Exhibits and Poster Presentations

1:30 p.m. - 3:00 p.m.

4. Getting the Word Out About Climate Change

Øjvind Lidgaard, Professor, University of Copenhagen, Gynaecological Clinic Rigshospitalet; Elisabet Ohlin, Web Editor/Reporter, Läkartidningen

It is a challenge to convince the medical community that the climate issue is of urgent importance and that discussion of the health aspects of the issue with colleagues and skeptics within their own ranks is relevant. For these reasons it is useful to draw on the experiences of those physicians who have tried to cope with the issue even though there is a lack of definitive evidence. This session will address how the medical community can be made aware of the climate issue and to take responsibility for spreading the message about the health consequences of climate change.

Moderator: *Torben Kitaj, Chief Editor, Ugeskrift for Laeger*

Who Should Attend: This session will appeal to journal editors, managing editors and publishers.

5. Exploring International Markets: How to Devise an Effective Marketing Strategy Through Collaboration of Editors and Sales Teams

Vida Damijonaitis, MS, MBA, Director, Worldwide Sales, American Medical Association; Adrian Stanley, MBA, CEO, The Charlesworth Group USA; Bruce Dancik, PhD, Editor-in-Chief, NRC Research Press

As advertising budgets shrink, journals must be even smarter in developing new sources of revenue. Increasing international sales of institutional subscriptions (whether to individual institutions or to national or regional consortia) and international reprints/supplements represent potential revenue sources that could help offset losses in advertising budgets while at the same time raising a journal's global profile. How does your journal devise a global strategy that is focused and targeted enough to be effective? Which sources can be used to help choose countries with the greatest growth potential for your publication? How can third-party companies with expertise on the ground in a country help to ensure that these efforts are a success? Within a given country, what are the best ways to "target" the institutions with top-flight investigators who would be interested in both reading

and being published in your journal? How can editors' knowledge of the "content specialists" in their field help sales teams devise the appropriate strategy for that journal in that country? What are "consortia" and how does one learn about them and make a competitive bid?

Moderator: *Kimberly McGhee, Managing Editor, Mayo Clinic Proceedings*

Who Should Attend: This session will appeal to journal editors, managing editors, and business managers who are faced with shrinking advertising dollars and who would like to learn more about how to effectively market their publications to international markets and to understand the editorial ramifications of such marketing.

6. New Horizons for Manuscript Editors

Stacy Christiansen, Director of Manuscript Editing, Journal of the American Medical Association; Margaret Perkins, Director of Manuscript Editing, New England Journal of Medicine; Laura King, Freelance Manuscript Editor, Adjunct at University of Chicago Medical Writing Program

Although the work of manuscript editing remains essentially unchanged, the mechanics and the environment have advanced by light-years in just a few decades. What new opportunities are there in cyberspace? What new tools are available to streamline the work? How can we use social media to further our knowledge and make useful contacts? Join us to listen and share your own ideas.

Moderator: *Devora Krischer, Medical Writer and Editor, CVS Caremark*

Who Should Attend: This session will appeal to manuscript editors

3:00 p.m. - 3:30 p.m.

Refreshment Break and Exhibits and Poster Presentations

3:30 p.m. - 5:00 p.m.

7. A Picture's Worth a Thousand Words

Polyxeni Potter, Managing Senior Editor, Emerging Infectious Diseases; Moshe Pritsker, PhD; Linda J. Miller, PhD, Executive Editor, Nature and the Nature journals.

Images are a crucial tool for enhancing understanding in science. They are also useful for drawing attention and generating interest that black text on a white page cannot. But where there are images, there is often controversy. This session will explore the use of art, illustration and images in scientific publishing in the digital age.

Moderator: *Holly Brenza Zoog, PhD, Global Medical Writing, Amgen Inc.*

Who Should Attend: This session will appeal to journal editors, associate editors, section editors, managing editors, copyeditors, production editors, technical editors, publishers, authors, author's editors, freelancers, science writers, indexers, abstractors, information specialists, science librarians, graphic designers, marketing specialists, publishing systems operators, typesetters, printers, or electronic publishing specialists.

8. Optimizing the Internet for Your Journal

Allison Ewing, Director, American College of Physicians/Annals of Internal Medicine; Richard Lane, Web Editor, The Lancet; Bill Silberg, Editorial Consultant

Topics include Using Social Media and Web 2.0 to Influence Behaviors & Attitudes: How new tools, technologies and platforms can be used to accomplish traditional business, marketing and public relations goals; bells and whistles—which digital tools are right for you, and how do you decide.

Moderator: *Mary Beth Schaeffer, Managing Editor, Annals of Internal Medicine*

Who Should Attend: This session will appeal to journal editors, managing editors, publishers and manuscript editors who want to learn about things your journal can do on the web to optimize your journals content, reach new audiences and broaden the appeal of your journal.

9. Experiences from the Developing World—International Scholarship Winners

Francis Aba Uba, Jos University Reaching Hospital; Augustine O. Okhamafe, Pharmacotherapy Group, Editorial Office, Faculty of Pharmacy, University of Benin; A.K.M. Azharul Islam, Department of Physics, Rajshahi University

The Council of Science Editors' International Scholarship Program provides funds for journal editors from developing countries to attend, contribute to, and benefit from CSE meetings. The 2010 scholarship winners will describe their experiences as editors in the developing world. Please join the session to hear about their diverse experiences and engage in discussing effective scientific publishing strategies in resource-poor countries and regions.

Moderator: *Milka Kostic, Ph.D., Associate Editor, Chemistry & Biology and Structure*

Who Should Attend: This session will appeal to journal editors, associate editors, section editors, managing editors, copyeditors, production editors, technical editors, publishers, authors, author's editors, freelancers, science writers, indexers, abstractors, information specialists, science librarians, graphic designers, marketing specialists, publishing systems operators, typesetters, printers, or electronic publishing specialists.

5:00 p.m. - 6:00 p.m.

President's Reception featuring 2010 CSE Research Posters

CSE attendees share their insights and spirit of investigation with others at the Third Annual Poster Presentation. The winning poster receives complimentary registration for the 2011 CSE Annual Meeting and a copy of the CSE style manual, *Scientific Style and Format*. Poster presentations will be held Sunday, 16 May 2010, 5:00 p.m. - 6:00 p.m. Posters may be viewed during all breaks on Sunday, 16 May 2010, at 10:15 a.m., 12:30 p.m. and 3:00 p.m. and again on Monday, 17 May 2010, at 10:00 a.m., 1:00 p.m. and 3:00 p.m.

Monday, 17 May 2010

8:00 a.m. - 5:00 p.m.

Conference Registration

8:30 a.m. - 4:30 p.m.

Speaker Ready Room Open

8:00 a.m. - 9:00 a.m.

Continental Breakfast in Exhibit Hall

9:00 a.m. - 10:00 a.m.

Plenary Address—Public Health and Climate Change: Evolving Adaptation Strategies

Dr George Luber, Epidemiologist, Associate Director for Global Change for the National Center for Environmental Health at the Centers for Disease Control, Atlanta, GA.

There is a scientific consensus that changes in climate will have a number of substantial effects across the globe, ranging from higher surface temperatures and rising sea levels to increasing severe weather events. These changes are expected to cause a wide range of both direct and indirect human health consequences that will vary by region and affect certain vulnerable populations in different ways. Developing adaptation strategies to protect health will require a multipronged approach that addresses issues such as environmental justice, the need for effective communication of health dangers to the public, and consideration of complex ecosystem interactions resulting from climate change.

Moderator: *Christine Laine, CSE President-Elect*

Dr George Luber is an epidemiologist and the Associate Director for Global Climate Change for the National Center for Environmental Health at the Centers for Disease Control and Prevention (CDC). His research interests include the epidemiology of harmful algal blooms and the health effects of climate change. Most recently, his work has focused on the epidemiology and prevention of heat-related illness and death, the development of municipal heat response plans, and the application of remote sensing techniques to modeling vulnerability to heat stress in urban environments. In addition to his leadership role in the Global Climate Change Workgroup at CDC, Dr Luber is a co-chair of the Human Contributions and Responses Interagency Work Group for the US Climate Change Science Program.

10:00 a.m. - 10:30 a.m.

Refreshment Break in the Exhibit Hall and Visit Posters

10:30 a.m. - 12:00 p.m.

10. Your Instructions for Authors: How Helpful Are They?

Jane C. Wiggs, Manuscript Editor, Mayo Clinic Jacksonville; Cheryl Iverson, Managing Editor, Journal of the American Medical Association & Archives Journals; Tracey Fine, Fine Medical Publications

How long, and how clear, are your instructions for authors? Are they concise and understandable, even by non-native English speakers? Instructions for authors are the first communications from the journal editor and staff to authors and must address all the important policies and instructions that an author needs. Often the instructions are so voluminous and complex that they are of no use. Are you unknowingly throwing up barriers and abetting the submission of noncompliant manuscripts? Join us to find out just how good your instructions for authors are, and get some great ideas for improving them.

Moderator: *Amy McPherson, Managing Editor, American Journal of Botany*

Who Should Attend: This session will appeal to editors who write instructions for authors, managing editors and staff who enforce them, authors and editors.

11. Working with Authors: Moving Beyond the Impasse

Elliott Churchill, Senior Communications Officer, Centers for Disease Control and Prevention (retired); President, "A World of Words," Tucker, Georgia, Mauricio Rocha e Silva, Clinicas, Tim Palucka, Science Writer and Editor, Technology and Management Services

Sometimes, working with authors seems like posing an irresistible force against an immovable object. What techniques do experienced manuscript editors use when working through impasses with authors? Join us to expand your repertoire of effective strategies and share your own experiences.

Moderators: *Devora Krischer, Medical Writer and Editor, CVS Caremark; Patricia K. (Patty) Baskin, MS, Executive Editor, Neurology*

Who Should Attend: This session will appeal to manuscript editors and managing editors.

12. Best Hiring Practices

Kenneth F. Heideman, MS, Director of Publications, American Meteorological Society; Nancy Devaux, Production Services Manager, Dartmouth Journal Services

When you make the decision or are given the permission to hire someone a process begins that will wind up filling a need within your department or organization.

Unfortunately, there are many managers in positions to hire who do not fully appreciate the magnitude of the opportunity such events present which goes beyond simply filling an immediate need. The right hire can dramatically improve an entire department and, quite possibly, an organization. This session will examine effective ways to identify outstanding candidates as distinguished from merely good ones, and ways to minimize the chances of creating a bad fit by selecting the wrong person for an open position.

Moderator: *Kenneth F. Heideman, MS, Director of Publications, American Meteorological Society*

Who Should Attend: The session will be of interest to journal editors, managing editors, and anyone who at anytime may be in the position of hiring staff.

12:00 p.m. - 1:00 p.m.

Awards Luncheon

Please join us for lunch as CSE acknowledges and celebrates the hard work and accomplishments of members and colleagues.

1:00 p.m. - 1:30 p.m.

Dessert in the Exhibit Hall and Visit Posters

1:30 p.m. - 3:00 p.m.

13. On The Spot: Making the Most of Society Conferences and Exhibitions

Allison Ewing, Director, American College of Physicians/Annals of Internal Medicine, Communications Department; Nan Hallock, Managing Editor, Journal of the Association for Laboratory Automation; Heather Goodell, Director, Scientific Publishing, American Heart Association Journals

A society's annual meeting and/or exhibition can provide a wealth of visibility and other opportunities for its journal. Learn how you can successfully leverage these annual on-site experiences to achieve a variety of marketing, management and editorial goals.

Moderator: *Mary Beth Schaeffer, Managing Editor, Annals of Internal Medicine*

Who Should Attend: This presentation will appeal to editors, managing editors, publishers and staff who attend and participate in their society's annual meeting.

14. Hot Topics and Cool Collaborations: Special Issues and Collaborative Publishing

Michael Friedman, Journals Production Manager, American Meteorological Society; Annette Flanagan, Managing Deputy Editor, Journal of the American Medical Association; Pierrette Tremblay, Managing Editor, Elements

Science is increasingly interdisciplinary and global, while resources are tightening. In such a climate, how can publishers leverage their specialized expertise and collaborate to bring high-impact topics to the community? This session will address the motivation for special issues and collaborative publishing, the effort required for success, and how to set and evaluate outcomes. A prime example is CSE's own Global Theme Issue on Poverty and Human Development, which involved coordinated publishing of over 200 journals.

Moderator: *Elizabeth L. (Betsy) Fleischer, Editor, MRS Bulletin, Materials Research Society*

Who Should Attend: The session will be of interest to publishers, journal editors, managing editors, and others interested in incorporating high-impact topics in their own publications or leveraging resources and augmenting impact through collaborative publishing with multiple organizations.

15. CSE Editorial Policy Committee— Ethics Clinic

Editorial Policy Committee

Ethical concerns in publishing involve not only blatant misconduct but also more commonplace behaviors incompatible with publishing industry values. This interactive session is designed to give attendees the opportunity to discuss specific ethics cases and how they might be handled. We'll follow this year's theme with cases in which allegations of research misconduct and the like put journals on the hot seat.

Moderator: *Robert Edsall, American Academy of Family Physicians*

Who Should Attend: This session will appeal to journal editors, associate editors, section editors, managing editors, copyeditors, production editors, technical editors, publishers, authors, author's editors, freelancers, science writers, indexers, abstractors, information specialists, science librarians, graphic designers, marketing specialists, publishing systems operators, typesetters, printers, or electronic publishing specialists.

3:00 p.m. - 3:30 p.m.

**Refreshment Break in the Exhibit Hall
and Visit Posters**

3:30 p.m. - 5:00 p.m.

16. The Perfect Storm—Unprecedented Industry Climate Change

Michael Clarke, Clarke Publishing Group

Over the past few years our industry has faced the “perfect storm” of change. Publishers have experienced industry climate change in the form of economic recession and a complete business and funding model shift, while at the same time addressing the evolving demands of readers as they move away from traditional media. Whether your publication is dealing with the loss of advertising, a decline of subscriptions, or uncertainty whether your content should be sold, rented, or free, this session will provide a framework of the chaos we've all been experiencing. Speakers will address ways in which their publications have addressed declining revenue and pressure to reinvest their revenue model, and how they've kept up with the likes of electronic readers and other forms of electronic content distribution.

Moderator: *Kevin Pirkey, VP, Odyssey Press, Inc.*

Who Should Attend: This session will appeal to Editors-in-Chief, Associate Editors, Section Editors, Managing Editors, Copyeditors, Production Editors, Technical Editors, Publishers, Authors, Author's Editors, Freelancers, Science Writers, Indexers, Abstractors, Information Specialists, Science Librarians, Graphic Designers, Marketing Specialists, Publishing Systems Operators, Typesetters, Printers, or Electronic Publishing Specialists.

17. Project Management

Cynthia Chapman, Editor and Project Manager, Oregon State University; Ursula Bechert, DVM, PhD, Director of Off-Campus Programs, College of Science, Oregon State University; Anthony Summers, MS, U.S. Forest Service, Catalina Island

What is project management? How is project management making its way into scientific enterprise? Why should it? Where is project management being taught in graduate-level science curricula? Why is project management such a hot topic in scientific research and scientific publishing? These questions will be answered in this session hosted by a professional project manager (PMP, Project Management Institute) who is also a certified editor in the life sciences (ELS, Board of Editors in the Life Sciences). As part of the evaluation for this session, participants will be asked if a short course in project management should be developed within CSE's annual programming.

Moderator: *Cynthia Chapman, Editor and Project Manager, Oregon State University*

Who Should Attend: This session will appeal to managing editors and chief editors.

18. How are Non-Native English-Speaking Authors Coping with Requirements to Publish in English-Language Journals?

Mary Anne Baynes, Director of Sales, American Journal Experts, LLC; Tom Lang, Principal, Tom Lang Communications and Training; Philippa Benson, PhD, Director of Strategic and Business Development, The Charlesworth Group

Authors in many countries where English is not the primary language are under substantial pressure to publish in English-language journals with high impact factors. In many countries, in fact, publishing in prestigious journals is a necessary accomplishment for academic promotion or reward. This specific kind of pressure-to-publish has created a large market for English-speaking editors, editing companies, and training in how to publish in English-language journals, particularly in biomedical disciplines. Speakers in this presentation will address issues related to this situation by presenting an overview of the kinds of resources that authors can turn to, common problems with manuscripts prepared by nonnative English-speaking authors, what editors can and cannot do, and practices and politics in STM publishing that many non-native English-speaking authors don't know about.

Moderator: Adrian Stanley, Chief Executive Officer, The Charlesworth Group (USA)

Who Should Attend: This session will appeal to Editors-in-Chief, Associate Editors, Section Editors, Managing Editors, Copyeditors, Production Editors, Technical Editors, Publishers, Authors, Author's Editors, Freelancers, Science Writers, Indexers, Abstractors, Information Specialists, Science Librarians, Graphic Designers, Marketing Specialists, Publishing Systems Operators, Typesetters, Printers, or Electronic Publishing Specialists.

5:00 p.m.

Exhibit Hall and Poster Dismantle and Move Out

Tuesday, 18 May 2010

8:00 a.m. - 3:00 p.m.

Conference Registration

8:30 a.m. - 10:30 a.m.

Speaker Ready Room Open

8:00 a.m. - 8:30 a.m.

Continental Breakfast

8:30 a.m. - 10:00 a.m.

19. Professionalizing the Editorial Office

Jason Roberts, Managing Editor, Headache: The Journal of Head and Face Pain; Elizabeth Blalock, Managing Editor, The Journal of Investigative Dermatology; Julie Nash, Senior Partner, J&J Editorial, LLC, Apex, North Carolina

This session will discuss emerging trends in the editorial office. Are journals adequately capitalizing on their potential? Also discussed are the benefits of a professional editorial office and setting up an independent editorial office.

Moderator: Tony Alves, Director of Product Management/Editorial Manager, Aries System Corp.

Who Should Attend: This presentation will appeal to editorial office staff, publishers and editors.

20. The Virtual Office: Establishing and Optimizing the Remote Workplace

Denis G. Baskin, Ph.D., Executive Editor, Journal of Histochemistry and Cytochemistry

There's hardly anything "virtual" about employees working remotely anymore; it is a real and growing phenomenon. This session will examine ways to establish an effective remote office and to take advantage of the flexibility inherent in them, as well as the challenges associated with such arrangements, and strategies to avoid or minimize common problems that can arise from the point of view of employee and employer.

Moderator: Peter Adams, Editor, Physical Review B, American Physical Society

Who Should Attend: This session will appeal to chief editors, managing editors, and anyone who works from a remote office or with someone who does.

21. Outsourcing Non-Core Competency Editorial and Production Functions

Susan Harris, Senior Director, Journals, American Psychological Association; Eleanore Tapscott, Director of Publishing, American Society of Hematology

Tighter budgets, reduced time-to-market requirements, and escalating production costs are causing many journal offices to consider more creative and cost-effective methods of producing their journals each month. Outsourcing many of the non-core competency functions such as copyediting and journal management has become an attractive and not-so-scary solution for many publishers.

Moderator: *Debbie McClanahan, VP Publishing Services, Cadmus Communications*

Who Should Attend: This presentation will appeal to Journal office directors, publishers, editors and others that have responsibility for overseeing editorial or production office activities.

10:00 a.m. - 11:00 a.m.

Plenary Address—The Future of Science Journalism

Dr Michael Lemonick, Senior Writer, Climate Central

A scientifically literate public is more essential than ever, given the ongoing and increasingly polarized debates over issues including climate change, health care and stem cell research, to name just a few. At the same time, science sections and science reporters are often the first to be closed down or laid off as traditional journalistic enterprises become less and less profitable. Michael will talk about some of the new models of science journalism that are now emerging—and how likely it is that they can fill the void.

Moderator: *Diane Scott-Lichter, CSE Past President*

Dr Michael Lemonick is the senior writer at Climate Central. He is also a lecturer at Princeton University, a former senior writer for Time magazine, and the author of several popular books on science and astrophysics, including *Echo of the Big Bang and Other Worlds: The Search for Life in the Universe*.

11:00 a.m. - 12:30 p.m.

22. Banishing the Ghost: Examining the Role of Science Writers

Devora Krischer, Medical Writer and Editor, CVS Caremark; Annette Flanagan, RN, MA, FAAN, Managing Deputy Editor for Journal of the American Medical Association and Director of Editorial Operations, Journal of the American Medical Association and Archives Journals; Patricia K. (Patty) Baskin, MS, Executive Editor, Neurology

This session will include a summary of recent research on honorary and ghost authorship and ghost-writing in biomedical publication and review policies intended to promote transparency in the authorship of and contributions to published articles. The session will also include a science writer's perspective, discuss the differences between ghostwriters and ghost authors, present the position statement of the American Medical Writers Association, and show how to properly acknowledge writing and editing assistance. In addition, a representative of a major specialty medical journal will discuss this journals' unique approach to ensuring author transparency and suggest reconsidering the traditional requirements of authorship.

Moderator: *Angela Schmeckebeier, Assistant to the Editor-in-Chief, Journal of Histochemistry and Cytochemistry*

Who Should Attend: This presentation will appeal to journal editors, publishers, writers, and others who have responsibility for editorial policies and decisions on authorship, transparency of contributions, editing, and publication.

\$60 Discount
per attendee for three
or more attendees
who register under one
transaction.

23. When Is the Right Time to Launch a New Journal?

Ana Marusic, MD, PhD, Editor in Chief, Croatian Medical Journal; Heather Goodell, Director, Scientific Publishing, American Heart Association Journals; Bruce Polsky, Independent Contractor

Many journal publishers wrestle with the questions of whether and when to add a new journal to their existing titles. Will there be enough subscribers, editors, and reviewers? Might folding new subject matter into an existing journal be a safer course of action? If the decision is to go ahead, should the new journal be e-only or should print delivery also be an option? What articulated policies do organizations have for vetting proposals for new journals? These questions and more will be discussed in a session that takes on added importance in a challenging economic environment.

Moderator: *Kenneth F. Heideman, MS, Director of Publications, American Meteorological Society*

Who Should Attend: The session will be of interest to journal editors, managing editors, and anyone who sits on the governing board or council of a publishing society or organization.

Poster Presentations

CSE attendees can share their insights and spirit of investigation with other members. Poster Presentations will be Sunday, 16 May 2010, 5:00 p.m. - 6:00 p.m. All posters must have a presenter at the poster during this time. Posters may be viewed during all breaks on Sunday, 16 May 2010 at 10:15 a.m., 12:30 p.m. and 3:00 p.m. and again on Monday, 17 May 2010 at 10:00 a.m., 1:00 p.m. and 3:00 p.m. Posters must be set up in the Exhibit Hall on Saturday, 15 May 2010 between 7:00 a.m. and 12:00 p.m. and removed from the Exhibit Hall between 4:00 p.m. and 6:00 p.m. on Monday, 17 May 2010.

24. Requests for Proposals (RFPs) to Journal Publishers: A Primer for Editorial Professionals

Meg McGough, Subscriptions and Marketing Manager, The Histochemical Society; Rita Scheman, Director of Publications and Executive Editor, American Physiological Society; Cara Kaufman, Partner, Kaufman-Wills Group

The RFP process involves approaching publishers with a request for them to make a proposal to publish your journal. Journal editorial office staff may play key roles in this process by interacting with the sponsoring society and publishers to generate much of this data. Which kinds of information are appropriate to share with a prospective publisher and which are not? What are the key elements in a proposal to a publisher? How does a journal select which publishers to approach? What roles can the editorial office staff have in the process? How are the RFPs evaluated once they have been received? These and related topics will be covered in this session, which should be useful for all editorial office personnel.

Moderator: *Denis G. Baskin, Ph.D., Executive Editor, Journal of Histochemistry and Cytochemistry*

Who Should Attend: This session will appeal to editors-in-chief, associate editors, section editors, managing editors, copyeditors, production editors, technical editors, publishers, authors, author's editors, freelancers, science writers, indexers, abstractors, information specialists, science librarians, graphic designers, marketing specialists, publishing systems operators, typesetters, printers, or electronic publishing specialists.

12:30 p.m. - 1:00 p.m.

CSE 2011 Annual Meeting Kickoff Luncheon— Baltimore, MD

Join us as we kick off the 2011 CSE Annual Meeting, to be held in beautiful Baltimore, Maryland.

1:30 p.m. - 2:30 p.m.

Experience Atlanta! *Inside CNN Tour*

Registration Information

Online Registration

Please go to www.councilscienceeditors.org and click on the 2010 Annual Meeting Registration link or return a completed registration form, along with payment, to CSE headquarters before Friday, 24 April, 2010.

Payment

Payment is due at the time of registration.

We accept checks, money orders or credit cards (Visa, MasterCard, Discover, and American Express).

Full Registration/Deadline

All attendees must register for the CSE 53rd Annual Meeting. Full registration includes:

- Admission to all educational and plenary sessions
- Continental breakfasts
- Welcome Reception
- Daily refreshment breaks
- President's Reception
- Awards Luncheon
- Admission to all exhibits
- CSE 2011 Kick Off Luncheon

One-Day Registration

One-Day is available for the CSE 53rd Annual Meeting. Registration includes the educational sessions, plenary session and meal functions for one day. One-day registrants must complete a registration form.

Spouse/Guest Registration

Spouses and guests may register and attend the CSE 53rd Annual Meeting. Registration includes the Welcome Reception, President's Reception, and Awards Luncheon. Spouses and guests must complete a registration form.

Discount for 3 or more on one transaction

Three or more attendees who register under one transaction are eligible for a \$60 savings per registrant. All registrants must complete a registration form that includes one method of payment.

Confirmation

Registrants who utilize the online registration system will automatically receive a confirmation of their meeting registration.

Cancellation/Deadline

Notification of cancellation must be submitted in writing. Cancellations received on or before 1 April 2010 will be subject to a \$250 cancellation charge. No refunds will be given for cancellations received after 1 April 2010. Substitutions are permitted until 16 April 2010. Registrants who do not attend the Annual Meeting and do not notify CS headquarters in writing by 16 April 2010 deadline forfeit the full registration fee.

Exhibits

Space is available for exhibitors who wish to show or demonstrate products or services of specific interest to CSE members. Exhibit space is \$1,000 through 15 March 2010 and \$1,200 thereafter. Contact Jeannine Broker (jbroker@resourcenter.com or 720-881-6046) at CSE headquarters for an exhibitor application or visit the CSE website at www.CouncilScienceEditors.org

Exhibit Hall Hours/Schedule

Saturday, 15 May

Welcome Reception
1:00 p.m. - 8:00 p.m.

Sunday, 16 May

Exhibits and Posters
7:00 a.m. - 7:00 p.m.

Monday, 17 May

Exhibits and Posters
7:00 a.m. - 4:00 p.m.

Hotel Accommodations

Hyatt Regency Atlanta
265 Peachtree Street NE
Atlanta, Georgia, USA 30303
404-577-1234

We have negotiated a discounted rate of \$199 plus taxes per night for single occupancy and \$224 plus taxes per night for double occupancy. Please contact the Hyatt Regency Atlanta directly to make your reservations. Please make your reservations before 25 April 2010 to receive the discounted rate. Reservations received after this date are subject to availability. You must make your own hotel reservation.

Parking

Hotel parking (indoor valet) with in/out privileges.

0-1 hour \$ 8.00
1-2 hours \$12.00
2-4 hours \$16.00
4-6 hours \$20.00
6-24 hours \$27.00

Non-Hyatt Parking—Should the underground lot become full, additional non-Hyatt parking is located in the Suntrust building, 1/2 block from the hotel.

Vehicles with clearance over 7', oversized vans, Winnebagos and buses cannot be accommodated in hotel parking lot. Local open-air lots can be recommended. Contact Concierge at 404-460-6437.

Meal Functions

All meal functions are included with full or one-day registration. Guest/Spouse registrants are invited to join us for the Welcome Reception, President's Reception and the Awards Luncheon.

Become a member of CSE

2010 membership dues for the Council of Science Editors is just \$172 for members anywhere in the world. Membership benefits include: discounted registration fees for the annual meeting; the CSE journal, *Science Editor*; 20% discount on publications; and online access to the CSE membership directory. Worldwide student membership is just \$45. Visit our website at www.CouncilScienceEditors.org for more information or call CSE headquarters at 720-881-6046.

Transportation

Transportation from Hartsfield International Airport: Go to the transportation booth at the airport and ask for a shuttle to the Hyatt Regency Atlanta Downtown. We recommend The Atlanta Link at 404-524-3400. No reservations are necessary. It runs 6 a.m. to midnight from the airport and it leaves the hotel every 10 and 40 minutes after each hour. \$16.50 one way/\$29 round trip per person.

The Concierge can arrange a limousine service to pick guests up at the gate for \$70.00 for a town car, \$85.00 for a SUV or \$125.00 for a stretch limousine.

Taxi Service: To/From airport fee: \$30.00 plus \$2.00 per each additional person. Downtown Zone includes: North Avenue/Ashby to North Avenue/Boulevard to Boulevard/Atlanta to Atlanta Avenue/I75-I85 to I75-I85/Georgia Avenue to Georgia Avenue/Glenn Street to Glenn Street/Ralph David Abernathy to Boulevard back to Ashby Street/North Ave.

Metered Rates:

\$2.50—First 1/7 mile
\$2.00—Each additional 1 mile
\$21.00/hr—Waiting time

Amtrak: (3 miles North of hotel) Taxi approx. \$11 plus tax

Greyhound/Trailways: Taxi approx. \$7.00 plus tax

M.A.R.T.A. (Metro Atlanta Rapid Transit Authority):

\$1.75 per ride. Rail system runs approx every 10 minutes. Hyatt Regency Atlanta is connected to Peachtree Center Train Station via Peachtree Center Mall. 20 minutes from Airport. (Airport pickup at baggage claim, TH Terminal. To get to Hyatt, take M.A.R.T.A. to the Peachtree Center Station and exit Northeast towards Peachtree Center Mall.

Taxi service within downtown Atlanta has an \$8 minimum.

Membership

Dues for the 2010 are still just \$172 for members anywhere in the world, which includes discounted registration fees for the annual meeting and mid-year workshops; the CSE journal, *Science Editor*; a 20 percent discount on publications; and online access to the CSE membership directory. The worldwide student membership rate is \$45. For more information on joining CSE, please call CSE headquarters at 720-881-6046 or visit the CSE website at www.CouncilScienceEditors.org.

Questions

Call 720-881-6046

www.CouncilScienceEditors.org

Experience Atlanta!



The Georgia Aquarium

225 Baker Street, NW
Atlanta, GA 30313

DATE: Saturday, 15 May 2010

TIME: 2:00 p.m. - 5:00 p.m.

COST: \$35.00

As the world's largest aquarium, with more than eight million gallons of water, the Georgia Aquarium tells a global water story, with features modeled after the greatest zoos and aquariums in the world.

Feeding times for the day are posted near exhibits where animals are fed on display.

The Georgia Aquarium is located at 225 Baker Street, across the street from the north end of Centennial Olympic Park. Our group will take the short walk from the hotel to the Aquarium across Olympic Park.

Participants may tour the Aquarium at their own pace and then make their way back to the hotel across the park at their leisure.

All activities depart from the hotel lobby. Please be sure to be on time for your scheduled departure.

give you a refreshing opportunity to sample over 60 different products from around the world. Be amazed by a fully-functioning bottling line and take home a FREE 8-ounce bottle of Coca-Cola®. All this and much more make the World of Coca-Cola a unique and must-see Atlanta experience!

A visit of the entire attraction is estimated to last an average of 90 minutes.

The World of Coca-Cola is located at 121 Baker St. NW, across the street from the north end of Centennial Olympic Park. Our group will take the short walk from the hotel to the World of Coca-Cola across Olympic Park.

Participants may tour the World of Coca-Cola at their own pace and then make their way back to the hotel across the park at their leisure.

All activities depart from the hotel lobby. Please be sure to be on time for your scheduled departure.



Inside CNN Tour

One CNN Center
Atlanta, GA 30348

DATE: Tuesday, 18 May 2010

TIME: 2:00 p.m. - 3:00 p.m.

COST: \$25.00

Ever wondered what the inside of a news studio looks like? Take the Inside CNN Studio Tour in Atlanta and view for yourself. Guests will take a 55-minute CNN studio tour featuring the Control Room Theater, Special Effects studio and Interactive News Desk section.

The Inside CNN Tour is a 55 minute walking tour that descends 8 flights of stairs.

Photography is not allowed on the tour; however, opportunities exist for souvenir photographs along the way.

CNN is located at One CNN Center, across the street from the north end of Centennial Olympic Park. Our group will take the short walk from the hotel to the CNN building across Olympic Park.

Participants may tour CNN and then make their way back to the hotel across the park at their leisure.

All activities depart from the hotel lobby. Please be sure to be on time for your scheduled departure.



The World of Coca-Cola

121 Baker St. NW
Atlanta, GA 30313-1807

DATE: Saturday, 15 May 2010

TIME: 2:00 p.m. - 4:00 p.m.

COST: \$25.00

The World of Coca-Cola at Pemberton Place celebrated its Grand Opening on May 24, 2007. It's the only place where you can explore the complete story—past, present and future—of the world's best-known brand.

With 60,000 square feet for you to explore, the World of Coca-Cola features more than 1,200 artifacts from around the world that, until now, have never been displayed to the public.

Around every corner you'll experience something new and inviting. You'll see great interactive exhibits such as a thrilling, multi-sensory 4-D movie (3D glasses with moving seats) and a fully functioning bottling line. You can even give our 7-foot Coca-Cola Polar Bear a big hug! And of course, a World of Coca-Cola favorite—the tasting experience, will

Council of Science Editors
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Wheat Ridge, CO 80033



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www.CouncilScienceEditors.org

14-18 March 2018, Atlanta, Georgia