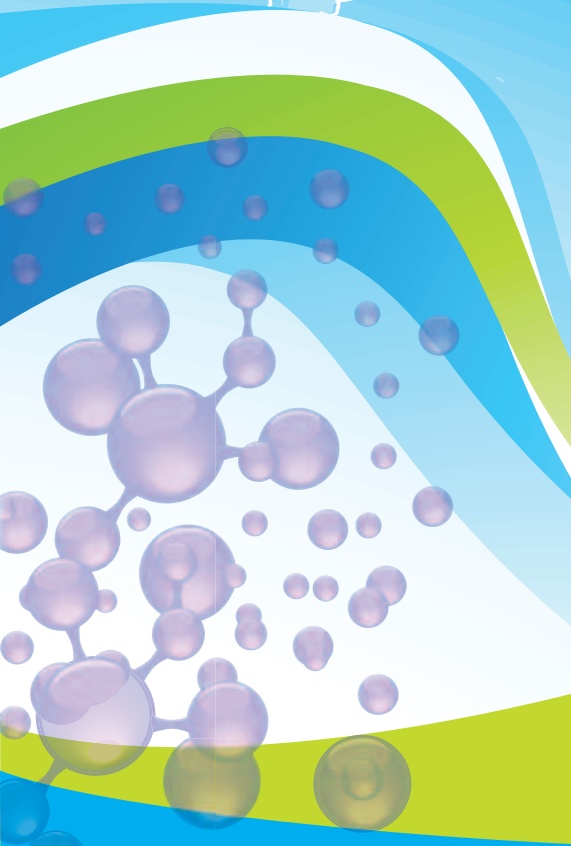




# Our Authors, Ourselves: Science Editing and Publishing in a Global Market

PRELIMINARY PROGRAM



**CSE 2012**  
**55th Annual Meeting**

18 – 21 May 2012 | Sheraton Seattle Hotel | Seattle, WA

[www.CouncilScienceEditors.org](http://www.CouncilScienceEditors.org)

# Welcome Letter from the President and Program Committee Chairs

Editors of scholarly journals continue to see substantial increases in submissions from international authorship, growth that adds new complexities to editorial work. These changes in the volume and diversity of incoming manuscripts and supplemental data in turn make it essential for editors to educate themselves and their authors about advances in STM publishing. The 2012 CSE Annual Meeting theme, "Our Authors, Ourselves: Science Editing and Publishing in a Global Market," addresses the evolving publishing environment and provides practical information about tools and trends for editors, publishers, and authors.

We have an outstanding slate of plenary speakers and interactive workshops to inspire and guide your professional growth and success.

Plenary speakers include:

- **Dr. Paul Ekman**, one of "The 2009 *TIME* 100" Scientists & Thinkers, is well-known for the research behind such TV shows as "Lie to Me." No stranger to controversial research, his pioneering work in facial microexpressions and deceit has informed national security and law enforcement.
- **Dr. Leroy Hood**, president and co-founder of the Institute for Systems Biology, led the Caltech team that invented the high-speed DNA sequencing machines that paved the way for sequencing the human genome. He has made major contributions to biomedical research, instrumentation, entrepreneurship, and the public understanding of science.

CSE's 2012 Annual Meeting promises to be a stimulating immersion into the changing world of scientific publishing. This year's diverse array of sessions, plenary talks, roundtables, and exhibits will allow you to learn from your colleagues as they share their experience and best practices. The CSE Annual Meeting is the best place for you to meet your peers to exchange ideas, make new contacts, and develop new strategies to take back to your workplace.

We look forward to your active participation at the 2012 CSE Annual Meeting!

**Diane Sullenberger** — *CSE President*  
**Jennifer Fleet** — *2012 Program Chair*  
**Philippa Benson, PhD** — *2012 Program Co-Chair*





# Council of Science Editors (CSE)

## CSE Board of Directors

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## Who 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 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.

Register  
by **April 6**  
and **SAVE over**  
**\$50!**

## 2012 Program Committee

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Holly Zoog

## Sponsor Recognition

The Council of Science Editors gratefully acknowledges the following companies for their generous contributions. Through their valued support we are able to offer essential education to the scientific publishing industry.



SILVERCHAIR  
INFORMATION/SYSTEMS



The 2012 International Scholarship Program is supported by an educational grant from Lilly USA, LLC. For further information concerning Lilly grant funding visit [www.lillygrantoffice.com](http://www.lillygrantoffice.com).

## Short Course Detail

### SHORT COURSE FOR JOURNAL EDITORS

Part I — 8:00am – 5:00pm, Friday, 18 May  
Part II — 8:00am – 4:30pm, Saturday, 19 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.

All participants will receive course content, as well as supplementary information, electronically during the class.

**Attendees are strongly encouraged to bring a laptop.**

#### 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
- Bruce Polsky, Publishing Consultant and Former CEO of the American Academy of Neurology Press
- Stephen D. Prudhomme, MS, Director, Scientific Publishing, American Heart Association
- Terry Van Schaik, Publisher, American Society of Clinical Oncology

### SHORT COURSE ON PUBLICATION MANAGEMENT

8:00am – 5:00pm, Saturday, 19 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
- 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.

All participants will receive course content, as well as supplementary information, electronically during the class. **Attendees are strongly encouraged to bring a laptop.**

#### Who Should Attend

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

#### Faculty

TBD

## Short Course Detail, cont.

### SHORT COURSE FOR MANUSCRIPT EDITORS

8:30am – 4:30pm, Saturday, 19 May

#### Objective

To introduce beginning editors to the tools of the trade and to enable seasoned editors to stay competitive in the field.

#### Course Description

This 1-day course is designed for both novices and experienced editors who need to stay current in the field and offers a review of skills required for mechanical and substantive editing of scientific materials for publication.

The 2012 course starts with a session on writing and editing abstracts, including what manuscript editors should look for and query. Afterwards, there will be a discussion on patient confidentiality in the literature, with particular focus on what editors should be alert for. Following that, there will be a session on statistics in scientific publication, including discussion of terms and concepts manuscript editors should be familiar with, how to determine if a paper might have a statistical problem, and finally how to format various statistics. The course concludes with time for open discussion.

All participants will receive course content, as well as supplementary information, electronically during the class. **Attendees are strongly encouraged to bring a laptop.**

#### Who Should Attend

Manuscript editors (or those interested in the field) at any level of experience and expertise.

#### Faculty

- Stacy Christiansen, MA, Director of Manuscript Editing, JAMA
- Tom Lang, MA, Tom Lang Communications
- Jane C. Wiggs, MLA, ELS, Editor, Scientific Publications, Mayo Clinic Jacksonville

### SHORT COURSE ON PUBLICATION ETHICS

8:30am – 5:00pm, Saturday, 19 May

#### Objective

To introduce and review, for managing editors, publication managers, and journal staff, ethics issues outlined in the CSE White Paper on Promoting Integrity in Scientific Journal Publications.

#### Course Description

Expanded in response to comments from the one-half day Short Course on Publication Ethics offered in 2011, CSE is offering a day-long Short Course on this topic in 2012. The course will be offered on Saturday, May 19, preceding the CSE annual meeting.

The objective of the course is to address ethical issues that arise in journal publication and to consider ways of investigating and resolving breaches of publication ethics. The course will present an introduction of ethical issues for the new publication editor, managing editor, or journal staff member and a review for seasoned editors and will use the CSE White Paper on Publication Ethics as a guide. It will include topics such as conflicts of interest, duplicate publication, piracy and plagiarism, human subjects, data misrepresentation, image fraud, authorship disputes, editorial independence, falsification of data, and research misconduct. Participants will learn the appropriate approaches to investigate suspicions of breaches of publications ethics and uses of errata, retractions, expressions of concerns, and sanctions. Although all these topics cannot be addressed thoroughly in the time allotted, faculty will handle some areas quickly and focus more on those that editors may encounter more frequently. Case studies will be used as examples for discussion, audience participation/questions will be encouraged, and resources for resolving ethical issues participants may be faced with will be presented.

All participants will receive course content, as well as supplementary information, electronically during the class. **Attendees are strongly encouraged to bring a laptop.**

#### Who Should Attend

Managing editors, publication managers, journal staff, and those in other management positions in the journal publishing industry.

#### Faculty

TBD

## CSE Publication Certificate Program

CSE will launch a certificate program in scholarly publication management beginning spring 2012. Applicants must be members of CSE and will submit an application fee of \$75 with a \$25 discount if they apply before the end of the 2012 conference. Accepted applicants will receive a 20% discount on related activities (webinars, conferences, short courses). Over a three-year period, participants must attend two CSE annual conferences, including four sessions at each meeting that are identified on the program as part of the "track," three CSE webinars (one may be recorded), and two CSE short courses (choice of Publication Management, Journal Editors, Publication Metrics, or Publication Ethics). In addition, the enrollee will propose a research project, prepare a poster presentation for an annual meeting, and submit a research paper based on the project to Science Editor. See eligible courses below. Each eligible course is also marked with a  in the program agenda.

### These courses are eligible for the CSE Publication Certificate Program:

- 01 CSE/COPE Joint Session — Learning To Do the Right Thing: Educating Editors, Authors, and Reviewers in Publication Ethics
- 02 Copyright Redux
- 05 What to Include in Your Instructions to Authors
- 06 Supplemental Information: Who's Doing What and Why
- 10 Cross Publisher Technology Solutions
- 11 Coping with Retractions: What's an Editor to Do?
- 14 Publishing Technology 101
- 16 Demystifying Scientific Misconduct Issues through Instructions to Authors
- 17 What Would You Do? What Should You Do? CSE Research Misconduct Survey Results
- 20 Journals Production: Workflows, Efficiency, and Metrics
- 23 Libraries and Librarians: A Changing Landscape
- 26 Current State of Peer Review

### By attending the 2012 Annual Meeting, you will:

- Arm yourself with the latest strategies and ideas the scientific publishing industry has to offer
- Invest in your continued growth and gain an advantage over your competition
- Develop performance-based objectives and new ways to do business
- Learn from top industry minds how to surpass the status quo in order to be exceptional
- Find specific content for your varied needs, from our skilled faculty and leading experts in scientific editing and publishing.
- Dive into current research to find ways to cut costs, streamline processes and drive innovation
- Discover the newest trends, innovations and technology

## Poster Presentations

CSE attendees share their insights and spirit of investigation with others at the Fifth Annual Poster Presentation. The winning Poster Presentation receives complementary registration to CSE's 2013 Annual Meeting in Montreal, Quebec, and a copy of the CSE style manual, *Scientific Style and Format*.

Poster presentations will be held Sunday, 20 May 2012 5:15pm – 6:15pm. Posters may be viewed during all breaks on Sunday 20 May 2012 at 10:15am, 12:30pm, 2:30pm and 4:00pm and on Monday, 21 May 2012 at 10:00am, 12:00pm, 2:30pm and 4:00pm.



**SAVE \$60**  
 per attendee when  
 three or more  
 registrations are  
 received from the  
 same company/  
 organization.

# Conference Agenda

## Saturday, 19 May, 2012

- 1:00pm – 8:00pm Conference Registration & Check In
- 1:00pm – 4:00pm BELS Exam
- 5:00pm – 6:00pm CSE New Member/Attendee Welcome Reception
- 6:00pm – 8:00pm Welcome Reception & Exhibit Hall Opening


## Sunday, 20 May 2012

- 7:00am – 7:00pm Conference Registration & Check In
- 7:30am – 7:30pm Exhibit Hall Open
- 7:30am – 8:30am Welcome Continental Breakfast

CSE 2012  
 Annual Meeting  
 Wi-Fi internet  
 is generously  
 sponsored by  
**SilverChair**

- 8:30am – 9:15am **Opening Session**  
**Opening Remarks** — Diane Sullenberger, CSE President  
**Business Meeting** — Reports by CSE Officers on budget and annual planning

- 9:15am – 10:15am **Keynote Address —Spotting Tangled Webs in Research: Fostering Honesty in Scientific Publishing**  
*Paul Ekman, PhD, Manager of the Paul Ekman Group, LLC*  
 Dr. Paul Ekman's keynote address will review how his landmark discoveries about human micro facial expression changed many of the relationships in his life, but not his relationships with scientific journals and their editors. He will discuss his struggles in publishing novel, unorthodox, and cross-disciplinary findings and will share ideas about how to decrease scientific fraud and make reviewing more honest. He will also talk about the up and downsides of having a TV series based on your scientific research.

The Keynote Session is generously sponsored by 

- 10:15am – 11:00am **Refreshment Break & Exhibits with Poster Presentations**

# Conference Agenda

Sunday, 20 May

11:00am – 12:30pm

## 01 CSE/COPE Joint Session — Learning To Do the Right Thing: Educating Editors, Authors, and Reviewers in Publication Ethics



*Angela Cochran, Director of Journals, American Society of Civil Engineers; Sarah Tegen, Director, Editorial Office Operations, American Chemical Society*

**Session Description:** Editors, authors, and reviewers all have responsibilities towards ethical publication practices yet there is very little formal training for any of their roles. How do these stakeholders learn publication ethics? What resources are available to help them navigate their ethical responsibilities? What are professional organizations, societies, and journals doing to educate and promote ethical publication practices? What constitutes ethical behavior that might be addressed by an Editor, Reviewer or Society and what is the course of action to manage consistent ethical behavior? Journals, Societies and Editors should be prepared to handle ethical situations via a set of guidelines to assist in making informed ethical decisions.

**Who Should Attend:** Writer/Editor, Editor-in-Chief, Copy Editor/Production Editor, Managing Editor/Publisher

## 02 Copyright Redux



*Eric Slater, Esq, Copyright Administrator, American Chemical Society; Edward Collieran, Senior Director – International Division, Copyright Clearance Center*

**Session Description:** Following the extremely popular session on this topic presented last year, the speakers will provide an overview of the current issues in establishing and enforcing copyright requirements in the global STM arena. Presentations will emphasize international perspectives, and will review the challenges in educating authors and publishers about concepts and practices in copyright and intellectual property law.

**Who Should Attend:** Managing Editor/Publisher, Editor-in-Chief

## 03 Did You Know? Government Issues that Affect Publishing

*Ori Lev, PhD, Health Science Policy Analyst, National Institutes of Health, Office of Science Policy; Lisa M. Lee, PhD, MS, Chief Science Officer, Centers for Disease Control and Prevention, Office of Surveillance, Epidemiology and Laboratory Services*

**Session Description:** Experts will present two key government issues affecting scientific publications, dual use research of concern (DURC) and incentives for data sharing.

DURC encompasses new research findings or technologies that could, based on current understanding, be reasonably anticipated to pose a threat to public health and safety, agriculture, plants, animals, or environment. Case studies of published articles and journal review processes for assessing manuscripts for DURC will be used to illustrate how DURC relates to scientific publishing.



# Conference Agenda

Sunday, 20 May

11:00am – 12:30pm  
cont'd

The Wellcome Trust and Hewlett Foundation aim to increase the availability of research data generated by global health funding agencies, governments, academic researchers, international organizations and reported in scientific journals. Currently no journals are among the 21 signatories to the statement on “sharing research data to improve public health”.

**Who Should Attend:** Managing Editor/Publisher, Editor-in-Chief

## 04 Social Media Success Stories

*David Bowers, Marketing Manager, Cell Press; Bob Sumner, Editorial Coordinator, Clinical Chemistry, American Association for Clinical Chemistry; Duncan MacRae, Managing Editor, Neurosurgery, Congress of Neurological Surgeons; John E. Muennig, Director of Editorial Production Technology, New England Journal of Medicine*

**Session Description:** Social media platforms such as Twitter, Facebook and LinkedIn are the dominant tools in the social media landscape. These tools are being used to inform, build community, and for marketing and public outreach. Many STM journals and publishing organizations have experience success through trial and error. This session will explore what has worked and what has not. There will also be a discussion of how to measure success.

**Who Should Attend:** Managing Editor/Publisher, Editor-in-Chief, Writer/Editor

12:30pm – 1:30pm

**Lunch Break Provided in Exhibit Hall with Poster Presentations**

1:30pm – 2:30pm

## 05 What to Include in Your Instructions to Authors



*Maisha Miles, Managing Editor, mBio, American Society for Microbiology; George Kendall, Managing Editor, Anesthesiology, Journal of the American Society of Anesthesiologists*

**Session Description:** A comprehensive and effective list of Instructions for Authors can make a huge impact in the quality of your submissions. The speakers will share their experience regarding what information is making an impact on their submissions. This session will discuss what seems to be most helpful and how best to present the material to your authors. Speakers will share any lessons learned as their instructions have evolved over time.

**Who Should Attend:** Managing Editor/Publisher, Copy Editor/Production Editor

# Conference Agenda

Sunday, 20 May

1:30pm – 2:30pm  
cont'd

## 06 Supplemental Information: Who's Doing What and Why



*Todd Carpenter, Managing Director, National Information Standards Organization; Patricia Cruse, Director, UC Curation Center, University of California; Sasha Schwarzman, Information Systems Analyst, American Geophysical Union*

**Session Description:** This session provides working definitions of different kinds of supplemental information that scholarly societies and STM publications are (and in some cases are not) accepting or requiring, and describes how that information is being managed and used in different ways. Speakers will address current trends and practices and offer their expert perspectives on the specific challenges and opportunities that lie ahead in the next several years.

**Who Should Attend:** Managing Editor/Publisher, Copy Editor/Production Editor, Editor-in-Chief, Writer/Editor

## 07 Language Polishing Services: Positives and Pitfalls

*Virginia Bourgeois, Editor; Mary Anne Baynes, Director of Sales and Marketing, The Charlesworth Group*

**Session Description:** This session will explore outsourced Language Polishing services and how editorial offices can use them to ease frustration, lower costs and reduce time spent on difficult manuscripts. Real-world solutions, examples and tips will be given from 3 different perspectives — a publisher who uses this type of service, an editor who specializes in this type of work, and a specialist in the outsourced language polishing field who knows how to choose the best solution for you.

**Who Should Attend:** Managing Editor/Publisher, Copy Editor/Production Editor, Editor-in-Chief, Writer/Editor

## 08 Implementing Submission Fees

*Nancy Rodnan, Director of Publications, The American Society for Biochemistry and Microbiology; Darren Early, Director of Journal Editorial and Production Operations, American Society for Nutrition*

**Session Description:** For most scholarly publications the implementation and management of peer review is a complex and expensive process. Although reviewers usually donate their time and expertise staff, computer software and hardware, and general overhead come at a high price. Submission fees can help to spread the expense over all the peer reviewed manuscripts including those which are rejected. However, submission fees come with some risk. Using various real-life cases, this session will explore the pros and cons of implementing submission fees and offer some tips for successful implementation. Participants will understand the role submission fees can play in developing a reliable and predictable revenue stream.

**Who Should Attend:** Managing Editor/Publisher, Editor-in-Chief

# Conference Agenda

Sunday, 20 May

2:30pm – 3:00pm

## Refreshment Break & Exhibits with Poster Presentations

3:00pm – 4:00pm

### 09 Word Tips for Editors

*Bruce Rosenblum, CEO, Inera Inc.; Jonina Dames, Customer Support Specialist, Inera Inc.*

**Session Description:** In this session, participants will learn tips to work more efficiently by using the advanced (and often hidden) features of Word, with a focus on Word as an editing rather than an authoring tool. The curriculum includes personalizing Word, auto-correct options, document navigation, find-and-replace, and more. The session will also address variations in these tools for different versions of Word, with a special focus on the 2007 and 2010 interface. Regardless of the version they work with, participants will learn how to make the most out of Word as an editorial tool.

**Who Should Attend:** Copy Editor/Production Editor, Writer/Editor

### 10 Cross Publisher Technology Solutions



*Carol Anne Meyer, Business Development and Marketing Manager, CrossRef; Veronique Kiermer, Head of Research Services, Nature Publishing Group; Todd Carpenter, Managing Director, National Information Standards Organization*

**Session Description:** Technology solutions are automating the journal office and are increasingly being used to enforce standards. CrossRef revolutionized reference citation. CrossCheck has been rapidly adopted by journals as a tool for finding similarity between submitted papers and published works. CrossMark may soon help create and maintain a new standard that will identify, unambiguously, which version of an article is the official version. This session will provide an update on what is new with the “three Crosses” and how they are being utilized.

Name ambiguity and attribution are persistent, critical problems imbedded in the scholarly research ecosystem. The ORCID Initiative represents a community effort to establish an open, independent registry that is adopted and embraced as the industry’s de facto standard. The goal is to resolve the systemic name ambiguity, by means of assigning unique identifiers linkable to an individual’s research output, to enhance the scientific discovery process and improve the efficiency of funding and collaboration. This session will provide an update on the ORCID initiative.

Organizations like CrossRef and ORCID are coming up with great innovative solutions that are helping to simplify and standardize processes. The National Information Standards Organization (NISO) is a major influence in coordinating the diverse interests, of academia, publishers, distributors, and technology companies. This session will provide attendees with an understanding of how NISO creates order out of the chaos of the constant stream of information creation, distribution, access, storage and preservation.

**Who Should Attend:** Managing Editor/Publisher, Editor-in-Chief, Writer/Editor

# Conference Agenda

Sunday, 20 May

3:00pm – 4:00pm  
cont'd

## 11 Coping with Retractions: What's an Editor to Do?



*Ivan Oransky, MD, Executive Editor, Reuters Health*

**Session Description:** Retraction has always been something of a “nuclear option” for scholarly publishers. Yet lately, even though retractions still account for a tiny fraction of the total number of published scientific articles, there’s been a substantial increase in the number of times that journal editors are pursuing this most severe of corrective editorial actions. What’s going on here? Is this just a reflection of the growing numbers of scholarly articles generally, or is scientific misconduct actually on the rise? Are journal editors setting a lower bar for retraction or are they just getting braver or less tolerant of sloppy science? And given that retracted papers continue to be cited long after they’ve been pulled from the literature, are editors, publishers and abstracting and indexing services doing all they can to inform the scholarly community about retractions in a meaningful way? These aren’t trivial questions, especially in a wired world where new research papers are widely and rapidly shared and concerns about scientific integrity are always on the front burner. Join us as an expert panel discusses these and other issues related to the thorny problem of retractions.

**Who Should Attend:** Managing Editor/Publisher, Copy Editor/Production Editor, Editor-in-Chief, Writer/Editor

## 12 Understanding Scientific Research in China: Developing Your Market

*Courtney Pugh, Publishing Editor, Journals STM, SAGE Publications*

**Session Description:** This session provides an overview of the technology and tools that are used widely by scientific researchers in China, and provides strategies for how societies and journals can benefit from successfully adapting to these social, cultural and scientific trends. Recognizing the differences between what resources are used and how they are accessed and searched enables Western societies and their journals to attract more appropriate manuscripts, increase membership and readership, engage Chinese thought-leaders beyond authoring and reviewing papers, and emerge as leaders in themselves in this important and emerging market.

**Who Should Attend:** Managing Editor/Publisher, Editor-in-Chief

4:00pm – 4:15pm

**Refreshment Break & Exhibits with Poster Presentations**





# Conference Agenda

Sunday, 20 May

4:15pm – 5:15pm  
cont'd

## 13 Continuing Education, Novel Delivery and Quality: What Works?

*Murray Kopelow, MD, MS(Comm), FRCPC, Chief Executive and Secretary, Accreditation Council for Continuing Medical Education; David A. Crotty, PhD, Senior Editor, Oxford University Press*

**Session Description:** Social media is changing rapidly the way the public communicates, receives information and interacts. But is it the best approach for scientific publications that must uphold credibility, quality and integrity of its content and educational offerings? This session convenes experts from the publication, education and social media fields to examine this challenging issue. For example, is bidirectional interaction (e.g., blogs, Facebook) really the best approach to deliver scientific content? You'll learn how editors can advance, achieve and leverage 21st century innovations without abandoning the tenets of science. To describe the Accreditation Council of Continuing Medical Education (ACCME) and XXX roles' in awarding CEUs, CMEs and to provide strategies for how editors can increase educational content in peer-reviewed publications.

**Who Should Attend:** Managing Editor/Publisher, Editor-in-Chief

## 14 Publishing Technology 101



*Michael Hepp, Senior Technology Strategist, Dartmouth Journal Services; Steve Haenel, Workflow Automation Specialist, Dartmouth Journal Services*

**Session Description:** From XML to ePub to mobile apps, publishing technology is rapidly changing. Current conversations about publishing are often full of jargon and 'tech speak' that can be difficult to keep up with. This session will define and explain the terms, acronyms and buzzwords used to describe current tools, platforms and other technologies that are referenced everyday in the publishing community.

**Who Should Attend:** Managing Editor/Publisher, Copy Editor/Production Editor

## 15 Content Marketing Trends and New Ways to Generate Revenue

*Courtney Pugh, Publishing Editor, Journals STM, SAGE Publications; Tim Cross, Product Marketing Manager, Allen Press*

**Session Description:** The consistent quality of a journal's content builds credibility for the journal, its authors and its society. Effectively marketing a journal's best content raises awareness of the journal throughout the scientific community while building and strengthening the journal's unique brand. A journal that actively leverages its best content for marketing purposes can increase its discoverability, citations, impact factor, submission rate, author enthusiasm and loyalty, and revenue; and increase the scientific community's perception of it as an important knowledge leader. Journals that carefully target their content marketing in a time-sensitive manner can exceed these goals and achieve even greater success.

**Who Should Attend:** Managing Editor/Publisher, Editor-in-Chief

# Conference Agenda

Sunday, 20 May/Monday, 21 May

4:15pm – 5:15pm  
cont'd

## 16 Demystifying Scientific Misconduct Issues through Instructions to Authors



*Mary D. Scheetz, Research Consultant, Research Integrity Consulting; Patty Baskin, MS, Executive Editor, Neurology; Ken Kornfield, Managing Editor, Journal of Clinical Oncology and Journal of Oncology Practice*

**Session Description:** The Instructions to Authors (IA) that journals publish is a critical directive for authors. It provides the primary road map for authors to follow while preparing their manuscript for publication. While many IA provide thorough instructions on the mechanics of a paper, few address how they will treat the topic of scientific misconduct should it surface. Presenters in this session will emphasize the need for journals to have policies included as a fundamental part of the IA. An IA that states how the journal will address scientific misconduct issues is an efficient and proactive way to avoid misunderstandings and lengthy disputes. The purpose of this interactive session is to provide attendees the opportunity to examine the IA of 5 journals and identify missing components.

**Who Should Attend:** Managing Editor/Publisher, Editor-in-Chief

5:15pm – 7:15pm

**President's Reception in Exhibit Hall featuring CSE 2012 Poster Presentations**

## Monday, 21 May 2012

8:00am – 4:00pm

Conference Registration & Check In

8:00am – 4:00pm

Exhibit Hall Open

8:00am – 9:00am

Continental Breakfast in Exhibit Hall

9:00am – 10:00am

### Plenary Address: Dr. Leroy Hood

Dr. Hood is the president and co-founder of the Institute for Systems Biology, led the Caltech team that invented the high-speed DNA sequencing machines that paved the way for sequencing the human genome. He has made major contributions to biomedical research, instrumentation, entrepreneurship, and the public understanding of science.

10:00am – 10:30am

**Refreshment Break in the Exhibit Hall with Poster Presentations**

# Conference Agenda

Monday, 21 May

10:30am – 12:00pm

## 17 **What Would You do? What Should You Do? CSE Research Misconduct Survey Results**



*Debra M. Parrish, Partner, Parrish Law Offices*

**Session Description:** This session will review the results of a survey sent to CSE members that explore various research misconduct scenarios and include a discussion regarding the merits of various approaches.

**Who Should Attend:** Managing Editor/Publisher, Editor-in-Chief, Copy Editor/Production Editor

## 18 **Beyond the PDF**

*Andrew Tang, Art Program Manager, Cell Press, Elsevier; Kristen Fisher Ratan, Product Director, Public Library of Science*

**Session Description:** Current pace of technology development is breathtaking. However, the way we approach publishing scientific results has changed little since the 17th century and the launch of The Philosophical Transactions of the Royal Society, and science editors and publishers are now caught between the status quo and promises of the brave new world. Increasingly, all key stakeholders in scientific publishing enterprise are called upon to test the waters or take a plunge and embrace change, yet many wonder if these changes are enabling or disruptive to the key mission of communicating scientific ideas. This session will showcase some of the recent developments in extending and improving the content of a scientific paper and take a further step to challenge the current view of a paper itself.

**Who Should Attend:** Managing Editor/Publisher, Copy Editor/Production Editor, Editor-in-Chief, Writer/Editor

## 19 **Trends in International Journals Publishing: New Journals and a Flight to Quality**

*Speakers TBD*

**Session Description:** Investment in research and development in Asia Pacific and Latin America and growth rates of publishing output continues to outpace the U.S. and Western Europe. While this has led to higher submission and publication rates from countries such as China and Brazil, what is perhaps less recognized is the emergence and transformation of national and regional journals. This session provides an overview of emerging centers of scientific journal publishing, from new start-ups to the transformation of established journals, from Africa to Asia Pacific. Session attendees will also hear about how these nascent journals sustain themselves through government support and open source technologies. Your competition may no longer be based just in Europe and the United States. Learn about new English-language journals being published in unexpected nations and regions across the globe.

**Who Should Attend:** Managing Editor/Publisher, Editor in Chief, Writer/Editor

# Conference Agenda

Monday, 21 May

10:30am – 12:00pm  
cont'd

## 20 Journals Production: Workflows, Efficiency, and Metrics



Michael Friedman, Journals Production Manager, American Meteorological Society; Dana Compton, PNAS; Jackie Perry, Neuroscience; Angela Cochran, ASCE

**Session Description:** There is an infinite number of ways that workflows for journals production can be organized, implemented, and measured, depending on the size and nature of the publisher, frequency of publication, and resources available to the publisher to make it all happen. The purpose of this session is to examine how several journal publishers organize their journal production workflow and measure how efficient they are in producing their journal(s). It is hoped that insights will be gained to help journal publishers of all shapes and sizes improve and optimize their operations.

**Who Should Attend:** Copy Editor/Production Editor, Managing Editor/Publisher, Editor-in-Chief

12:00pm – 1:30pm

### Awards Luncheon

Please join us for lunch as CSE acknowledges and celebrates the hard work and accomplishments of members and colleagues. The International Scholarship winners will also be highlighted in a special presentation.

1:30pm – 2:30pm

## 21 Helping Novice and International Authors to Publish

Sue Silver, Editor-in-Chief, *Frontiers in Ecology and the Environment*, *Ecological Society of America*; Kelly Hadsell, Assistant Director, Editorial Systems, Managing Editor, *Cancer Research and Molecular Cancer Research*, *American Association for Cancer Research*; Thomas Annesley, Professor of Pathology, *University of Michigan*, Deputy Editor of *Clinical Chemistry* (*American Association for Clinical Chemistry*)

**Session Description:** For researchers today, the old dictum, Publish or Perish, still holds true. Furthermore, the options for publishing are getting increasingly complex: new journals, new types of journals, a variety of other kinds of outlets for their work — and each with different requirements and criteria. No wonder inexperienced and nonnative English speaking authors get confused! Authors who send in their work for publication before it is ready for prime time, who send their paper to the wrong publication, or who send it in the wrong format or style, waste the Editor's time as well as their own. What kinds of resources can publishers provide to help authors successfully navigate their way through each phase of the publishing process?

**Who Should Attend:** Managing Editor/Publisher, Editor-in-Chief





# Conference Agenda

Monday, 21 May

1:30pm – 2:30pm  
cont'd

## 22 Global Perspectives of Societies for Science Editors

*Mauricio Rocha e Silva, Editor-in-Chief, Clinics; Dr. Handjani, Secretary-General - EMAME, Eastern Mediterranean Association of Medical Editors*

**Session Description:** This session will include speakers from South American, European, and Eastern Mediterranean organizations that are CSE counterparts in those regions. Leader of the European Associations of Science Editors, the Eastern Mediterranean Association of Medical Editors, and a leader of science editors in Brazil will discuss the challenges that science editors are facing in their areas, and the specific activities that they are most actively engaged in. Speakers will discuss the characteristics of their members and outline opportunities they see for fostering collaboration among science editors globally.

**Who Should Attend:** Managing Editor/Publisher, Editor-in-Chief

## 23 Libraries and Librarians: A Changing Landscape



*Jean Shipman, Director, Spencer S. Eccles Health Sciences Library at University of Utah; Rick Anderson, Associate Dean for Scholarly Resources and Collections, University of Utah; Bart Ragon, Associate Director for Library Tech Services and Development, University of Virginia Claude Moore Health Sciences Library*

**Session Description:** Lest those in publishing forget, we are not the only ones experiencing a sea change in our jobs and industry due to technology and economic issues. Librarians are also reinventing their roles and the roles of the library. And guess what? We are all in the business of scholarly communication and serve the same customers: the researchers who provide and use the content we collect, disseminate, curate, and archive for future generations. This session will explore the traditional and some new roles of librarians and libraries, and discuss the advancement toward more productive relationships between publishers and librarians.

**Who Should Attend:** Managing Editor/Publisher, Editor-in-Chief

## 24 The Changing Workplace and the Global Office

*Bob Sumner, Editorial Coordinator, Clinical Chemistry; Glenn Landis, Managing Editor, Journal of Clinical Oncology*

### **Session Description: Part I: Connected in the Cloud: How Cloud Services are Mobilizing Workforces for the Better**

Publishing has already taken steps to move online with submission systems, communication, the publishing of papers ahead of print, etc moving from telephones and snail mail to the internet. The next step is to move all computer processes online as well through the utilization of Cloud services. Via the Cloud, from any internet-connected device, someone can access all of their files and programs without burdening machines with archived material. Many offices are adopting this technology with great success. Find out if your company can experience similar benefits in this session.

# Conference Agenda

Monday, 21 May

1:30pm – 2:30pm  
cont'd

## **Part II: Moving to a Results-Only Work Environment (ROWE)**

Moving beyond telecommuting and flex schedules, a Results-Only Work Environment focuses on just on getting results. Staff do the work wherever, whenever they want. Using emerging technologies, like Cloud computing, staff can produce results using multiple resources and contacts and at the same time improve on a work-life balance.

**Who Should Attend:** Managing Editor/Publisher

2:30pm – 3:00pm

## **Refreshment Break in the Exhibit Hall with Poster Presentations**

3:00pm – 4:00pm

### **25 Mentorship in Scientific Editing**

*Andres Martin, MD, MPH, Editor-in-Chief, Journal of the American Academy of Child and Adolescent Psychiatry*

**Session Description:** Providing effective mentorship and guidance to young editors-in-training is an important priority for the field of scientific editing in general, and for individual publications in particular. Training a new generation of editors will facilitate smooth transitions at terms' ends, ensure that the highest scientific, technical and ethical standards are met in the field, and contribute to scholarship in scientific editing. In this session, Dr. Martin will first present overarching principles common to structured approaches to mentorship and training in scientific editing. Dr. Gayed will next illustrate the working structure of an entirely student-run publication benefiting from senior faculty oversight and guidance. Dr. TBA will then discuss a one-year, full time, paid internship approach to scientific editing in a top-ranked journal. Finally, Dr. Drury will present a three-year, part-time editor-in-residence model that fosters editorial independence through a specific project entirely developed by the trainee.

**Who Should Attend:** Managing Editor/Publisher, Editor-in-Chief, Writer/Editor

### **26 Current State of Peer Review**



*Speakers TBD*

**Session Description:** As the ways in which of scientific content is published continues to change, so do the ways in which the content is reviewed. Gone are the days when "peer review" had a single definition; that an editor would send a manuscript to two anonymous reviewers for their evaluation. Peer review can now take many forms: single-blind, double-blind, open, post-publication, or cascading. This session will provide an overview of the current state of the peer review process in light of the various options available. Topics discussed will include: What do the various peer review options mean for your journal? Is one form of peer review better than another? Does it depend on the discipline? Do authors consider a journal's method of peer review before deciding where to submit?

**Who Should Attend:** Writer/Editor, Editor-in-Chief, Managing Editor/Publisher

# Conference Agenda

Monday, 21 May

3:00pm – 4:00pm  
cont'd

## 27 The CSE Interview Hour: University Presses & University Libraries

*Faye A. Chadwell, Donald & Delpha Campbell University Librarian & the Oregon State University Press Director, Oregon State University*

**Session Description:** The premier of The CSE Interview Hour welcomes Faye Chadwell who will discuss how and why Oregon State University reorganized so that the OSU Press now resides within the University Library. As Director of both institutions, Faye has a special perspective on this recent trend and what it might mean for scholarly publishing emitting from OSU as well as other universities which have adopted this new model. She'll discuss how well the new organizational alignment is working, what ideas she has for digital publishing, possible consortial efforts among university libraries/presses, and for what she calls "Publishing Beyond the Book." Join Faye and host, Barbara Meyers Ford, for a lively hour including a special segment for questions from the audience.

**Who Should Attend:** Director of Publications/Publisher

## 28 Getting Started with Editorial Research

*Speakers TBD*

**Session Description:** Do you need information about your publication processes to better inform decision making? Have you thought about an editorial research project but need help developing a research plan? This session will provide the information you need to get started with editorial research. We'll start with an overview of the types of information that can be gathered through research and the factors to consider when developing a research plan, then hear from a panel of editors and publishers with experience in editorial research.

**Who Should Attend:** Managing Editor/Publisher, Editor-in-Chief

Join  
CSE today and  
**save \$100 instantly**  
on your  
Annual Meeting  
Registration



# Registration Information

## Registration

Visit [www.CouncilScienceEditors.org](http://www.CouncilScienceEditors.org) and click on the 2012 Annual Meeting Registration link to register online. You may return a completed registration form found in the program, along with payment, to CSE headquarters. All pre-registrations must be received before Monday, 14 May, 2012. Online registration closes on Thursday, 17 May 2012. Onsite registration will begin Friday, 18 May 2012.

## One-Day Registration

One-Day registration includes access to 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 to attend the CSE Annual Meeting. Registration includes the Welcome Reception, President's Reception, and Awards Luncheon. Spouse/Guest registration will not allow access to educational sessions or meal functions. Spouses and guests must complete a registration form.

## Discount on three or more registrations as part of 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

Each registrant will automatically receive an email confirmation of their meeting registration after full payment has been processed.

## Cancellation/Substitution Deadlines

Notification of cancellation must be submitted in writing. Cancellations received on or before 18 April 2012 will be subject to a \$250 cancellation charge. No refunds will be given for cancellations received after 18 April 2012. Registrants who do not attend the Annual Meeting and do not notify CSE headquarters in writing by 18 April 2012 deadline forfeit the full registration fee. Substitutions are permitted until 7 May 2012. Substitution requests must be received in writing at CSE headquarters by 7 May 2012.

## Exhibits

Space is available for exhibitors who wish to show or demonstrate products or services of specific interest to CSE members. Exhibit space is \$1,075 through 1 February 2012 and \$1,275 thereafter. Contact Monta Greenfield, [mgreenfield@resourcenter.com](mailto:mgreenfield@resourcenter.com) or 720-881-6046 at CSE headquarters for an exhibitor application or visit the CSE website at [www.CouncilScienceEditors.org](http://www.CouncilScienceEditors.org)

## Hotel Accommodations

### Seattle Sheraton Hotel

1400 6th Avenue  
Seattle, Washington, USA 98101  
(888) 627-7056

We have negotiated a discounted rate of \$189 plus taxes per night for single and double occupancy. Contact the Seattle Sheraton Hotel directly to make your reservations. When arranging hotel accommodations, please indicate you are attending the CSE Annual Meeting to receive the negotiated rate. Please make your reservations before 27 April 2012 to receive the discounted rate. Reservations received after the deadline are subject to availability. Each registrant is responsible for securing their hotel reservation.

## Meal Functions

All meal functions are included with full and one-day registrations.

## Become a Member of CSE

Get connected with the CSE community and experience the lasting value that has impacted thousands of science editors across the globe. 2012 membership dues for the Council of Science Editors are only \$179 for individuals anywhere in the world and \$45 for student membership. Your membership entitles you to discounted registration fees for the annual meeting; a complimentary copy of the quarterly CSE journal, Science Editor; 20% discount on CSE publications; and online access to the CSE membership directory. Visit our website at [www.CouncilScienceEditors.org](http://www.CouncilScienceEditors.org) to join or call CSE headquarters at (720) 881-6036.

## Questions

Call (720) 881-6046  
[info@CouncilScienceEditors.org](mailto:info@CouncilScienceEditors.org)  
[www.CouncilScienceEditors.org](http://www.CouncilScienceEditors.org)



# 55th CSE Annual Meeting Registration Form

Please print. Complete a separate registration form for each registrant. **To be eligible for Group Discount rates each registration must be processed as part of one transaction.**

## ATTENDEE INFORMATION

First name \_\_\_\_\_ Last name \_\_\_\_\_

Title for CSE records only \_\_\_\_\_

Company/Organization name \_\_\_\_\_

Street address \_\_\_\_\_

City \_\_\_\_\_ St./Prov. \_\_\_\_\_ Country \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Name (as you wish it to appear on your badge) \_\_\_\_\_

First time attendee  Please send me information about BECOMING A MEMBER

Please specify any allergies and/or dietary restrictions \_\_\_\_\_

Please specify any special accommodations you may require \_\_\_\_\_

Spouse/Guest name (if applicable) \_\_\_\_\_

Please exclude my name from the list provided to CSE 2012 Exhibitors

Additional Names for Group Discount:

1. Name \_\_\_\_\_

First time attendee  Special accommodations you may require \_\_\_\_\_

2. Name \_\_\_\_\_

First time attendee  Special accommodations you may require \_\_\_\_\_

3. Name \_\_\_\_\_

First time attendee  Special accommodations you may require \_\_\_\_\_

## REGISTRATION INFORMATION

### Full Conference

	By 6 April	After 6 April
CSE Member	<input type="checkbox"/> \$599	<input type="checkbox"/> \$659
CSE Member Group (3+ attendees)*	<input type="checkbox"/> \$539	<input type="checkbox"/> \$599
Non-member	<input type="checkbox"/> \$869	<input type="checkbox"/> \$935
Non-member Group (3+ attendees)*	<input type="checkbox"/> \$809	<input type="checkbox"/> \$875
Student	<input type="checkbox"/> \$245	<input type="checkbox"/> \$309
Spouse/Guest	<input type="checkbox"/> \$259	<input type="checkbox"/> \$325

\*Three or more member registrations as part of one transaction.

### CSE Member One Day Pass

	By 6 April	After 6 April
Sunday	<input type="checkbox"/> \$325	<input type="checkbox"/> \$355
Monday	<input type="checkbox"/> \$325	<input type="checkbox"/> \$355

### Non-member One Day Pass

	By 6 April	After 6 April
Sunday	<input type="checkbox"/> \$465	<input type="checkbox"/> \$495
Monday	<input type="checkbox"/> \$465	<input type="checkbox"/> \$495

### Become a CSE Member\*

Add a NEW CSE Membership to your registration today and receive a \$100 discount!

Worldwide Member	<input type="checkbox"/> \$179
Student Member	<input type="checkbox"/> \$45
Developing Country Member	<input type="checkbox"/> \$50
New Member Discount	<input type="checkbox"/> -\$100

\*Visit CSE website at [www.CouncilScienceEditors.org](http://www.CouncilScienceEditors.org) for membership descriptions and eligibility.

### Short Course Registration

	CSE Member	Non-member
Short Course for Journal Editors (Part 1 & II) Friday, 18 May and Saturday, 19 May	<input type="checkbox"/> \$550	<input type="checkbox"/> \$650
Short Course on Publication Management Saturday, 19 May	<input type="checkbox"/> \$330	<input type="checkbox"/> \$430
Short Course for Manuscript Editors Saturday, 19 May	<input type="checkbox"/> \$330	<input type="checkbox"/> \$430
Short Course on Publication Ethics Saturday, 19 May	<input type="checkbox"/> \$330	<input type="checkbox"/> \$430

## SESSION SELECTION

Please indicate which sessions you will be attending.

### Saturday, 19 May

- BELS Exam
- New Member and New Attendee Welcome Reception
- Welcome Reception and Exhibit Hall Opening

### Sunday, 20 May

- Opening Remarks and Business Meeting
- Keynote Address: Dr. Paul Ekman
- 01 – CSE/COPE Joint Session—Learning To Do the Right Thing: Educating Editors, Authors, and Reviewers in Publication Ethics
- 02 – Copyright Redux
- 03 – Did You Know? Government Issues that Affect Publishing
- 04 – Social Media Success Stories
- 05 – What to Include in Your Instructions to Authors
- 06 – Supplemental Information: Who’s Doing What and Why
- 07 – Language Polishing Services: Positives and Pitfalls
- 08 – Implementing Submission Fees
- 09 – Word Tips for Editors
- 10 – Cross Publisher Technology Solutions
- 11 – Coping with Retractions: What’s an Editor to Do?
- 12 – Understanding Scientific Research in China: Developing Your Market
- 13 – Continuing Education, Novel Delivery and Quality: What Works?
- 14 – Publishing Technology 101
- 15 – Content Marketing Trends and New Ways to Generate Revenue
- 16 – Demystifying Scientific Misconduct Issues through Instructions to Authors
- President’s Reception featuring CSE 2012 Poster Presentation

### Monday, 21 May

- Plenary Address: Dr. Leroy Hood
- 17 – What Would You do? What Should You Do? CSE Research Misconduct Survey Results
- 18 – Beyond the PDF
- 19 – Trends in International Journals Publishing: New Journals and a Flight to Quality
- 20 – Journals Production: Workflows, Efficiency, and Metrics
- Awards Luncheon
- 21 – Helping Novice and International Authors to Publish
- 22 – Global Perspectives of Societies for Science Editors
- 23 – Libraries and Librarians: A Changing Landscape
- 24 – The Changing Workplace and the Global Office
- 25 – Mentorship in Scientific Editing
- 26 – Current State of Peer Review
- 27 – The CSE Interview Hour: University Presses & University Libraries
- 28 – Getting Started with Editorial Research

### CSE Group Tour: Experience Seattle

- Tillicum Village Experience \$80.50

## PAYMENT INFORMATION

### Fee Summary

Conference Registration	\$ _____
Short Course(s) Registration	\$ _____
Membership Fee	\$ _____
New Member Discount (– \$100)	– \$ _____
CSE Group Tour Total	\$ _____
<b>Total Payment Amount</b>	<b>\$ _____</b>

### Payment

Payment is due at the time of registration. We accept checks, money orders or credit cards (Visa, MasterCard, Discovery, and American Express)

Payment (in US dollars) must accompany this form. Make checks payable to the Council of Science Editors. International registration must remit payment in US funds drawn from a US bank. CSE taxpayer ID number is 35-6060021.

Registrations will not be processed without full payment.

- Check/MO     MC     Visa     Disc     AmEx

Card Number \_\_\_\_\_

Exp Date \_\_\_\_\_ CVV Code \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Mail registration form and payment to:

Council of Science Editors, Inc.  
 10200 West 44th Avenue, Suite 340  
 Wheat Ridge, CO 80033  
 Phone: 720-881-6046  
 Fax: 303-422-8894  
[www.CouncilScienceEditors.org](http://www.CouncilScienceEditors.org)  
[CSE@CouncilScienceEditors.org](mailto:CSE@CouncilScienceEditors.org)

Register  
 by **April 6**  
 and **SAVE over**  
**\$50!**

## CSE Group Tour: Experience Seattle

### Tillicum Village Experience

The Cruise ship for Tillicum Village departs and returns to Pier 55 on the Seattle Central waterfront.

Begin your 4-hour escape with a narrated cruise from downtown Seattle to Blake Island State Park. Upon arrival to Tillicum Village, you are greeted with steamed clams in nectar. Make your way into the longhouse and watch as whole salmon are cooked in a traditional Northwest Coast Indian style. Enjoy a fabulous salmon buffet meal followed by a show that highlights the Coast Salish tribes through storytelling and symbolism. Afterward, you'll have free time to explore the grounds and gift shop before returning to Seattle.

Ticket includes:

- Scenic narrated cruise from downtown Seattle to Blake Island State Park
- Clam appetizer and salmon cooking demonstration
- Fantastic buffet meal
- 25-minute Native-inspired show in the spirit of Coast Salish tribes

**Date:** Saturday, 19 May 2012

**Time:** 11:00am (ship departs at 11:30am)

**Cost:** \$80.50



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Enhance your social network  
Connect with like-minded attendees

## CSE to Partner with the Medical Library Association

This year both the CSE and Medical Library Association (MLA) meetings are in being held in Seattle, Washington with considerable overlap in time. To take advantage of this opportunity, the Chicago Collaborative, [www.chicago-collaborative.org](http://www.chicago-collaborative.org), a group that works to improve communications between publishers and librarians, approached CSE with the suggestion that the groups arrange some joint activities.

As a result of discussion that followed this invitation, both groups have agreed to offer each other member rates for registration. The MLA meeting runs from 18–23 May 2012. In addition, the MLA has invited CSE meeting attendees to a concert by The Bearded Pigs, the world's only international library rock band, a gathering that includes publisher Tom Richardson of NEJM. CSE meeting attendees will also be able to purchase an MLA exhibit hall pass for \$20 that can be used at any time during the meeting with the exception of the Opening Reception. CSE has invited MLA meeting attendees to attend the CSE President's Reception in the exhibit hall at the Seattle Sheraton Hotel on Sunday, 20 May, and is providing the Chicago Collaborative a gratis booth in the CSE exhibit hall. For more information about MLA program, schedule, rates, and to register, visit the MLA web site at [www.mlanet.org](http://www.mlanet.org).

**MLA** MEDICAL LIBRARY  
ASSOCIATION

Council of Science Editors, Inc.  
10200 West 44th Avenue, Suite 340  
Wheat Ridge, CO 80033

Register  
by **April 6**  
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**\$50!**



[www.CouncilScienceEditors.org](http://www.CouncilScienceEditors.org)

