

VI-B-7

SPECIAL EXECUTIVE COMMITTEE TELECONFERENCE
APRIL 24, 2015

I. Call to Order – Diane Parry (1:09 PM)

II. Roll Call – Gloria Story

MEMBERS:	X = present
President*: Diane Parry (DP)	X
President-Elect*: Ellen Miseo (EM)	X
Past President*: Ian Lewis (IL)	X
Treasurer*: Bruce Chase (BC1)	X
Secretary*: Gloria Story (GS)	X
Journal Editor-in-Chief: Michael Blades (MB)	X
Journal Editor: Peter Griffiths (PG)	X
Journal Managing Editor: Kristin MacDonald (KM)	X
Parliamentarian: Ben Manard (BM)	X
Executive Director: Bonnie Saylor (BS)	X
* Voting member	

Other attendees: TPM: Bill Cunningham (BC2)

III. Sage



Journal Partnering
Workbook Sage 04 :



SAGE_Applied
Spectroscopy_SAGE

IL – Financials Excel sheet lines 74 – 91. BC1 – Option A assumes some loss in retention. PG/KM – admin cost? IL – 1 less office person needed.

IL – Row 87 is an assumed cost - could be lower to 20K or even 19K. Row 88 depends on number printed assuming 823 members on print will remain. Columns F – I are other scenarios.

DP – explore options – trying to remove the part we manage outside the 45%. At some point, we will replace our OSA relationship because of lack of marketing. IL – we are probably better with Sage than OSA. MB – the OSA contract is not in keeping with the services provided. We can't go to Sage with these numbers, but staying with OSA is a bad idea too. DP – BC2 recommends we talk to Cambridge with the agreement we would like to have. KM – we thought we eliminated Cambridge due to lack of control of our product. DP – but we go with a proposal first. MB – watch that the membership benefit is in the deal – subscription ease and database.

BC1 – offer Sage higher percent (65 – 70%) on subscriptions they get and no 55% on OSA. KM – pro-rate the hit. BC1 – send IL table to Sage. IL – wait until 2017 and eliminate the transition losses. DP – but let's also have smarter discussions with Portland and Cambridge: 1) better submission process; and 2) better cost structure. BC2 – we need to look at other options. IL – we need to conclude this process with Sage. BC2 – they will probably walk away. MB – more than money – simplicity all under one roof. Show them the numbers and find if we can come to a conclusion where we can both make money. We should try to make it work.

EM – stay as is – no good. Go to Sage – try to make it work. Go to Sage – thanks, looking elsewhere. IL – we didn't really have a numbers discussion with Sage – opportunity to have the discussions. DP – agreed. Can we get to a better place? We can also look at other places. IL – if Sage can make a better deal, do we go forward with them – do we continue to look elsewhere? EM – wondered if we missed checking other publishers – maybe not in

as much depth. How do they get 400 new subscriptions? IL – that was our number to them in order to get positive.

MB – 1) Wiley – conflict with competition – not interested; 2) Portland – less marketing; and 3) Sage – lots of marketing. Even with Option C with a 6K loss, it would be worth it. KM – and not be competitive. MB – we need someone who can market us. KM – we need someone who can help us with open access and Asia. DP asks GS for her opinion. GS – concerned – more data would be good, but worried about bleeding.

IL – let's close with Sage. EM agrees. BC1 – value of Sage – help on production and costs; can help us live with the losses – after lowering transition costs. Incentive for new subscriptions. DP – go back to Sage – explore Cambridge and Portland without the office working it. Invest some of Bill's time on this. MB – Portland is small – no market penetration. BC1 – can publish but not grow it. Sage willing to lose a bit and then grow.

DP – talked to Joel – consider AAIP – work out a bundle with them. IL – our publishers before AP. BC1 – caution – if Sage can deliver, pull trigger. Waste time – lose money. DP – caution – go fast, repent at leisure. Cambridge has more global access. Maybe Member Max can help with submissions. We have new options now. Want to keep member benefits in front too. Let's go to Sage – cards on the table and see. Work with Cambridge and BC2 can look for others that have Asia reach. KM – Sheridan Press – lateral move. DP – drive to where the customers are. MB – Sage has an Asian office. DP – BC2 found it is small vs. Cambridge. KM – that can be worked. DP – more boots on the ground. IL – Sage proposal has list. KM – after 34 months of service – had 5 account managers at AP – poor quality. DP – what about turnover at Sage? KM – larger company and better tools (Highwire). MB – they will market us. KM – no tools for up and coming technology – digital, social media. MB – we need professional publishers. DP – alignment to share our position with Sage, but we can't lose money. Look around for short-term help – longer term help: 1) Asia penetration; and 2) modern submission and tracking tools for us and authors. BS – Portland has switched to Highwire. KM – attending a managing editor conference this weekend. DP asks IL to go back to Sage. BC1 and BS volunteer to attend. IL – if they move to a cash positive position; we sign? EM – if the numbers get better, I'm ok. DP – lost a bit of faith that Sage will sell us. Concerned about things they won't share. We want a better relationship than what we have. EM – ask for their strategy and data. IL – we did ask for this. Our office – we ask to stay – we don't ask. New subscriptions. MB – pg. 28 – how they will sell us. IL – hence I like BC1's "skin-in-the-game" proposal. DP and EM agree. IL will put this on the table. DP – Sage has a minimum number they must make – make sure we can. MB – AP and Ingenta have zero incentive. BC1 – we agreed we need to leave current publishers – just don't want to sign a contract to get a fast death rather than a slow one. If we have a contract that gives us good services and marketing with small loss – go for it. BC2 – just make sure to get it in writing. DP – MB, BS, and DP want to be on the Sage call. BS – Member Max – working hard on this. Stephanie and I are in training next week. AD is working hard on the front end and the back end. DP – BC2 has an alternate strategy.

Meeting closed at 2:30. Reconvene May 4th, 5th, or 6th.