2014

Publisher Profile: Data Conversion Laboratory

MG: Staying at the leading edge of technology has been critical to our success, and there certainly have been many changes in the 33 years we've been in business — in both the kinds of content that get converted and the technology. We've been successful in adding more and more automation and automated learning into our processes, which have been successful in letting us produce a more reliable product, faster and at lower cost. Looking ahead, I see new frontiers as "big data" becomes a more important part of the landscape and we develop even more and faster automation to deal with the much larger volumes of information. There is also the challenge of adding more granular and precise tagging to content that had previously been converted at a basic level; this is happening as content owners realize the value that's buried deep in the content. There is also semantic tagging — where we apply more intelligence to content than was ever possible.

ATG: The world of econtent must be exciting, but it must also take a lot of energy. What do you do to relax and recharge? Do you have any favorite activities or interests?

MG: I'm an avid skier though I don't get away nearly as much as I'd like, and I play the saxophone — not well, but I enjoy doing so and try to get time to play at least three or four times a week when I'm not traveling. They don't appreciate saxophones much in hotel rooms.

ATG: It's been great talking to you. We appreciate your making the time in your busy schedule.

OFFICERS: **Mark Gross**, President and CEO; **Judy Gross**, Chief Financial Officer; **Mike Gross**, Chief Technology Officer and Director of Research; **Amy Williams**, Chief Operating Officer; **Tammy Bilitzky**, Chief Information Officer; **Linda Cassola**, Senior Vice President, Sales & Marketing.

KEY PRODUCTS AND SERVICES:

Document & Data Conversion: Experts in converting complex content from any format to any format tailored to discriminating clients spanning all industries.

eBook Production: eBook production services to support complex materials, serving the needs of both individual authors and the largest publishing houses.

Editorial Support: Full-service editorial team providing composition, quality assurance, copy-editing, indexing, proofreading and more.

Conversion Management: Consulting and project management, pre/post conversion support, hosted solutions, automation options and software development.

Harmonizer: Software and services to analyze large document sets identifying and facilitating content-reuse and data harmonization.

DCL On Demand: Easy online access to **DCL's** time-tested conversion process, rapid service and high accuracy level guarantee for smaller projects.

CORE MARKETS/CLIENTELE:

- Education
- Reference
- Libraries
- Life Sciences
- Manufacturing

- Periodicals
- Research
- Museums
- Universities
- Professional Services

- Publishers and Authors
- Societies and Associations
- Scientific and Technical Manuals (STM)
- Hospitals and Medical
- Government and Defense

NUMBER OF EMPLOYEES: 50-75

HISTORY AND BRIEF DESCRIPTION OF YOUR COMPANY/PUBLISHING PROGRAM:

Since its founding in 1981, **Data Conversion Laboratory (DCL)** has remained faithful to its guarantee to construct unparalleled electronic document conversion services based on a rich legacy of superior customization and exceptional quality. **DCL** is a leading US-based organization that currently operates one of the most advanced facilities of its kind, with extensive capabilities to capture data from text from virtually any medium and reformat it to fit a client's emergent needs.

COMPANY ORGANIZATIONAL CHART: *http://www.dclab.com/expertise/dcl-executive-management-team.*

Doody's Digital Workshop for Publishing Staff: Books and the New Learner

by **Ramune K. Kubilius** (Northwestern University, Galter Health Sciences Library) <r-kubilius@northwestern.edu>

In the fall of 2013, as an outgrowth of the consulting arm of **Doody Publishing** (Publishing Services Division of **Doody Enterprises, Inc.**), an inaugural workshop was offered with a focus on the migration of publishers from a print-first to a digital-first framework. Teaming up with some of the first workshops' participants, a second workshop was planned and held April 8, 2014 at **Roosevelt University's Schaumburg, IL** campus. A third workshop, for society executives, is scheduled for September 29/30, 2014, to be held in the suburbs of Chicago.

Thirty-five persons (and seven speakers) attended the second workshop that was entitled "Books and the New Learner." Most attendees were publishing and editorial staffs from health-related associations headquartered in the greater Chicagoland area (as many health associations are), with a small number of participants who travelled from out of state. There were some attendees also from the commercial publishing and service provision sectors (sales, eBook platforms and consulting, etc.). Although the workshop wasn't designed with librarian attendees in mind, it turned out

that two librarians were in attendance — one who works for a book jobber, and one from an academic medical library.

Billed as a half-day workshop, the program actually ran from 11 am to 5 pm, with a few breaks. In the morning session, after initial greetings, the two organizers, conductors and hosts of the workshop, publishing field veterans and consultants, **Dan Doody** and **Rich Lampert**, presented an update on eBook publishing and trends in health sciences publishing. In the afternoon session, a panel of educators