



## PRESS RELEASE

### Contact

Barbara Van Gorder  
+1.703.709.3000  
bvangorder@apexcovantage.com

## **APEX COVANTAGE'S BILL KASDORF TO SPEAK AT ALPSP'S SEMINAR: "BEST PRACTICES IN ONLINE JOURNAL PUBLISHING"**

***Seminar is October 22nd at the Cafritz Conference Center in DC***

**HERNDON, VA – September 21, 2007** - Apex CoVantage, a leading knowledge process outsourcing (KPO) company, is pleased to announce that Bill Kasdorf, Vice President of Apex Publishing, is speaking at the October 22<sup>nd</sup> Association for Learned and Professional Society Publishers' (ALPSP) seminar "Best Practices in Online Journal Publishing."

Mr. Kasdorf's presentation, "Advances in Data Formats," will explore how publishers can enhance their data and transform it to other models to make content more discoverable, more agile and more valuable. Additionally, he will provide an overview of some of the most important standard data models used in publishing, show examples of formats created for very specific purposes, and discuss how semantic tagging based on controlled vocabularies and taxonomies can dramatically increase the value of a publisher's digital assets.

Formed in 1972, ALPSP is the only international trade association representing all types of nonprofit publishers, as well as the largest trade association for scholarly and professional publishers. Sponsored by ALPSP's North American Chapter, this seminar will survey current and best practices for developing and managing an online journal web site, from publishing standards in general to digital workflow, website usability, licensing and archiving issues. The goal is to identify and describe the practices applicable to all online journal publishing operations regardless of their business logic.

Mr. Kasdorf will be joined by eight other speakers: Todd Carpenter, Managing Director, National Information Standards Organization (NISO); Kevin Cohn, Product Manager, Atypon Systems Inc.; Susan Dunavan, Manager, Content Management Services, Allen Press, Inc.; Eileen Fenton, Executive Director, Portico; Carter Glass, Assistant Director, Electronic Publishing, American Geophysical Union; Karla Hahn, Director of the Office of Scholarly Communication, Association of Research Libraries (ARL); John Shaw, Director of Publishing Technology, Sage Publications; and Polly Siegel, Journal Manager, HighWire Press.

For more information or to register for this seminar, please visit the ALPSP website at [www.alpssp.org](http://www.alpssp.org).

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### **About Apex CoVantage**

Apex CoVantage is a US provider of global Knowledge Process Outsourcing (KPO). Apex helps businesses to execute precise knowledge, information and communications strategies through our diverse people, technology and workflow systems. We opened our first KPO service center in 1988 and subsequently pioneered the market for offshore, knowledge-based solutions. Today, we provide publishing, contact center, engineering, and research and content solutions from a

global network of state-of-the-art facilities with US-based project management and leadership. In every industry, our clients are reaching the next level of service performance in partnership with Apex CoVantage.