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Special Libraries Association Annual Conference: 2007 Conference Report

Nevenka Zdravkovska and Mitchell Brown

Opening session

The keynote speaker at the opening Special Libraries Association (SLA) keynote session, Sunday, 3 June, was Al Gore, former US vice-president and author of several books, most recently *The Assault on Reason*, and narrator of the Academy Award winning documentary *An Inconvenient Truth*. Gore talked about the beginning of his career as an investigative reporter and how his early experience helped him in his later jobs. He emphasized the role information professionals played in the past and how important they are even more so for the future. Of course, the climate crisis had a major portion of his speech. However, the most important part of his delivery came as a question from the audience on the *Climate Project* (www.theclimateproject.org/):

The Climate Project is a movement to educate and challenge citizens, and governments into action against the growing crisis of global warming... Our first initiative, sponsored by Participant Productions, is the training of 1,000 lecturers who will present the information delivered in *An Inconvenient Truth* to audiences across America. [Excerpt from the *About* section].

Some members of the audience have participated in the training and are now delivering Al Gore's slide-show.

Synergy session

The well-attended Synergy General Session (Monday, 4 June 2007) was conducted in an innovative question and answer conversation format. The three-member panel, seated informally on a couch, answered ten selected questions out of a total of 60 submitted by SLA members. Tom Hagan, CEO

Information Today, wearing a Hawaiian shirt, was an excellent moderator – dynamic and engaging. The panelists, SLA President-Elect and SirsiDynix Vice President of Innovation Stephen Abram, the Director of the Coalition for Networked Information, Clifford Lynch and information professional Eugenie Prime, provided thought-provoking and stimulating answers. Here is a sample from the question and answer session:

Q. How do you convince customers that librarians are necessary?

A: We need to meet the business leaders where they are. We need to believe we are relevant, and then we need to deliver and communicate results. Real life experiences are more important, not just PowerPoint presentations or statistics.

Q. How can I make my OPAC not s>>>?

A. We should not work on improving the OPAC. OPACs do a lot of things really well, but the user experience is not great. We should learn from “the Google experience” as Lynch called it – one click, one time to the source – no interlibrary loans, no library hours, no need to know where the periodicals are. It's not only about the search box; it's about the entire experience. However, what and why questions are best answered by information professionals.

Q. What kind of competency will be needed for information professionals in the next five years?

A. Adaptability, paying attention to what is happening, curiosity, conviction will be more important than a specific, narrow technical skill.

The science of beer

One of the most interesting sessions at the SLA conference in Denver was *The Science of Beer* (Monday, 4 June). This year was the third time the

Science-Technology, Chemistry, and Food, Agriculture and Nutrition Divisions teamed up to bring a speaker outside of the library profession who would talk about a science topic of interest to the information community. The sessions so far have proven to be very popular. The first in this series was *The Science of Hockey*, at SLA 2005 in Toronto, the “hockey town” of the world, followed by *The Science of Chocolate* at SLA 2006 in Baltimore.

Professor Charlie Bamforth, Chairman of the Department of Food Science and Technology at UC Davis, and an Anheuser-Busch endowed professor, did not distribute samples of beer from the local Coors Brewing Company, but rather talked about the way beer is made and what happens during the process. According to Bamforth, author of several books on beer (*Essays in Brewing Science*, 2006; *Beer: Health and Nutrition*, 2004; *Beer: Tap Into the Art and Science of Brewing*, 2003; *Brewing Yeast Fermentation Performance*, 2002) beer is as healthy – if not more healthy – than wine. Beer contains several types of vitamin B, especially folic acid, certain useful minerals, and fiber. Beer is the world's oldest and favorite alcoholic beverage. In ancient times beer was used as mouthwash, an enema, and as a wound healer. Today, the USA is the second largest beer producer, after China. Yet, the Czechs drink the most, 1581 per capita; whereas in the USA the consumption is 821 per capita. Bamforth's presentation was very entertaining, light on chemical formulas and heavy on information. Through colorful charts, tables, and images, and with great admiration for the golden nectar, he presented the tedious process of producing the world's favorite beverage. In his talk, Bamforth made multiple references to wine, always concluding that beer is superior: for

example, wine comes in three versions (white, red, and pink); beer has many more varieties.

E-Books on Steroids (Wednesday, 6 June 2007) was a session co-organized by the Physics/Astronomy/Mathematics and the Science-Technology Divisions and took the place of the PAM Vendor Roundtable, in some ways. More than 150 people attended the session held at an unusually early time, like 7:00 am! The panel of speakers included Christopher Forbes (CEO and President, Knovel), Cynthia Cleto (Springer), Todd Fagen (Vice President of Publishing for ProQuest CSA), and Christopher Warnock (CEO, ebrary).

CSA Proquest, Ebrary, Knovel, and CrossRef generously sponsored the well-attended session. Springer is a sponsor of the astronomy roundtables. Sara Thompson moderated the session as a dialogue or exchange and began with a quote from Andrea Dinkelman and Kristine Stacy-Bates' January 2007 *College and Research Libraries* article, "Accessing E-books through Academic Library Web Sites,"

As electronic books grow in importance as library resources, individual e-books and e-book packages represent a large investment of collection funds and librarians' selection and cataloging time. (C&RL 68:1, January 07, pp. 45-46)

Fortunately, this time seems to be worth it, Sara added. These authors note that recent studies are demonstrating the value of these resources:

E-books... have been shown to be used, at least accessed, at rate sufficient to show their value to collections when compared to print book circulation rates. (C&RL 68:1, January 07, pp. 45-46)

Sara prepared a series of questions for the panel and opportunity to respond to other panelist's comments.

Facilitator question: What purchasing models are available for your products (e.g. a one-time print type model or an annual journal type model)? Also, what is your pricing structure? Any tiered pricing models or other options?

Knovel: Christopher Forbes, CEO of Knovel, described Knovel's annual and multiple years with tiered usage and corporate pricing. Pricing is influenced by the institution size and academic scope, with doctoral and research

programs priced higher than master/undergraduate programs. Pricing for government agencies is similar to the academic model.

Proquest: Todd Fagen talked about ProQuest Safari which has technical books from O'Reilly and Pearson Business books. Pricing models include annual subscriptions, based on FTE, and number of simultaneous users. Other options include access to all titles in the collection or current file, with access to publications within the past two years and a rolling file of selected titles. There is also a "Pick and Choose" plan, which is part value-based on price of the title, subject, discipline, and year. Subscribers can choose the number of titles and number of simultaneous users. The plan also allows swapping out of titles.

Ebrary: Christopher Warnock is CEO of ebrary and formerly worked at Adobe and is the son of its founder, John Warnock. He shared his vision of online material to allow access anywhere on earth. "It's a shame but it is not easy to acquire e-books, yet." Ebrary offers a database of books with annual subscriptions that can be configured by title, the entire Ebrary collection, or themed collections. Warnock talked about how libraries want flexibility in online systems and ownership of books. Ebrary offers established plans that allow libraries to buy and own books in the Ebrary file. Titles can be served by book fulfillment agents including YBP, and Blackwell. Ebrary has a mechanism for purchase but also serves as a database of books purchased directly from a publisher or other book distributors. Pricing for Ebrary has an option for 1.5 times cost for unlimited simultaneous user option. The company is also looking at offering tiered pricing based on institution's FTE.

Springer: Cynthia Cleto, global marketing director for Springer, has experience working with organizations with a research perspective, having worked with Elsevier and the Scopus database. Springer is looking at a different business model to deliver products in forms "in the way we (libraries) want to purchase" them. Several business models for publishing include selling the backlist, combined print/online access, online only, or e-book at a premium. Delivery for

e-books is evolving in similar ways to journal publishing, in the transition from print to electronic distribution. Springer books are broken down by 17,000 titles in categories and subjects. Pricing is set by institution's FTE, what type (research intensity), and market interest. A perpetual access option is available for the year's copyrighted books in perpetuity for one fee. Tiered pricing with five groups, from very small to very large, with usage gauged on research intensity is also available.

Facilitator question: Next, we are interested in a few points regarding digital rights management. What are the parameters for the following in your products? Printing, cutting and pasting, and page viewing?

Proquest: Parameters and terms are posted on the SpringerLink website (www.springerlink.com/). Download material can be searched at the chapter level. Faculty can post up to two sections for class reserves and students can access material under "fair use" for research purposes. MARC records are provided for OPAC links. Book content was searchable from SpringerLink for terms in context. Springer licenses are "fairly flexible on use" of material by subscribers.

Forbes: For authorized users all functions are available and Knovel are working to make user access seamless. Strive to make material available as open as possible. Knovel recognizes the needs of publishing partners to preserve copyright, while working to champion copyright and restrictions issues. Knovel tried digital rights management solutions that did not work well. Over the next 90 days a digital watermark will appear on all content. Knovel is working to rebuild back-end system - called DMZ - for authentication strategies to verify "that people in system are those that should be there." Knovel systems do not require downloads or plug-ins to use.

Springer: Access in perpetuity for purchased material. Cynthia Cleto described the Springer content as, "It's your content," and so users are allowed to use the material. There is no limit to printing, no simultaneous users limit, and the material can be posted for course reserves.

Ebrary: "DRM - a blessing and a curse." Warnock discussed how digital rights management is necessary or

publishing would not work. DRM has evolved in products for subscriptions. Ebrary worked with DRM or single DRM so the public utility in copyright is preserved. Ebrary works to negotiate with publishers on use but too much attention in the past has been paid to page print limits or page views. Ebrary rights management is tethered by online access. "You're never downloading information." Downloads are a form of replication as is high quality printing. Online access allows monitoring to limit access to human actions to distinguish from "bot" activity, such as excessive downloads.

Following the loss of a significant client, Ebrary worked to change its business model to look at IP for excessive activity. However, activity routed through proxy servers would combine access through the same IP address and create the appearance of a single excessive user. A helpful characteristic of the Ebrary plug-in reader is the ability to measure access by individual reader. Ebrary has found that on average 16 pages are printed per session, so Ebrary sets a limit of 20 pages per session. Copying of text includes citation from source but is limited to one page at a time. No restrictions on page views based on pricing model. If the institution has a single use license only one user at a time for titles. For the unlimited simultaneous access can be allowed for an unlimited number of connections. At some institutions where a recommended title is used for instruction there can be unusually high use on single publications.

Facilitator question: Next, how about usability issues? Especially these two: Are plug-ins or special readers required to access your e-books? And, are usage statistics available directly to your customers? If so, in what formats?

Springer: Usage activity reports have just been released by logging into SpringerLink.com as administrator to view activity. Use statistics in "BookReport.2" display in a new format with details of downloads by chapter level per single session. Reports are available as PDF or spreadsheet formats.

Ebrary: Ebrary uses a downloadable plug-in reader. Feedback from libraries about plug-ins has been to develop a system that does not require additional

software. Early in the development of ebrary, Warnock described five things in Adobe that it would not do as an e-book reader. One reason for using a plug-in is Warnock is "not a fan of status quo" in online access. Usability for online document options not in HTML or browsers was concerning so ebrary took a different path with new functionality that includes "copy text with citation." The usability of the software plug-in is reinforced by 100,000 reader downloads per month. Ebrary has found user behavior is based on the option of people printing or copying text.

Warnock also noted that if people like the experience of reading text on screen, then printing would drop and online reading would increase. Printing limits are part of the ebrary reader that renew with each session. Citations to Ebrary books can be included in Blackboard since a transition began in March 2006. MARC records in OPAC are available. Ebrary has seen in new subscriptions up to 400 per cent increase of use upon first activation then greater growth as people use the OPAC links and Ebrary search options. In summer 2007 Ebrary will be introducing a beta Java product as an option to Adobe reader plug-in. "The plug-in is not a big issue," said Warnock, since the plug-in is not preferred but users like the features.

Proquest: Safari does not need plug-ins. An upcoming launch of video content will require QuickTime to view. Usage reports are available from Safari BackOffice in HTML or download as Excel format. Safari is not fully COUNTER compliant but reports offer activity by book activity and number of turn ways. Proquest is looking into making their database interactive with SUSHI protocol for the future.

Knovel: No additional plug-in but a "myriad" of database enabling. Knovel has added "athleticism to the information" with functionality beyond PDF and interactive graphs. An early version of Knovel used Java clients which did not work well and interfered with a company's corporate expense program. Now any plug required is available in the users' browser. Interoperability problems solved with IP staff in companies. Usage statistics are available on a monthly basis in Excel, HTML, or PDF. Knovel will be fully

COUNTER compliant by third quarter 2007. Customer reports may not need to be COUNTER compliant results since reports detail access to books. But complex data isn't covered by COUNTER, such as interacting with graphs and tables.

Facilitator question: Last but not least...athletes take steroids to be Bigger/Better/Faster – how have YOUR e-book packages become bigger/better/faster?

Ebrary: Reports are available by title, chapter, and page counts. For the "Steroids" perspective, the Ebrary plug-in reader has developed as an information tool. Contextual menu of the interface can integrate databases or files from the institution to search within Ebrary. Ebrary can aggregate searching by linking to an institution's existing databases or local files and search across all content. Customized HTML or webpages can give ebrary webpages an institutional branding and appearance using web format templates, Blackboard login, and university pass-through authentication. Ebrary interface allows more advanced users to highlight and annotate features. There is the option to create "book shelves" of titles with annotations, where comments can be shared. An example might be a faculty member annotating a shelf of texts that can be grouped for students to use.

Springer: "Epiphany" in the sheer volume of over 17,000 English and German language titles. Springer estimates to add 3,200 books per year at roughly 100 per month. *The editing process at Springer generates MARC for titles from Springer.com as basic MARC format, with basic Springer MARC and metadata.* These records are generated as book is created.

Proquest: Safari is marketed as an online reference that allows searching across titles. The database has functionality within Safari to find answer and allows searching for code fragment. Within the text category you can, for instance, search by programming language (e.g. Perl), by book, section and keyword within context within category, by date, or publisher. Springer is adding content and enhancing search functions of SpringerLink. A feature of online access eliminates missing books from library shelves or titles with torn or missing pages.

Knovel: Knovel will continue to have a narrow focus by enhancing usability of text for better productivity. Lee Pedersen of Brown University and Sasha Gurke of Knovel Corp. will present a paper titled "A New Paradigm for Assessing the Potential of a Digital Resource: The Paid Trial" at the Industry-Academia Collaboration session of Continued Professional Development Division (CPDD), ASEE, 25 June 2007.

Knovel works to create capture in a search that is optimized for engineers, so a search for "pump does not bring back shoes." Content searching allows limiting for numbers relevant within range parameters and tools that allow integrated graphs and tables, unit converters, tables with equation and graph plotter, and phase diagram viewer.

Knovel content follows the "80/20" rule, where 80 per cent of results generated from 20 per cent of titles. Chris Forbes told the audience that users will "never see lots of titles" in Knovel as the content is driven by user requests and content specialists. Knovel has tools that offers ease of use and work directly with numbers and graphs. Knovel includes a unit converter utility with almost 15,000 unit conversion units. For Knovel it is important that data has veracity. In the near future Knovel will be including Mathematica™ unit converter to drive mathematical interface conversion. As service to users Knovel is dedicated to having subject experts worldwide by pushing to have Knovel on the desk of every engineer.

Facilitator question: now, any questions for our panelists?

Audience question: Is it okay to cut and paste for course packs? Is permission needed ahead of time?

Knovel: No. License agreements would restrain wide redistribution. The URL to text can be linked within eReserves, Blackboard, or other content management systems.

Proquest: Permission not required as long as for class and one time use.

Ebrary: Course packs considered republication but paragraphs or citations are allowed.

Ebrary works with publishers and subscribers to be diligent in complying with copyright. The URL to text can be

linked within eReserves or Blackboard systems.

Springer: No restriction within the academic year. Cleto again compared e-book development as parallel with online journal growth, where there may be examination of publication rights as e-books evolve.

Audience question: What are the publisher views on perpetual access to titles?

Springer: Perpetuity of access is in the contract. With mergers and changing interfaces and platforms, corporations and governments have the option to load electronic content to local servers.

Ebrary: Ebrary allows licensing technology and APIs to allow others to build similar systems to view content. Perpetual access is part of the license, "you buy, you own," but that does not necessarily mean libraries are "free and clear" for all reuse of material. Ebrary can host other content, such as Springer content through Ebrary as an aggregator.

Proquest: Safari does not offer perpetual access options for its content. Proquest has begun partnering with LOCKSS to provide for long-term access to content. The company is also working with Iron Mountain storage for future use, by offering secure long-term electronic storage.

Knovel: Knovel does not offer perpetual access as the database uses technology functionality to enhance the content, rather than content itself.

Audience question: A professor asked the institution's librarian about use of an online book for a course and is concerned with copyright issues. If book is adopted for course use, is chapter by chapter printing allowed?

Knovel: Books in the database can be used as class texts. Using within license for personal research is allowed but Knovel has not wrestled with this issue.

Proquest: Safari is intended for reference use not as a downloadable book. The database is not intended to provide users to copy entire book. Safari allows for section downloads but as a textbook, the database would be a different application.

Ebrary: Access for course reserves can be set publication by publication. As a policy the books can be used as secondary text but are not intended as a primary text.

Springer: No problem with using text as primary course texts through SpringerLink.com. At this time DRM is "hazy" about use of text chapters and there will be a need to define what is "legal" or "illegal" in use of electronic books.

Audience question: What would you like to see more of in the publishing field; our people are looking for disassembling the text and data mining it? Are you products available for enhanced searching such as data mining?

Ebrary: Ebrary is an example of what can be done with full text searching across all content. Ebrary allows other database developers to use the company's API to develop applications to write viewers and integrate search in their applications. If use for data mining and text analysis is of interest the current license will allow use of books in Ebrary.

Proquest: Proquest is seeing data mining as a service in the future. Indexing and searching as a developing service as the company is working to "build the better mousetrap."

Knovel: In academia working to develop applications where "problems [can] be solved" by using problem-based learning to bring content to life and focusing on issues. Forbes described information discovery as "living and dying based on use of the material."

Springer: Google indexes Springer content at the chapter level that allows users to "find and use any way you can." Cleto described Springer's indexing and search options to "be transparent – a god at Springer," where searching metadata and indexing at the chapter level give increased access to material.

New Technologies in Instruction and Training, (Wednesday, 6 June 2007) Co-Sponsored by the Physics-Astronomy-Mathematics and Sci-Tech Divisions and Information Partner, ACM – Association for Computing Machinery. The session moderators were William W. Armstrong, Louisiana State University, and Irene S. Laursen, Wellesley College.

The program was a lively session of 20 poster presentations that explored use of new technologies in instruction and training. Blogs, wikis, podcasts, webinars, RSS feeds, and personal

response systems (clickers) are just some of the technologies that have everyone talking. The posters gave a view of how colleagues actually use new technology to communicate with and educate their patrons. The session included two presentations on classroom teaching with "clicker" technology, video tutorials, survey tools using SurveyMonkey, and distance training using video and remote desktop software. Abstracts of the poster session are available at: <http://units.sla.org/division/dche/2007/poster.htm>

- (1) Using Tegrity for Instruction and Training: A Pilot Project and Results Bing Wang (bing.wang@library.gatech.edu), Chemical Engineering Librarian, Georgia Institute of Technology.
- (2) The New Library Newsletter. Nancy Allmang (nancy.allmang@nist.gov), Laurie Davis-Covin (laurie.davis-covin@nist.gov), and Ruth Osborne (ruth.osborne@nist.gov), National Institute of Standards and Technology (NIST) Research Library, Gaithersburg, MD.
- (3) WISPR – Blending Library Instruction and Inquiry Based Learning Claudette Cloutier, MLIS (ccloutie@ucalgary.ca), Manager, Gallagher Library; Alix Hayden, PhD, Librarian; Shauna Rutherford, MLS, Information Literacy Coordinator; Paul Pival, MLS, Distance Education Librarian; Libraries and Cultural Resources – University of Calgary, Alberta.
- (4) Using SurveyMonkey for an Attitude Adjustment: A Comparison of Faculty, Graduate Student, and Librarian Opinions on Library Instruction. Cory Craig (cjcraig@ucdavis.edu), University of California, Davis.
- (5) Using Screen Capture Technology to Create a Video Catalog of "Frequently Asked Questions" Dana Antonucci-Durgan (dana.antonucci@stonybrook.edu), Stony Brook University Libraries.
- (6) Remote Desktop Technologies: Using the Desktop as a Training Venue. Dolly Goulart (dgoulart@qualcomm.com), Staff Research Librarian, QUALCOMM Inc.
- (7) Use of Educational Technologies by Science-Engineering Faculty Sai Chinnaswamy (chinnaswamys@u.library.arizona.edu), Elizabeth Kline

(klinee@u.library.arizona.edu), Jim Martin (martinj@u.library.arizona.edu) – Science-Engineering Team, University of Arizona Library.

- (8) Podcasting video screen-capture instruction tutorials. Joseph Murphy (joseph.murphy@yale.edu), General Science Librarian and User Education Coordinator; Kathrine Aydelott and David Stern (collaborators) – Kline Science Library, Yale University.
- (9) Blogging Faculty Publications. Julie Arendt (jarendt@lib.siu.edu), Southern Illinois University, Carbondale.
- (10) Podcasts and Wikis for Communication and Collaboration. Keith Martin (keith.martin@nist.gov) and Nancy Allmang, National Institute of Standards and Technology (NIST) Research Library, Gaithersburg, MD.
- (11) Make it a CHALLENGE! The use of StudyMate to create an interactive review of chemical information seeking skills. Meris Mandernach (manderma@jmu.edu), James Madison University.
- (12) Leaving a trail of bread crumbs. Patricia T. Viele (ptv1@cornell.edu), Physics & Astronomy Librarian, Edna McConnell Clark Physical Sciences Library, Cornell University.
- (13) Hands-on Remote Training in Chemical Information. Peg Renery (P.Pontier-Renery@mdl.com), Director, Market Development; Educational Services, Elsevier MDL.
- (14) Connecting with the Millennials. Peggy Dominy (dominymf@drexel.edu), Jay Bhatt, and Joshua Roberts; Drexel University.
- (15) Utilizing a Classroom Personal Response System for Academic Library Instruction in the Sciences. Peter Kirlaw, PhD, MLIS (pkirlaw@vcu.edu), Reference Librarian for the Sciences and Engineering, Virginia Commonwealth University Libraries.
- (16) Bioterrorism at UF: Exploring and Developing a Library Instruction Video Game for New Students. Sara A. Russell Gonzalez (sargonz@uflib.ufl.edu) and Valrie Davis (vdavis@uflib.ufl.edu), Marston Science Library, University of Florida.
- (17) Analyzing the student research cycle with ella, the Mount Holyoke College Electronic Learning Arena.

Sarah K Oelker (soelker@mholyoke.edu) and Mary P Glackin (mglackin@mholyoke.edu), Mount Holyoke College.

- (18) Enabling technologies in the corporate world. Maureen Longstreth (Maureen Longstreth@Rohmhaas.com) and Sue Jones (Susanjones@rohmmaas.com), Rohm and Haas Company.
- (19) Use of Wikis and Macromedia Breeze in Chemical Information and Cheminformatics Instruction at Indiana University. Gary Wiggins (wiggins@indiana.edu), Indiana University.
- (20) Teaching in Two Places at the Same Time Using Macromedia Breeze (Acrobat Connect). Pam Enrici (penrici@d.umn.edu), Engineering & Medical Librarian, University of Minnesota, Duluth.

Closing session

The closing session (Wednesday, June 6) featured well-known cartoonist Scott Adams, creator of the widely popular syndicated cartoon *Dilbert*. His appearance was extremely well received by the standing room only enthusiastic attendees. It was a thrill to listen to his story of how he started as a cartoonist, the inspiration of his characters, and especially to see his cartoons narrated by their author.

Concluding remarks

Overall, the conference was very well organized, rich in materials and presentations, motivating, and with long lasting effects on the participants and attendees. SLA 2008 Annual Conference will take place in Seattle, Washington, USA on 15-18 June 2008 at the Washington State Convention & Trade Center.

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