



# Beyond the Book



A Resource for Authors and Creators from Copyright Clearance Center

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## *Text and Academic Authors Association 2005 Convention - Las Vegas*

### PANELISTS



**Ted Buchholz**, Senior Vice President of Copyright Clearance Center, 2004-2006, defined and executed market strategy to ensure business growth and propel Copyright Clearance Center's mission. From 1991-2001, he led Harcourt College Publishers, a \$200 million multi-site publishing division of Harcourt, Inc., first as Publisher and Senior Vice President, and then as President and Chief Executive Officer. Previously, Mr. Buchholz served as Publisher and Senior Vice President of Holt, Rinehart & Winston, and also held senior editorial and leadership positions with Prentice Hall and Academic Press. Prior to coming to CCC, he led ExploreLearning, a Virginia-based educational publishing start-up.



**Diane Feldman** is the principal of AuthorCraft Editorial Services ([www.authorcraft.net](http://www.authorcraft.net)), an authorship consultancy that offers developmental and substantive editing, copyediting, formatting, reference checking, publications consulting, and writing workshops. She has been writing and editing professionally for more than 15 years. Her extensive experience includes scientific and technical books, medical research manuscripts, grant proposals, software documentation, corporate procedures, sales communications, and white papers. Diane regularly delivers presentations and workshops for technical and scientific audiences on writing and editing.



**Michael R. Lennie** has been an attorney for 34 years, holding licenses in California and New York. For the last 19 years his practice has focused on the representation of authors, highlighted by the historic case of *Buffington v. Macmillan*, said by *Publishers Weekly* to be "one of the largest settlements ever awarded to authors." His San Diego-based literary agency and law office represents both trade and textbook authors in a variety of genres, and includes both published and unpublished authors, fiction and non-fiction. Mr. Lennie is the National Advisor to the Text and Academic Authors Association, and a member of the Authors Guild.



**Dru Zuretti** travels extensively throughout the United States on educational visits to college and university campuses, businesses, consortia and corporations, at their request. She has also presented seminars on copyright issues for a variety of national conferences including the National Association of College Stores at ConTEXT and CAMEX, the Medical Library Association Annual Conference, and the Special Library Association Annual Conference. Dru is a member of the National Speakers Association and International Coaching Federation, and has a Master of Education degree from Cambridge College.

### MODERATOR



**Christopher Kenneally** is Director, Author & Creator Relations, at Copyright Clearance Center. Author of *Massachusetts 101*, Mr. Kenneally has reported on education, business, travel, culture and technology for *The New York Times*, *Boston Globe*, *Los Angeles Times*, *The Independent of London*, and many other leading publications. He has also reported for WBUR-FM (Boston), National Public Radio and WGBH-TV (Boston). Mr. Kenneally serves on the Steering Committee of the National Writers Union (NWU) Boston Local and has been an Advisory Council member of the Boston History Collaborative.