

What the Future holds in Store for GreyNet International Business Report 2011

Drafted by
Dominic Farace, Director

TextRelease*GreyNet*
Grey Literature Network Service

This business report is intended to provide a comprehensive overview of the workings of TextRelease and its Grey Literature Network Service. TextRelease is an independent program and conference bureau specializing in the field of grey literature and networked information.

GreyNet, Grey Literature Network Service, was founded in 1992 and re-launched in 2003 under the leadership and direction of TextRelease. Since its relaunch, it has developed into an international network capable of serving various sectors of government, academics, business and industry as well as subject based communities producing, processing, and distributing grey literature. The mission of GreyNet, which is dedicated to research, publication, open access, and education in the field of grey literature, requires now more than ever an infrastructure commensurate to its real potential.

In order to further expand and develop future capabilities for the Grey Literature Network Service, an infrastructure other than that of a sole proprietorship is essential. While TextRelease provided a basis for GreyNet's relaunch in 2003, it alone cannot render the needed capital and investment for GreyNet's potential to develop and expand on the global information landscape. The ideal organization would be focused internationally and have genuine interest in the field of grey literature both in digital and print formats.

Following the example of other international organizations, the vision and direction for GreyNet would do well to model upon an infrastructure of that of an association. To this end, TextRelease seeks to cooperate with leading institutions in the transfer and registration of GreyNet as a new legal entity i.e. an international association with a designated seat of governance.

While the Twelfth International Conference on Grey Literature (December 2010) provided a unique opportunity to open discussion on the future of GreyNet, succeeding conferences in this series will continue the discussion and negotiation with stakeholders in the grey literature community. Your involvement in this transitional period is considered vital to GreyNet's future. *DF*

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Part I. Company Information

TextRelease	Established April 1, 2003
Address:	Javastraat 194-hs, 1095 CP Amsterdam, Netherlands
Phone/Fax:	+31 20 3312420 (International); 020 3312420 (Domestic)
Legal Status:	Independent, Sole Proprietorship
Commercial Banking:	Rabobank Amsterdam Account N° 3135.85.342
Credit Card Recipient of:	Visa Card, MasterCard, and American Express
Tax Office (NL):	VAT N° NL1203.62.867.B01
Registered (NL):	Amsterdam Chamber of Commerce N° 34188522
Registered (US):	DUNS N° 408545049

1. Leadership in the field of Grey Literature



Dominic Farace (2011)



Jerry Frantzen (2011)

Dr. Dominic J. Farace, Founder/Director GreyNet, Grey Literature Network Service since 1992. In the above capacity, he is author, journal editor, guest lecturer, part-time instructor, and curriculum developer in the field of grey literature. Farace is also a recipient of the Golden Candle Award in 2000 for his work in the field of grey literature as well as the Victorine van Schaick Prize in 2008 for The Grey Journal (*CV available on request*)

GreyNet under the leadership of Dominic Farace powered by

TextRelease GreyNet	2003-2011, Amsterdam Chamber of Commerce N° 34188522
MCB/UP GreyNet	1998-2000, Amsterdam Chamber of Commerce No. 33229159
TransAtlantic ^{DF} GreyNet	1992-1998, Amsterdam Chamber of Commerce No. 229159

GreyNet's Freelance Technical Assistant

Jerry Frantzen B.A., since 1996 (*CV available on request*)

2. Partnerships and Agreements

Over the years, TextRelease has signed a number of agreements with other businesses and organizations in the advancement of its work in the field of grey literature. Among these include:



ICSTI	GreyNet Partnership, 2009...
INIST-CNRS	GreyNet Conference Preprints via OpenGrey Repository, 2007...
EBSCO/LISTA-FT	The Grey Journal, International Journal on Grey Literature, 2005...

Agreements:

CSA/PAIS Int.	A&I Service for The Grey Journal, 2006...
MLA International	A&I Service for The Grey Journal, 2006...
LISA Index	A&I Service for The Grey Journal, 2006...
SCOPUS/Elsevier	A&I Service for The Grey Journal, 2009...
Thomas Reuters	A&I Service for The Grey Journal, 2009...
Thomas Reuters	A&I Service for the GL Conference Proceedings, 2009...
EBSCO	Subscription Agent, 2005...
Swets	Subscription Agent, 2005...
Emerald	Rights to former GreyNet content 1994-2000 via OpenSIGLE, 2009
De Gruyter/Saur	Monograph on Grey Literature, 2010...
GLISC	Steering Committee on Standards in Grey Literature, 2006...
FEDGREY	Federal Working Group on Grey Literature, Memorandum of Understanding 2011

3. Member Organizations and Conference Sponsors

GreyNet provides two levels of organizational membership - **Associate** as well as **Institutional**. A third type of membership, which is offered to individuals, resembles more a subscription to GreyNet's range of products and services.

Associate Members 2011

INIST-CNRS, France	Associate Member from 2005...
NYAM, United States	Associate Member from 2005...
NTK, Czech Republic	Associate Member from 2010...
FLICC-FEDLINK, United States	Associate Member from 2010...
EBSCO Publishing United States	Associate Member from 2011...
JST, Japan	Associate Member from 2011...



Institutional Members 2011

IIA, Information International Associates, United States	Institutional Member from 2010...
CVTI, Slovak Republic	Institutional Member from 2010...
ISTI-CNR, Italy	Institutional Member from 2011...
KISTI, South Korea	Institutional Member from 2011...



PREVIOUS SPONSORS TO THE GL-CONFERENCE SERIES ON GREY LITERATURE

British Library	United Kingdom
BIOSIS	United States
City of Amsterdam	Netherlands
City of Nancy	France
CRL	United States
CUA	United States
CVTISR	Slovak Republic
DTIC	United States
EAGLE	Luxembourg
EBSCO Publishing	United States
Endeavor	United States
EU Bookshop	Luxembourg
EU CEC/DG XIII	Belgium
EU Cordis	Luxembourg
FLICC-FEDLINK	United States
GESIS	Germany
ICSTI	France
INIST-CNRS	France
Ila	United States
JST	Japan
LLC	United States
MCB University Press	United Kingdom
NASA	United States
NTIS	United States
NLE	United States
NLM	United States
NTK	Czech Republic
NYAM	United States
OSTI-DOE	United States
Swets	Netherlands

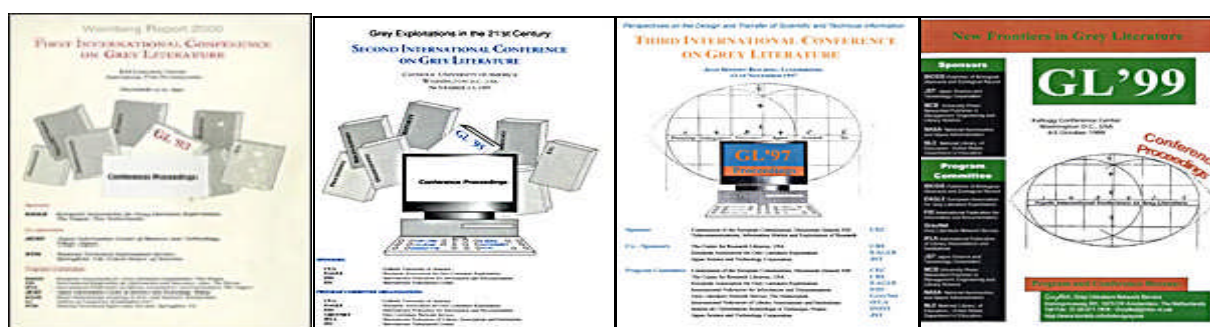
Part II: Products, Services, and Professional Initiatives

4. Program and Conference Bureau - www.textrelease.com

Activities of TextRelease as Program and Conference Bureau include the identification and negotiation with potential conference hosts regarding the annual conference venues and the identification and acquisition of conference sponsors and advertisers. The formation of Program Committees and Chairpersons along with the initial draft of conference themes incorporated in the announcements and call-for-papers. TextRelease maintains contact with authors throughout the lead-up to the conference providing them with guidelines for their content submissions and informing them of their status on the conference program. TextRelease further processes all conference registrations, organizes a suited social program, facilitates hotel accommodations, and coordinates and implements a host of web based and other promotional activities in order to raise conference participation. TextRelease is further responsible for the design, compilation, editing, and publication of conference materials and documents issuing from the Conference Series. Foremost among these are the conference programs and proceedings.

5. International Conference Series on Grey Literature

The GL Conference Series began as a biannual event in the early '90s, however with the relaunch in 2003, the international conference series became an annual event. The GL Conference Series maintains a transatlantic character alternating between Europe and North America. Participants nevertheless from recognized organizations worldwide attend.



GL1	Weinberg Report 2000 Amsterdam RAI Congress Center	(NL), 1993
GL2	Grey Exploitations in the 21st Century Catholic University of America, Washington D.C.	(USA), 1995
GL3	Perspectives on the Design and Transfer of Scientific ... EU Jean Monnet Building, Luxembourg,	(LU), 1997
GL4	New Frontiers in Grey Literature Kellogg Conference Center, Washington D.C.	(USA), 1999



- GL5 **Grey Matters in the World of Networked Information**
KNAW Congress Center, Amsterdam (NL), 2003
- GL6 **Work on Grey in Progress**
NYAM Conference Center, New York (USA), 2004
- GL7 **Open Access to Grey Resources**
INIST-CNRS Congress Centre, Nancy (FR), 2005
- GL8 **Harnessing the Power of Grey**
UNO Conference Center, New Orleans (USA), 2006



- GL9 **Grey Foundations in Information Landscape**
Provincial House, Antwerp (BE), 2007
- GL10 **Designing the Grey Grid for Information Society**
Amsterdam Science Park, (NL), 2008
- GL11 **The Grey Mosaic, Piecing It All Together**
Library of Congress, Washington D.C. (USA), 2009
- GL12 **Transparency in Grey Literature, Grey Tech Approaches ...**
National Technical Library, Prague (CZ), 2010



- GL13 **The Grey Circuit, From Social Networking to Wealth Creation**
Library of Congress, Washington D.C., 5-6 December (USA), 2011
- GL14 **Tracking Innovation through Grey Literature**
National Research Council, Rome, 29-30 November (IT), 2012
- GL15 **Fifteenth International Conference on Grey Literature** (Conference-in-Spec) 2013

6. GreyWorks – Series of Workshops on Grey Literature

GREYWORKS

GreyWorks, Benchmarks and Forecasts on Grey Literature, Amsterdam	(NL)	2009
GreyWorks, Transparency Governs the Grey Landscape, Washington DC	(USA)	2010
GreyWorks, Ten Strategies for Grey Literature, Amsterdam	(NL)	2011

7. GreyNet, Grey Literature Network Service - www.greynet.org

GreyNet's Associate Members together stand for corporate authorship. GreyNet is tasked with capturing the various types of information issuing from the annual conference series. These include factual, bibliographic, biographic, documentary, statistical, full-text, legal, and other metadata encompassing enhanced publication.

8. GreyNet Serial and Non-Serial Publications

Corporate Authored and Edited Publications

Conference Programs and Abstracts on Grey Literature, 2003-2011	ISSN 1386-2308
Conference Proceedings on Grey Literature, 2004-2011	ISSN 1386-2316
GreyNet Newsletter, 2009-2011	ISSN 1877-6035
The GreyWorks Series, 2009-2011	ISSN 2211-1425
The Grey Journal, International Journal on Grey Literature	ISSN 1574-1796



TGJ Volume 7, Number 1, Spring 2011
TGJ Volume 7, Number 2, Summer 2011
TGJ Volume 7, Number 3, Autumn 2011

TGJ Volume 6, Number 1, Spring 2010
TGJ Volume 6, Number 2, Summer 2010
TGJ Volume 6, Number 3, Autumn 2010

Transparency in Grey Literature
System Approaches to Grey Literature
Research and Education in Grey Literature

Government Alliance to Grey Literature
Shared Strategies for Grey Literature
Research on Grey Literature in Europe

TGJ Volume 5, Number 1, Spring 2009
TGJ Volume 5, Number 2, Summer 2009
TGJ Volume 5, Number 3, Autumn 2009

Paperless Initiatives for Grey Literature
Archaeology and Grey Literature
Trusted Grey Sources and Resources

TGJ Volume 4, Number 1, Spring 2008
TGJ Volume 4, Number 2, Summer 2008
TGJ Volume 4, Number 3, Autumn 2008

Praxis and Theory in Grey Literature
Access to Grey in a Web Environment
Making Grey more Visible

TGJ Volume 3, Number 1, Spring 2007
TGJ Volume 3, Number 2, Summer 2007
TGJ Volume 3, Number 3, Autumn 2007

Grey Standards in Transition and Use
Academic and Scholarly Grey
Mapping Grey Resources

TGJ Volume 2, Number 1, Spring 2006
TGJ Volume 2, Number 2, Summer 2006
TGJ Volume 2, Number 3, Autumn 2006

Grey Matters for OAI
Collections on a Grey Scale
Using Grey to Sustain Innovation

TGJ Volume 1, Number 1, Spring 2005
TGJ Volume 1, Number 2, Summer 2005
TGJ Volume 1, Number 3, Autumn 2005

Publish Grey or Perish
Repositories - Home2Grey
Grey Areas in Education

Other Co-Authored/Edited Publications



Spring Issues on Grey Literature. In: Publishing Research Quarterly, ISSN 1053-8801

2004-2007

Grey Literature. - In: Encyclopedia of Library and Information Sciences, ISBN 978-0-8493-9712-7

2009

Grey Literature in Library and Information Studies. - De Gruyter/Saur ISBN 978-3-598-11793-0

2010

Other Web-based Resources:



GreyNet

http://en.wikipedia.org/wiki/Grey_Literature_Network_Service

GreyNet LinkedIn Group

<http://www.linkedin.com/groups/GreyNet-3718857>

GreyNet Listserv	http://greynet.org/greynethome/listserv.html
Help Desk and Referral Line	http://www.greynet.org/greynethome/helpdesk.html
GreyText Archive	http://www.greynet.org/greytextarchive.html
GreySource Index	http://www.greynet.org/greysourceindex.html
WHOIS in Grey Literature	http://www.textrelease.com/whois2011.html

9. GreyNet Collections in the OpenGrey Repository



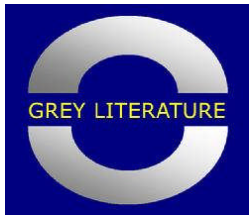
Currently 254 metadata records originating in the GL Conference Series including the full-text papers, PowerPoint slides, abstracts, biographical notes, and commentaries are available to net-users via the OpenGrey Repository <http://www.opengrey.eu>. This web-based resource has become a significant reference tool for GreyNet's own referral service.

10. Research Initiatives in Grey Literature

Since the initial launch of the GL-Conference Series, GreyNet in collaboration with other researchers has created information resources and carried out research projects beneficial to authors and other stakeholders the international grey literature community.

1993-2000	Bibliographic Databases on the Topic of Grey Literature
1995-2000	International Guides to Persons and Organizations in Grey Literature
1997-2000	Glossary of Terms in Grey Literature
1999-2000	Launch of the International Journal on Grey Literature
Relaunch	-----
2003	Literature Review of Pioneers in the field of grey literature
2004	General Survey on Grey Literature and a Citation Analysis
2005	Author Survey on Grey Literature and a Citation Analysis
2006	Project Information Data, PID-Study
2007	Design and implementation of a distance education course on Grey Literature
2008	OpenSIGLE-GreyNet: A Service and Data Provider Project
2009	OpenSIGLE-GreyNet: e-Infrastructures FP7 Proposal
2010	Comparative study of peer review by commercial and grey publishers
2011	Enhanced Publications Project linking datasets and commentaries to full-text

11. Educational Initiatives in Grey Literature



Course modules and training are available not only to instructors and students at Schools and Colleges of Library and Information Science, but also to professionals and practitioners working to serve their knowledge based communities. In recent years, GreyNet has taken an active role in curriculum development and instruction. Examples of such initiatives include:

Workshops and Seminars

Introduction to Grey Literature, Supply and Demand Side Grey, Strategies and Future Trends

Distance Education Program 2007-2009

Undergraduate Accredited Course on Grey Literature via the University of New Orleans

Guest Lecture Series

Lectures on Grey Literature for Masters Students at the University of Amsterdam

Presentations at Meetings and Events

Invited Papers and Presentations on topics related to Grey Literature

12. GreyNet Annual Award for Outstanding Achievement in Grey Literature



Since 1999, GreyNet has issued an award in recognition for an author(s) contribution to the field of grey literature. Nominations for the GreyNet Award are based on a number of criteria (1) Results from the Conference Evaluation Forms, (2) Publication of the authors' full-text paper in the official Conference Proceedings, (3) Selection and publication of the authors work as a journal article, thus exporting and distributing research results

originating in the GL Conference Series, and (4) Prior history of the author in the field of grey literature.

Award Recipients 1999-2011

- 1999 Julia Gelfand, University of California Irvine, USA
Awarded for her work as journal editor on grey literature
- 2000 Daniela Luzi, National Research Centre, Italy
Awarded for her methodological approaches to grey literature
- 2004 Bertrum MacDonald, Dalhousie University, Canada
Awarded for his study on the marine science community and grey literature
- 2005 Keith Jeffrey, CCLRC U.K. and Anne Asserson, University of Bergen, Norway
Awarded for their work on CRIS systems for grey literature
- 2006 Marcus Banks, New York University School of Medicine, USA
Awarded for his work on open access to grey literature

- 2007 Todd A. Chavez [et al.], University of South Florida, USA
Awarded for his research on the Karst community and grey literature
- 2008 Anne Gentil-Beccot, CERN, Switzerland
Awarded for her research on the physics community and grey literature
- 2009 Debbie Rabina, Pratt Institute's School of Information and Library Science, USA
Awarded for her research on copyright licenses and legal deposit of grey literature
- 2010 Christiane Stock, INIST-CNRS, France
Award presented for her work and publication on the OpenSIGLE Repository
- 2010 Joachim Schöpfel, University of Lille, France
Award presented for his extensive research and publications on grey literature
- 2011 Bonnie C. Carroll and June Crowe, Information International Associates, Inc. USA
Awards presented for their work on scientific data in grey literature and NGOs

Part III: Use and User Statistics

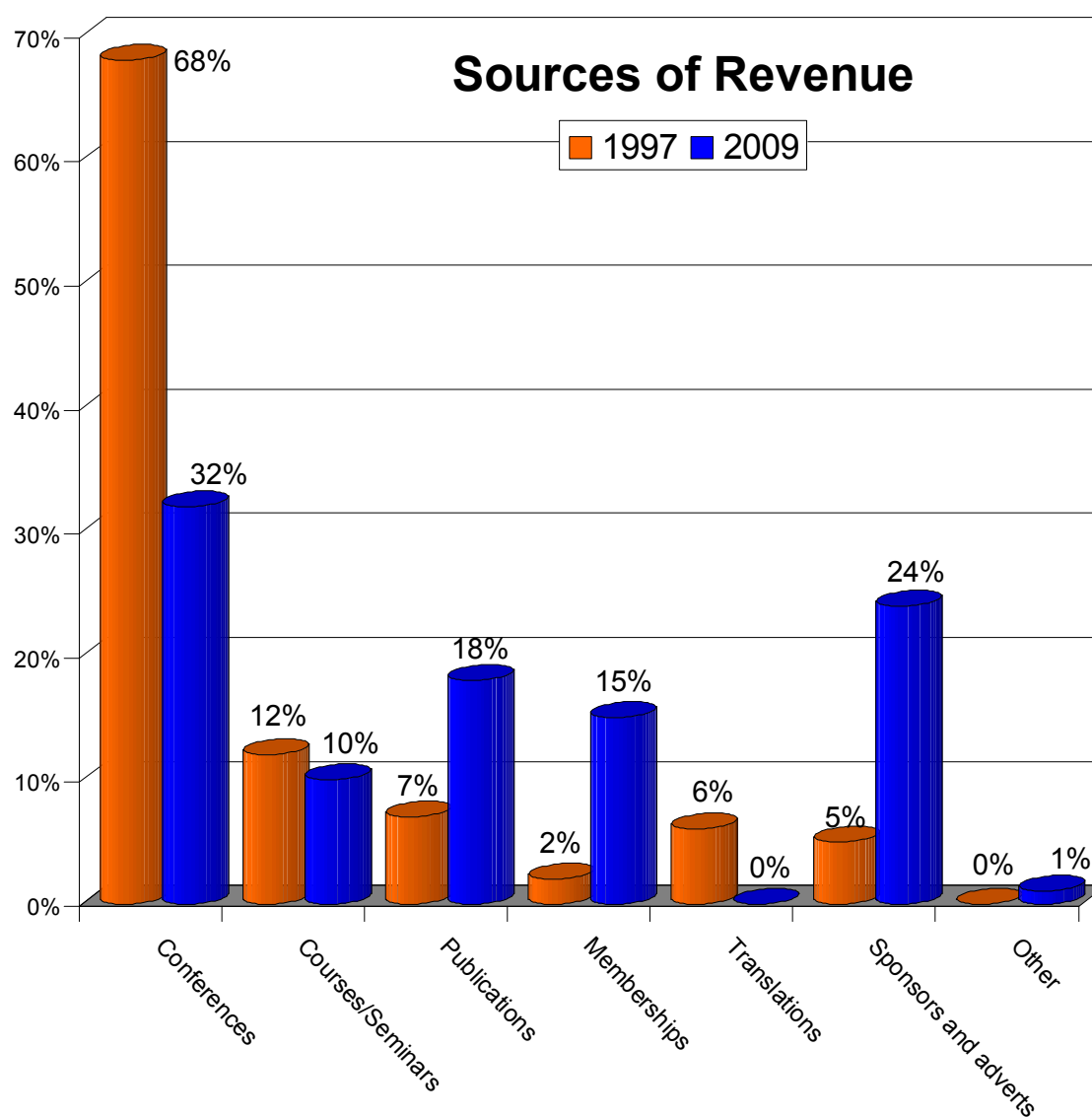
The statistics provided here are from a number of sources including: Network Solutions Web logs, EBSCO licensed publishing, the GreyNet's OpenGrey webpage, Subscriptions, A&I Services, as well as GreyNet's in-house administrative files.

GreyNet affiliates are in some **60** countries worldwide - GreyNet maintains contacts with more than **200** organizations worldwide - GreyNet's Author Base exceeds **300** contributors - GL Conference Participants average **100** - GL Conference Sponsors in 2011 numbered **11** - GreyNet's Distribution List numbers over **1400** email addresses - GreyNet's Listserv numbers over **160** subscribers - GreyNet's LinkedIn Group numbers over **230** members - GreyNet Website page views in 2011 over **40,000** - TextRelease Website page views in 2011 near **14,000** - TGJ articles downloaded via EBSCO LISTA-FT were over **720** full-texts - OpenSIGLE Repository via GreyNet Website were **3250** hits in 2010 - GreySource Index to web based resources were **5000** hits in 2010 - GreyText Archive of in-house publications were **2800** hits in 2010.

Part IV: Financial Indicators

Financial Indicators

Since 2003, TextRelease via GreyNet has increased and diversified its sources of revenue. Where it initially was dependent almost solely on participant fees to the international conference series, TextRelease now also has increased revenues issuing from membership fees, sponsorship fees, advertising, sale of publications, journal licensing, royalties, as well as educational and training initiatives.



Gross Income:

2003	2007	2008	2009	2010
€11.400	€29.800	€41.150	€43.800	€40.816

These figures are based on direct revenues, while other indirect revenues also have to be taken into consideration. For example, a conference host that provides the location, equipment, and catering for the annual event circumvents costs to the Program and Conference Bureau. A sponsor for a social event linked to a conference is yet another example of indirect or non-accounted revenues without which TextRelease would be unable to meet operating costs.

Part V: SWOT ANALYSIS

Strengths

Leadership role, an established international network and recognition, GreyNet as Brand Name, Corporate memory, Partnerships, Good Will, Committed to Open Access, More than 20 years expertise in the field of grey literature, Sustained information resources, and a track record of before and after sales delivery and service.

Weaknesses

ICT issues such as website functionality including graphic design, online ordering, use/user statistics and their analysis. Underdeveloped marketing, sales, and promotional activities. Insufficient reserves for investment. A sole proprietorship seen as an obstacle to GreyNet's potential Membership. Insufficient presence at key national and international conferences where grey literature is either directly or indirectly related to themes and programmes.

Opportunities

Further role in training and education, as well as research and (digital) publication. Ability to upgrade and enhance existing products and services. Increased potential for sponsorship. Better access to funding and grants. Streamlining the workflow through outsourcing. Further cooperation with the Open Access Community as well as potential partnerships with Commercial Publishers. More use of available social networks, etc.

Threats

Continuity, inability to respond to growth leading to missed opportunities, infrastructure's command of the ever changing information landscape, current financial climate, etc.

Part VI: GreyNet Timeline

2012-2011	2010-2008	2007-2004	2003-2000	1999-1992
<p>2011 GL13 – Thirteenth International Conference on Grey Literature in Washington D.C. with FLICC-FEDLINK as Host</p> <p>GreyWorks'11 Summer Workshop Series;</p> <p>OAI7 Open Access Workshop in Geneva</p> <p>OpenGrey platform succeeds OpenSIGLE</p> <p>Online Password Protected Access to Serial Publications</p> <p>GreyNet LinkedIn Group Launched</p> <p>2012 GL14 – Fourteenth International Conference on Grey Literature in Rome, Italy with CNR as Host</p> <p>...</p>	<p>2010 GL12 - Twelfth International Conference on Grey Literature in Prague with NTK as Host</p> <p>Edited monograph on Grey Literature published by De Gruyter/Saur</p> <p>GreyWorks'10 Summer Workshop Series;</p> <p>GreyNet's Retrospective Collections 1993-1999 in OpenSIGLE</p> <p>2009 GL11 - Eleventh International Conference on Grey Literature in Washington with FLICC-FEDLINK as Host;</p> <p>GreyWorks'09 relaunch of the Workshop Series Grey Literature;</p> <p>First edition of GreyNet's bi-monthly Newsletter</p> <p>2008 GL10 – Tenth International Conference on Grey Literature in Amsterdam Science Park;</p> <p>GreyNet 's Collections 2003-2007 accessible via OpenSIGLE;</p> <p>The Grey Journal, TGJ received a Dutch National Award</p>	<p>2007 GL9 – Ninth International Conference on Grey Literature in Antwerp with the Flemish Ministry as Host;</p> <p>First Grey Literature accredited course via the University of New Orleans;</p> <p>OpenSIGLE – GreyNet Bilateral agreement with INIST (Service provider) and GreyNet (Data Provider)</p> <p>2006 GL8 – Eighth International Conference on Grey Literature in New Orleans</p> <p>2005 GL7 – Seventh International Conference on Grey Literature in Nancy, France with INIST-CNRS as Host</p> <p>The Grey Journal, TGJ launched</p> <p>2004 GL6 – Sixth International Conference on Grey Literature in New York with NYAM as Host;</p> <p>First GreyNet Award Dinner held in New York</p>	<p>2003 GL5 – Fifth International Conference on Grey Literature in Amsterdam;</p> <p>GreyNet's relaunch by TextRelease</p> <p>2000 GreyNet discontinued</p>	<p>1999 GL'99 – Fourth International Conference on Grey Literature in Washington D.C. USA</p> <p>1998 GreyNet merged with MCB University Press</p> <p>1997 GL'97 – Third International Conference on Grey Literature in Luxembourg with the EC as Host</p> <p>1996 GreyWorks'96 1st Workshop on Grey Literature in College Park Maryland, USA</p> <p>1995 GL'95 – Second International Conference on Grey Literature in Washington D.C. at Catholic University of America</p> <p>1994 First volume of the Conference Proceedings published</p> <p>1993 GL'93 – First International Conference on Grey Literature in Amsterdam with EAGLE as Main Sponsor</p> <p>1992 GreyNet established under TransAtlantic</p>