What Does ISMTE Offer You?

Conferences

Dates and locations have been chosen for the North American and European ISMTE conferences in 2011. Agendas are in process, and a call is out for presentations and volunteers (http://www.ismte.org/2011_Conferences).

I enjoy the conferences so much, I wish we could have three or four of them. The opportunity to network with my colleagues in this industry and discuss the issues that affect us every day is invaluable—and fun!

If you’ve never been, please consider joining us for one or both of the conferences this year. If you have been, come again and invite a colleague to join you. Consider sharing your experience through a presentation or volunteering for one of the conference committees.

Resources

In between conferences, ISMTE members benefit from resources available on our website (www.ismte.org), such as the two great training videos on creating podcasts and publishing high-quality figures (click on the Training/Education tab), and new Resource Central page (http://www.ismte.org/Resource_Central), featured in the February 2011 issue of EON.

Members also have the opportunity to interact with each other through the ISMTE discussion forum (click on the ‘Members Only’ tab). By creating a Google account, or entering your existing information, you have access to a moderated, members-only forum for discussion. ISMTE also has a LinkedIn group. Discussion is available through this site, although it is not moderated. Non-members have the opportunity to participate in this discussion group.

Make the most of your ISMTE membership. Use the resources that are available to you and get involved. Please also feel free to contact the ISMTE leadership if you have ideas you would like to share for making ISMTE all it can be.

Kristen Overstreet
Editor, EON
kristen.overstreet@mac.com
Switching to a new online tracking system for your journal may sound like an ideal solution on days when a file upload takes 20 minutes, editorial reports don’t work correctly, and authors are complaining they can’t find the revision response letter. But switching tracking systems is a time consuming process – whether you are moving just one journal or 50.

You need to consider how you would transition from one system to the other, what would happen to the data in your old database, when and how you would train editors and the editorial staff, and who would be responsible for overseeing the project. In other words, it is a lot of work.

Your journal may not have a choice; your publisher may mandate your office move to a new tracking system. Other journals or societies may consider a switch to improve service to users. For those who have a choice, you will want to determine what services you are missing and decide if a system switch will actually correct those issues. Either way, you will want to consider the reasons to switch and know what work is ahead of you.

Why switch?

An attendee at the ISMTE meeting in Washington, DC, asked this very question during the open question session. Why would a journal office want to switch to a new tracking system?

One answer: some journals don’t have a choice. If a journal switches to a new publisher that uses a different tracking system, chances are the journal will need to move to the publisher’s system. Many publishers will not allow one journal to stay on a tracking system not supported by them, and sometimes publishers with many titles opt to move all their journals to a new tracking system at once.

Other journals without publisher ties to one product may want to see what other software options are out on the market. Some possible reasons: tracking system speed, usability, user feedback, or perhaps features other products offer.

No matter the reason or situation, publishers and journal staff should do plenty of research before deciding whether a change is right for their journals.

Research the options

So you think you might want to make a switch? Before you can know for sure, you need to know exactly what it is you are looking for. What is lacking in the current system you have? To find out, start by asking lots of questions.

Ask your editors, managing editor, or editorial assistant about the most frustrating part of working in your current tracking system. What aspects would they not want to change? Knowing what you need and what your users want will help determine if a switch will solve those issues.

Then talk to users of other tracking systems. Find out what they like best about the
Making the Switch

software they use and what does not work so well. If you are looking to improve your system reporting, find out from users if their tracking software has the reporting capability you are looking for. If speed is your concern, talk to users in different time zones to find out if they experience slowdowns at various parts of the day.

As part of your research, you will, of course, want to talk to the various software vendors about the products. Identify for the vendors the problems you are having with your current system and find out how it can be improved if you purchase their products. Get a product demonstration and perhaps even attend a product users conference to learn more.

One key question for the vendors: What can they do with your legacy data? In most transitions I have worked on, user information can be moved over, but manuscript records cannot be transferred. It is good to know exactly what is possible so you are prepared when the time comes.

Finally, take a look at what competing journals are using. This gives you the benefit of knowing at least some in your user base are already familiar with the product. If you are on good terms, perhaps talk with the editors about their experiences with the software.

Making the switch

Now you have done your research. You know what you want is not what you have. So you’ve decided to move to a new tracking system.

First thing to do: Make a transition plan. It doesn’t have to be set in stone, but it is very important to know who is responsible for what. There are lots of questions to be answered: How are you going to get site input from editors and users? Who is going to train the staff and editors? How will you clean up your user database before the move? Are you going to run two systems? If you are moving several journals, which will move first, second, or third? You will want someone in charge of organizing such tasks.

As part of your plan, find out exactly what the software vendor will provide as part of the deal. Are you responsible for all training? Exactly what data will the vendor transfer from your old system? This will be important to know before assigning tasks.

Chances are one of the first steps in your conversion will be completing the paperwork to build a test site. Here is where you will let the vendor know how you want the site set up.

Before finalizing the setup of the new site, make sure you have talked to those who use the system daily. There may be an issue or feature that negatively affects their workflow that those who don't use it daily wouldn't notice.

After the test site is built, have as many editors, staff, and users look at it as possible. Run test papers through the system to make sure it works as you expected. Make sure to go back to the issues that made you switch in the first place. Are those issues addressed in the new system? Make sure any requested changes to the new system's standard workflow make sense and aren't done just because that's the way it was done in the old system.

If any changes are made during the implementation or even after the site is launched, make sure the stakeholders are informed. If they are confused by the new system because of unexpected changes, they might be difficult to sell on the idea that the new system is better.

Another key issue is training staff and editors to use the new system. You will want to determine early on who will do the training—in-house staff, outside consultants, or the software company. Then you will want to develop training materials and a schedule to
Making the Switch

get everyone ready for the new system. Typically, taking editors through a step-by-step WebEx session shortly before the site goes live will cover most needs.

When talking with editors, it is important to make sure your editors understand the reality of the switch. One of the biggest areas of confusion can be how the new system will deal with legacy data. Will there be a place in the system to search old manuscript records? In my experience, legacy data has not moved over to new systems, so it is crucial to get any needed data out of the old system before it is turned off. Typically, I suggest running needed reports for the last two years. If you can export the data as a PDF, you can make a folder on your computer and hold onto the information until you are sure it won’t be needed.

You will likely already have your user list exported to transfer to the new site, but it is helpful to have it archived too. I have run into cases where not all users migrated to the new system so it was useful to have.

Speaking of data, you will want to develop a plan to clean up your data before moving to your new system. It is a great opportunity to merge your duplicate users and clean up any incomplete user entries so the user list will convert easily to your new system.

Finally, you will need to determine how long your old database system will stay live. Will you continue to accept revisions on your old system for a month or two? Many journals do keep the old system running – often behind the scenes – for some time after the switch.

But if your old site is still live, it is important to make sure the site is blocked to new submissions. Otherwise you will find yourself contacting authors and asking them to submit the papers again. Often you can let authors know to go to the new site by sending out a blast e-mail to all users informing them of the changes.

After the switch

After your new site is up and running, you will want to touch base with your editors to make sure all the features they expected are there. Is there anything they aren’t sure how to use? Troubleshooting problems early on can help prevent editors from becoming frustrated or from developing bad habits that could be problematic later.

Do note there is often a temptation for users to work around aspects of the new system to make it function more like the old. You should encourage users to embrace what makes the new system different. Don't try to make the new system operate like the old system because you may lose some of the efficiencies and features of the new system in the process.

Also, you will want to watch your old site and make sure no unexpected submissions ended up in your queues. One managing editor I talked with found a new submission on her old site submitted months after a transition occurred. Keeping tabs on the old site will prevent papers from getting lost.

On that note, do not leave your old site up indefinitely. Have a set date to take it down. Having the old site available only causes confusion – especially with authors not familiar with your journal.

When you are settled into your new site, look for ways to keep informed on changes and updates to the software. Sign up for users’ update e-mails. Attend user conferences. Get additional training on more advanced aspects of the software.

No matter what the reason is behind switching submission systems, you want those who use the system to be happy with it. Be sure to continue to communicate with your editorial staff regarding any changes and updates to the system.
As an editor-in-chief, I’m consistently amazed by the ingenious methods employed by some authors in their attempts to deceive readers of scholarly journals and editorial office staff. One new twist of questionable ethical standards was recently brought to my attention and I offer it for you to ponder. Specifically, a journal which will remain nameless for the purposes of this column encourages authors of papers to cite references that are no older than five years (with some minor exceptions) from the date of submission. During the peer-review of a paper received in 2010, one of the reviewers noted a number of references appeared to have had their publication dates altered to conform with the journal's citation policy, that is, the references had actually been published prior to 2005. When contacted by email to explain this situation, the author indicated the publication dates had in fact been emended but ascribed responsibility to one or more of the students who had assisted the author with the investigations. The author further suggested the alterations were probably innocent gestures by the students to assist the author to meet the journal’s policy of including the most recent citations in papers submitted for publication. The author apologized and offered to correct all citations in order to advance the paper through the editorial process.

Unfortunately, the journal’s office staff discovered the same issue when they were editing another submission by this same author that had been previously accepted. The publication dates of some of the citations in the second paper had also been modified. One incident of revising publication dates might very well be due to students’ misguided assistance, but two (or perhaps others) would seem to constitute a pattern of fraud. After reviewing these issues, the journal’s editor-in-chief determined that publication ethics may have been breached, and recommended that the author be contacted again, as well as the author’s institution. The final outcome was that the paper in review was rejected for publication and the previously accepted paper, after detailed review of all citations and when required, corrections of the publication dates, was published.

While peer review is currently being debated, this incident illustrates the critical value of the review process, that is, ensuring scholarly papers meet publication ethical standards. If it were not for the close scrutiny by an obviously motivated reviewer, the author’s revisions of the citations’ publication dates would not have been discovered nor would the journal’s editorial staff have noted ethical lapses in the author’s second paper.
Since the journal which I edit (and to my knowledge, the others in its Impact Factor group) does not have policies pertaining to the publication dates of citations, I have never encountered the problems related to me by this editorial staff member. Even if such problems were enforced, I am unaware of any software programs that could be used by the editorial staff to detect publication date alterations. Furthermore, during the final edits, how would the editorial staff determine if authors have modified any of the key elements in references cited in papers? This leads me to ask if the journals you serve have any policies, beyond format recommendations, relative to references. Is the potential manipulation of citations an issue for only a somewhat limited number of journals? Does it occur outside the arena of STM (scientific, technical, & medical) publications? If your journals have similar date restrictions on citations, how do you enforce the policies? I am sure ISMTE members would be interested in your experiences and I would suggest if you have encountered ethical lapses on the part of authors concerning citations in their papers, you share them through either this column (i.e., submit an ethics article) or on the society’s forum.

The manipulation of publication dates has significant consequences beyond those of ethics. Priority as to who first described a new taxon in the world of mycological and botanical nomenclature is ascribed on the basis of the date the name was first validly proposed in the scientific literature. Provided that authors follow the requirements outlined in the International Code of Botanical Nomenclature and were the first to publish in a ‘readily’ available scientific journal, they would be considered as the ‘authors’ of the new taxon. There have been protracted authorship battles in the literature relative to the question of priority of proposed taxa. This can be more than an abstract academic pursuit as those who were the valid authors of a new commercially exploitable taxon have gone on to patent the organism.

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Do you find yourself standing on the ledge of the big, wide world of social media, knowing it is time to dive in, but afraid to take the plunge? Do you use (or perhaps actively ignore) a personal profile on Facebook and find it to be generally confusing, thus leading to doubts of ever successfully managing a Facebook Page for your publication? If the idea of taking the first steps towards creating a Page leaves you in a cold sweat, never fear. Not only is creating a Facebook Page easy, maintaining one can be great fun!

Part one of this two part series will provide a step-by-step walkthrough of how to create a Facebook Page. Once you have created one (you won't believe how easy it is!), tune in to next month's issue of EON, where I'll share some additional tips on how to populate your Page with content.

If you're not sure of the worth in creating a presence on Facebook for your publication, please see a column previously published in the August 2009 issue of EON, written by my colleague Erin Dubnansky. Erin also wrote a valuable follow-up column in the February 2010 issue, explaining ways to measure the success of your Page. Both are great resources as you begin your foray into Facebook.

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Create Your Page

1. Go to www.facebook.com, making sure you are not already logged into a Facebook account.

2. Beneath the area where you can sign up to join Facebook, you'll see text that says ‘Create a Page for a celebrity, band, or business.’ Select this option.

3. You'll be taken to an area where you can select either a Community Page or an Official Page. What's the difference? This help section explains. You'll want an Official Page for your publication.

4. Under Official Page, select ‘Brand, product or organization.’ This will open a drop-down menu of selections for you to choose from (see Fig. 1). There is not a specific option available for journals or publications; simply select whichever option seems most appropriate (we selected ‘Non-profit' for our journals’ Facebook Pages, since they are publications of a non-profit association).
5. Fill in the ‘Page name’ field with the title for your Facebook Page. Usually the Page name will correspond with the publication name.

6. Click on ‘Create Official Page.’ A warning prompt will appear, emphasizing only official representatives of the product are allowed to create a Page representing it on Facebook. Click ‘Create Page’ to proceed.

**Get Started!**

After you are logged into Facebook and/or finished creating an account, you will be directed to your brand new Facebook Page (see Fig. 2). See, wasn’t that easy? The Page name is listed at the very top, next to the ‘Like’ button. Facebook users click this button to Like your Page, which means content you post will appear in their news feed (the news feed can be customized by each Facebook user, but it generally displays status updates and new content posted from people and Pages the user likes). At this point Facebook includes some suggestions on how to set up your Page.

1. Add an image.

Adding an image will fill the grey box with a question mark on the top-left side of your Page. Most publications populate this spot with their cover image. Periodicals can update this image each time a new issue is released. Click ‘Upload an Image’ to select one from your computer. File size has a maximum of 4MB.
2. Provide some basic information.

   a. After you add an image, Facebook suggests telling your fans. I recommend skipping this step for now—first, it is a good idea to populate your Page with some information. Click on ‘Edit Page’ to begin adding information about your product.

   b. The Edit Page screen is populated based on the item you selected from the drop-down menu under ‘Brand, product or organization’ back when you first created your Page. If you selected non-profit like I did, your screen should look like this (see Fig 3.). Here you can include:

      i. The date your publication was printed or founded.

      ii. Links to your journal website, submission website, association website, other social media sites, etc.

      iii. An overview of your publication specifically, and/or your organization in general.

      iv. The mission of your publication.
v. Other products related to your organization or publication (we listed the translated editions available for our journals in this field).

Click ‘Save Changes’ when you are done, and Facebook will say ‘Information Updated’ when this process is complete. Now click on ‘View Page’ to go back to the main area.

From the main Page, click on the ‘Info’ tab, located underneath the Page name. You’ll see the information you just added has now populated this section (see Fig 4.). Click on the ‘Get Started’ tab to go back to where you were.

If you click ‘Edit Page’ beneath the profile picture, you’ll be taken back to the Basic Information area. The left sidebar includes a menu of options you should review. Here are some that are particularly good to know:

1. Manage Permissions: Here you can keep your Page visibility private so only administrators can see it. This is advisable for the current state of your Page; once you have it fully populated, you can unclick this option. If you decide to make your Page private, you’ll see a banner at the top of the Page.
alerting you it has not been published and is not publically available. This banner also provides an option for changing the settings when you are ready.

Here you can also control the posting ability of fans and the default view for when someone comes to your Page. This is also where you can permanently delete your Page. (See Fig. 5.)

2. Manage Admins: This is where you can add additional administrators for your Page. You will most likely want someone else in your office to be able to control the Page in case you are unavailable.

3. Insights: Page Insights provide you with valuable information about your users and interactions. Monitoring this information can provide a basis for measuring the success of your Page.

Congratulations—you’ve just survived the creation of your very first Facebook Page! Part II of this series will delve deeper into the tabs at the top of your Page, explain how exactly to post content, and give some tips on promoting your Page to the world. Stay tuned!
COLUMN: Taming Technology

Facing Facebook: Part I  
continued

Fig. 5. Screen shot of the ‘Manage Permissions’ screen.

What would you like to tame?

Do you have questions about specific programs, software, or hardware that you would like to see featured in one of these columns in 2011? If so, please contact Lindsey Brounstein, LBrounstein@gastro.org, the Taming Technology section editor and let her know what lions, tigers, and bears are running amok in your world.
I have often joked my goal is to build the world's most diverse resume. After graduating from the US Naval Academy, I served for seven years as an officer in the US Navy, where I did everything from launching anti-ship missiles and driving an aircraft carrier to providing intelligence analysis about the Chinese Navy. After leaving the Navy and getting a Master's degree in Media and Public Affairs, I worked in the communications department of a natural resources think tank in Washington, DC. There, I wrote press releases about Superfund cleanup sites, prepped scholars for media interviews about emissions trading, and designed websites about climate change conferences.

While it doesn’t seem obvious at first, all of that was actually the perfect background for my current role as managing editor of the Journal of Prosthodontics. No, my editor-in-chief (EIC) never asks me to fire a warning missile at recalcitrant authors or reviewers, and no, prosthodontics (implant, esthetic, and restorative dentistry) has nothing to do with Superfund cleanup or emissions trading. What helps is the organization, management, and attention to detail I learned in the Navy, coupled with the writing, editing, and public relations skills I learned at the think tank.

Wiley-Blackwell, publisher of our journal, once provided us with an organization chart of the typical scholarly journal, and the roles expected of the managing editor were many and diverse. I’ve read several of the previous ‘Portrait of an Editorial Office’ columns, and one thing strikes me: We are a diverse bunch! - scientists and English majors, office managers and writers, researchers and naval officers.

I began my tour as managing editor of the Journal of Prosthodontics nearly eight years ago, shortly after my EIC began his tenure. In the past, the managing editor had been an employee of the EIC’s university. When the editorship moved from the University of Iowa to the University of North Carolina (UNC), the managing editor position moved as well. After interviewing several candidates, the EIC decided to hire me, but UNC bureaucracy insisted he hire a current UNC employee.

Luckily for me, the EIC jumped through a bunch of hoops to change the way my job is funded. I am now an employee of the American College of Prosthodontists (ACP), the society responsible for our journal. They are in Chicago. I’m located with the EIC in Chapel Hill, North Carolina. When the great blizzard hit Chicago in early February, I considered taking a snow day in solidarity with my ACP colleagues, even though it was a balmy 70 degrees in North Carolina (my location has its privileges!).

In the eight years since my EIC and I have been a team, our journal has made many changes. We changed publishers (from Elsevier to Wiley-Blackwell), implemented an online submission and review system (ScholarOne™ Manuscripts), more than doubled published content, redesigned our cover, and...
implemented an editorial review board.

Throughout these and many other changes, one of my favorite aspects of the job has been the autonomy the EIC has given me. I am basically given a deadline to ‘make something work,’ and then expected to get it done. I appreciate the trust he’s put in me, and feel for the most part, I’ve repaid it... Although there was the time I approved a cover image without letting him see it first (we were on a tight deadline). The image I approved was (unbeknownst to me, the non-prosthodontist) distorted and reversed. Not my best moment. But, the new cover design we’ve chosen no longer has images. Problem solved.

In the past eight years, I’ve also given birth to two wonderful sons. Now that they are around, perhaps flexibility has overtaken autonomy as what I like best about the job. It is great when one of the boys gets sick or needs a doctor’s appointment, and wonderful when I’m feeding the baby mashed peas for lunch on a random Tuesday. It’s less great when I’m spending my Saturday nights and Sunday afternoons tracking down reviews or making sure copyright assignment forms get to the publisher on time. However, I’ve found many of our assistant editors and reviewers do much of their journal work in the evenings, and I know they appreciate when I’m working at 10 pm on a Wednesday and am able to help them.

The greatest challenge we’ve undertaken in our eight years has been the implementation of the online submission and review system. ScholarOne™ Manuscripts has been fantastic, and I now can’t imagine life without it. That said, we were slow to realize its impact on our submission rate. We were told submissions would increase, and boy did they ever: from averaging about 60 to 75 submissions a year prior to 2004, we now receive about 350. We were slow to adjust our accept/reject criteria, and quickly found ourselves with a year-plus backlog of manuscripts waiting to be published. Seven years after implementation of the system, we’re still cutting down our backlog. The biggest help was becoming much more selective, shifting our acceptance rate from about 75% to less than 25%. It’s been a pleasure to publish only the very best of our submissions. With the help of Wiley-Blackwell, we’ve also gone to online early publication, and have found most authors are perfectly happy with this mode of publication.

Like many of you, I do sometimes struggle with isolation. My colleagues at the ACP seem like a fun bunch, and I get to spend time with them every year at the ACP Annual Session, where I help out by staffing the registration desk or ACP booth. I enjoy e-mail relationships with the journal’s assistant editors and my contacts at Wiley-Blackwell. I find them all to be friendly and helpful. I’ve become friends with the staff and faculty of UNC’s Department of Prosthodontics, where my cubicle lives. It can be a pleasure watching office politics and gossip when you aren’t really a part of it! I’ve also become friends with a fellow managing editor whose EIC is also a professor at the UNC School of Dentistry.

Often, the greatest challenge of my job is explaining what it is, exactly, I do. Should I explain the field of prosthodontics? The field of academic publishing? Medical societies? I usually go with, ‘I edit dental research,’ which somehow seems simultaneously too broad and not nearly all-encompassing enough. Maybe I should start referring people to the ISMTE website, and say, ‘What they talk about there, I do that.’
## Calendar of Events

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<tr>
<td>Council of Science Editors Annual Meeting</td>
<td>29 April - 3 May 2011</td>
<td>Baltimore, MD, USA</td>
<td><a href="http://www.councilscienceeditors.org">http://www.councilscienceeditors.org</a></td>
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<tr>
<td>Society for Scholarly Publishers Annual Meeting</td>
<td>1-3 June 2011</td>
<td>Boston, MA, USA</td>
<td><a href="https://www.sspnet.org/">https://www.sspnet.org/</a></td>
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<td>11th EASE Conference</td>
<td>8-10 June 2012</td>
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**EON is seeking column editors for the Tips & Tricks and Publication Partners columns.** The column editor is responsible for recruiting the column’s articles. Interested? **Contact the Editor, Kristen Overstreet, at kristen.overstreet@mac.com.** We look forward to working with you!
**ISMTE EON**

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Editor:  
**Kristen Overstreet**  
*kristen.overstreet@mac.com*

Associate Editors:  
**Susan Scalia**  
susan@awra.org  
**Emily Mueller**  
emueller@allenpress.com

Editorial Advisor:  
**Sirkka-Liisa Leinonen**  
sirkka-liisa.leinonen@pp.inet.fi

Section Editors:  
Portraits: **Deborah Bowman**  
(dbowman@asge.org)  
Ethics: **Ira Salkin**  
(Irasalkin@aol.com)  
Taming Technology: **Lindsey Brounstein**  
lbrounstein@gastro.org

*A note on English: ISMTE aims to be a truly international society. English will represent our lingua franca, but we would like to stress that in materials published in *EON* or online that variations in idiomatic usage and spelling should reflect the origins of the author. No one version of English is preferred over the other.*

ISMTE Executive Office:  
107 Mantua Pike Ste. 701 # 122, Mantua, New Jersey, USA 08051-1606  
Phone: +1 856 292 8512  
Fax: +1 856 292 8513  
E-mail: ismteoffice@gmail.com

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**Contact Information for ISMTE**

**Leslie McGeoch, Executive Director**

*International Society of Managing and Technical Editors*  
1107 Mantua Pike Ste. 701 # 122, Mantua, New Jersey, USA 08051-1606  
Phone: +1 856 292 8512  
Fax: +1 856 292 8513  
E-mail: ismteoffice@gmail.com