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Marketing and Sales Director

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GEORGETOWN UNIVERSITY PRESS
3240 Prospect Street, N.W.
Washington, D.C. 20007
202.687.5889

Cover images: Details of stained glass window, Healy Hall. Photographed by James Schaefer.
Welcome to Georgetown University Press’s 2011 annual report, which summarizes our efforts during the past fiscal year that ended June 30.

Financially the press had another outstanding year. We finished with a net surplus for the seventh consecutive year, with sales 6% ahead of fiscal year 2010—our ninth consecutive year of record sales. Ebook sales increased 141%, though they still represent a small percentage of overall sales. Since fiscal year 2003 sales at the press have increased 119%, with a compound annual growth rate of 9%. You can find these results on pages 6-7 of this report.

In the midst of this strong financial performance the press also had a significant transition. Gail Grella, senior acquisitions editor in our Georgetown Languages program, retired after eighteen years of service. Gail was in the midst of many activities at the press, having worked in marketing and acquisitions and management, and she had an enormous amount of institutional knowledge. Her successor is David Nicholls, PhD, former director of publications at the Modern Language Association, who will help us continue to expand our linguistics and multimedia language offerings.

And speaking of transitions, the end of the fiscal year also marked the end of my tenure as president of the Association of American University Presses (AAUP). I was deeply honored to serve in that capacity, and deeply gratified to see how AAUP member presses are responding to the massive digital transformation of our industry. These wide-ranging responses are beautifully articulated in a report issued by the AAUP, Sustaining Scholarly Publishing: New Economic Models for University Presses (http://aaupnet.org/resources/reports/business_models/index.html), and I encourage all of you to read it. It captures the entrepreneurial spirit of experimentation and collaboration that characterizes the AAUP.

Closer to home, Georgetown University Press is providing more and more of its titles on a wide array of digital platforms while exploring the uses of apps and social media to better meet the needs of teachers, students, librarians, and general readers. To digitize is not simply a matter of file conversion: it represents an organizational transformation that permeates all aspects of our operations, from acquisitions to production to marketing and sales to business. That said, the processes, workflows, and products that result from digitization are only as effective as the people who create them. Ultimately it is people, full of aims, aspirations, and energies to contribute to the academy and society at large, who stand at the center of our publishing program.

I hope you enjoy this report. Please contact me with any questions, comments, or suggestions about the life of the press: reb7@georgetown.edu or 202-687-5912. I would be happy to speak with you.

Sincerely,

Richard Brown, PhD
In the fall of 2010, Georgetown University Press became the proud publisher of *A History of Georgetown University* by Robert Emmett Curran. With the support of the Office of the President at Georgetown University, we were able to craft an impressive three-volume history that features over 300 illustrations and photographs and tells the remarkable story of the administrators, faculty, students, and programs that have made Georgetown a leading institution of higher education.

With a keen eye for detail, historian Robert Emmett Curran—a member of the Georgetown community for over three decades—explores the broader perspective of Georgetown’s sense of identity and its place in American culture.

“This beautifully told history by Professor Curran captures the unique spirit of a remarkable institution that has contributed greatly to our common good.”

William Jefferson Clinton
*Forty-second President of the United States*
In 2010, Georgetown Languages launched new third editions of the first two volumes of our bestselling Al-Kitaab Arabic language program. *Alif Baa* and *Al-Kitaab Part One* have been fully revised and redesigned in striking full color.

Students and teachers also have the option of using a new companion website—alkitaabtextbook.com—which is fully integrated with the textbook and features interactive exercises, streaming audio and video, and course-management and grading options for instructors. This unique website offers unparalleled learning opportunities for students including typing in Arabic, instant feedback on exercises, and voice recording so that teachers can check pronunciation. There is no other companion website for an Arabic textbook like it.
We continue to grow our list in International Affairs with new titles in security studies, military affairs, and foreign policy. Here is what scholars are saying about some of these new titles:

For The National Security Enterprise
“Rooted in decades of professional practice, The National Security Enterprise provides an insightful survey of the organizational cultures in our national security architecture that will serve as an invaluable resource for anyone seeking to understand key players as they construct US national security policy.”

Graham Allison, director, Belfer Center for Science and International Affairs, Harvard University

For Career Diplomacy, Second Edition
“Current, dispassionate, and accurate, Career Diplomacy is the must-read book for those seeking understanding of today’s Foreign Service. From traditional diplomacy to work in the provinces of Afghanistan and Iraq, it is all here.”

Ronald E. Neumann, former ambassador and president, American Academy of Diplomacy

For Climate Change and National Security
“A careful guide to how climate change will affect specific countries and geographical regions. Unlike so many works that lose credibility by either exaggerating or downplaying the issue, the authors in this volume present the issues with military efficiency in a manner that can serve as a guide to practical action. If you read just one book on climate change this year, this should be it.”

Richard B. Andres, National War College and National Defense University

For The Limits of Alignment
“Based on a systematic and superb analysis of the strategic behavior of ten Southeast Asian states since 1975 . . . This is an important contribution to international relations theory and Southeast Asian studies.”

Yuen Foong Khong, Nuffield College, Oxford University

For Exporting Security
“Boldly challenges the conventional wisdom on the militarization of US foreign policy by contending that all the goodness of development and diplomacy around the world simply won’t happen without better security—and that means better partner militaries. . . . [A] realistic vision of our future global military footprint—one that’s already beginning to play out today.”

David W. Barno, lieutenant general, US Army (Ret.), former US commander in Afghanistan, and senior advisor and senior fellow, Center for a New American Security

For Dangerous Times?
“A remarkably rich book. At its core an analysis of the sources and implications of great power peace, Dangerous Times? advances the debate among competing IR paradigms . . . and articulates a persuasive vision for US grand strategy and foreign policy.”

Stephen R. Rock, Vassar College
In May 2011—after intensive planning, construction, and testing—Georgetown University Press launched its new website. A visit to press.georgetown.edu will reveal a colorful, inviting destination filled with valuable information. We've also added some new features and functionality for a better user experience.

**Georgetown Languages:** We've created a specialty site dedicated to only the best titles in foreign language instruction and linguistics. It's a great place to get updates and follow the progress of this exciting part of the press.

**Expanded News & Media Section:** Journalists, reporters, and events managers will appreciate our “Ask the Experts” section, which helps them find authoritative authors in a given field. Our site also features other ways to connect with GU Press through our blog and Facebook page.

**Al-Kitaab Website:** Our best-selling Arabic textbook series for US colleges and universities now has its own space online. This focused marketing site caters to users of Al-Kitaab and features extensive FAQs, teacher resources, and ways to find even more Arabic learning materials.

**Better Browsing:** Our new “Books for Courses” feature breaks out lists of books for courses by subject area. Additionally, visitors can “skim” our titles using the Google Preview button located on most of our product pages.

**Ebook Availability:** Many product pages can direct you to select ebook retailers like Amazon.com, BarnesandNoble.com, Sony eReader Store, eBooks.com, and Google eBookstore, where you can purchase ebooks of many GU Press titles.
This financial summary shows the past three years of operations at the press. The most significant figure is Net Surplus, the “bottom line” of the Operating Statement: how much money came in minus how much money we spent. We include a Total Revenue table which includes other income above and beyond sales, for instance, on permissions, title subsidies, and licensing.

### OPERATING STATEMENT

<table>
<thead>
<tr>
<th></th>
<th>FY09</th>
<th>FY10</th>
<th>FY11</th>
</tr>
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<tbody>
<tr>
<td><strong>Operating Revenues</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net Sales</td>
<td>$3,603,406</td>
<td>$3,667,158</td>
<td>$3,874,106</td>
</tr>
<tr>
<td>Cost of Sales</td>
<td>(1,375,916)</td>
<td>(1,403,510)</td>
<td>(1,549,094)</td>
</tr>
<tr>
<td>Gross Margin</td>
<td>2,227,490</td>
<td>2,263,648</td>
<td>2,325,012</td>
</tr>
<tr>
<td>Other Publishing Income</td>
<td>70,471</td>
<td>80,649</td>
<td>102,344</td>
</tr>
<tr>
<td>Gross Surplus</td>
<td>2,297,961</td>
<td>2,344,297</td>
<td>2,427,356</td>
</tr>
<tr>
<td>Operating Expenses</td>
<td>(2,214,410)</td>
<td>(2,133,601)</td>
<td>(2,156,469)</td>
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<tr>
<td>Operating Surplus</td>
<td>83,551</td>
<td>210,696</td>
<td>270,887</td>
</tr>
<tr>
<td>Adjustments†</td>
<td>(77,435)</td>
<td>(152,910)</td>
<td>(119,152)</td>
</tr>
<tr>
<td><strong>Net Surplus</strong></td>
<td>$6,098</td>
<td>$57,786</td>
<td>$151,735</td>
</tr>
</tbody>
</table>

### TOTAL REVENUE

<table>
<thead>
<tr>
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<td>70,471</td>
<td>80,649</td>
<td>102,344</td>
</tr>
<tr>
<td><strong>Net Revenue</strong></td>
<td>$3,673,877</td>
<td>$3,747,807</td>
<td>$3,976,450</td>
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</table>

Fiscal year runs July 1 to June 30.

Net surpluses are transferred to a university reserve fund for the press.

†Deduction for direct vendor payments to the press (which are included in Net Sales).
From FY2003 – FY2011 net sales at the press have increased 119%, representing a compound annual growth rate of 9.11%.
The Georgetown University Press Advisory Board oversees the activities of the press. Comprised of nine distinguished members from the university community, the board meets twice a year to review financial performance and discuss strategic initiatives.

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Georgetown University Press traces its **OFFICIAL FOUNDING** to 1964, though the proceedings of the Georgetown University Round Table on Languages and Linguistics, better known as GURT, have been published under the Georgetown University Press imprint since 1952.

In 2008, GU Press was #3 on Book Business Magazine’s list of the “**TOP 10 BEST BOOK PUBLISHING COMPANIES TO WORK FOR.**”

Throughout its almost 50-year history, Georgetown University Press has occupied **OFFICE SPACE** in the Old Loyola Building, ICC, and Car Barn, as well as 3619 O Street and its current residence at 3240 Prospect Street.

The **BEST-SELLING** GU Press book of all time, measured in copies sold, is *The Truth about Money*; the best-selling book in terms of dollars is the second edition of *Al-Kitaab fii Ta’allum al-`Arabiyya with DVDs: A Textbook for Beginning Arabic: Part One*.

Sales at the press in its **INAUGURAL YEAR** of 1964 were a whopping $600.

Sales at the press in its **INAUGURAL YEAR** of 1964 were a whopping $600.


The press has a **GLOBAL REACH**: Sales have increased 53% in the United Kingdom and Europe, 70% in Australia, and 213% in the Middle East over the past 5 years.

**FAMILY MATTERS** at the press! In the past four years, seven babies have been born to staff members or their spouses. In the past year we have welcomed three new additions: Isabella Josette Anderson, Philippa Anne LeGro, and Wilson Edward Lindquist.

GU Press celebrates **HALLOWEEN** every year in full costume. Memorable personalities include the Statue of Liberty, Tweedledum and Tweedledee, Edgar Allan Poe, Abraham Lincoln, Baby Bacon & Eggs, and Mr. T.
mission

Georgetown University Press supports the academic mission of Georgetown University by publishing scholarly books and journals for a diverse, worldwide readership. These publications, written by an international group of authors representing a broad range of intellectual perspectives, reflect the academic and institutional strengths of the university. In fulfilling its mission the press will be guided by the following principles:

>>> To publish peer-reviewed works of academic distinction, with exceptional editorial and production quality, in five subjects: bioethics; international affairs; languages; political science, public management, & public policy; and religion & ethics.

>>> To establish a culture of meaningful employment and professional development, one that emphasizes clear communication as well as respect for the ideas and opinions of all staff members.

>>> To operate in a financially responsible manner that encourages planned, deliberate growth in productivity and sales.

>>> To be a premier press in our subjects, continuing to advance our reputation and standing in the scholarly and publishing communities.