



The Froebe Group Attends the AAUP 2016 Annual Conference

Philadelphia, PA (June 13, 2016) — The inaugural trip of The Froebe Group to the Association of University Presses (AAUP) annual conference was a great success. This year's conference, with the headline of "Energize & Innovate," was held at the landmark PSFS building, the first international style skyscraper in the United States, now the Loews Philadelphia hotel. The event was attended by over 702 university press representatives and publishing vendors.

Six team members from TFG attended the conference. Everyone agreed that the conference allowed TFG to better understand what university presses need from service providers. "Listening to the panel discussions at the diverse sessions widened our perspective," noted Sunil Kumar, Director of Digital and Marketing Services. "I definitely came away with a better perspective of how to serve publishers in the university space."

"We want to thank all the university press representatives who stopped by our table to learn more about our team and services," said Troy Froebe, CEO. "We look forward to working with these people in the future. Last, we want to send a huge thank you to the AAUP team that organized this event. We look forward to sponsoring the conference in 2017."

About the Association of University Presses: AUPresses is an organization of 143 international nonprofit scholarly publishers. Since 1937, the Association of University Presses advances the essential role of a global community of publishers whose mission is to ensure academic excellence and cultivate knowledge. The Association holds integrity, diversity, stewardship, and intellectual freedom as core values. AUPresses members are active across many scholarly disciplines, including the humanities, arts, and sciences, publish significant regional and literary work, and are innovators in the world of digital publishing.

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