



## Sponsoring the 2017 AAUP Annual Meeting in Austin

**Austin, TX (June 13, 2017)** – A year after exhibiting at the 2016 event, The Froebe Group proudly sponsored the 2017 Association of American University Presses annual meeting. The three-day event, held at the J.W. Marriot hotel in Austin, Texas, was attended by over 675 university press representatives, staff members, and service providers.

Dan Rather, journalist and former CBS Evening News anchor, delivered this year's keynote address. His impassioned speech touched upon the increasingly important role of publishers in upholding journalistic integrity. Mr. Rather emphasized the unique position of UPs to shape academic narrative.

The conference also featured a wide array of panels and discussions, many of which focused on the challenges of modern university press publishing. Editorial directors offered listeners fascinating insights into the innovative ways that many presses are working and growing despite the ongoing trend of budget cuts.

"While the mission of university presses essentially remains the same," noted Troy Froebe, CEO, who was in attendance, "the ways in which they are achieving their goals is in transition. We feel like we are poised to help with this transition."

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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