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**FOR FURTHER INFORMATION:**

Collette Tucker  
Public Relations Specialist  
1.256.704.7099 ext. 7578  
collette.tucker@sirsidyndix.com

## **SirsiDynix Institute Will Host Conference For Library Administrators and Executives**

Noteworthy Presenters Will Focus on the Theme of “The User’s Experience”

**HUNTSVILLE, Ala. November 8, 2006** – The SirsiDynix Institute, a forum for professional development in the library community, announced today that it will host the 2007 SirsiDynix Institute Executive Conference. The conference is intended for library directors, both customers and non-customers, and will focus on library issues and trends and discuss how technologies can keep libraries current. The SirsiDynix Executive Conference will be held at The Broadmoor Hotel in Colorado Springs, Colo., February 18 and 19.

The theme of the 2007 SirsiDynix Institute and the SirsiDynix Institute Executive Conference is “The User’s Experience.” Stephen Abram, chief strategist of the SirsiDynix Institute, said, “One of the most important missions of the SirsiDynix Institute is to advance the work of librarians around the world. The SirsiDynix Executive Conference is another step in fulfilling this mission. With the SirsiDynix Institute at the helm of the Executive Conference, library administrators and executives will experience presentations from speakers who are industry leaders addressing relevant, leading edge topics. They will find continuity between this conference and the free webinars from the SirsiDynix Institute that are available throughout the year.”

Although the 2007 schedule has not yet been finalized, some of the noteworthy speakers and their topics are:

- Patrick Sommers, chief executive officer, SirsiDynix, will open the Executive Conference and welcome attendees.
- Jerome Nadel, chief of global technical process and executive managing director, Human Factors International, will share tips for creating “smart portals” to meet user expectations. He will share trends and best practices for user-centered design.

- Lee Rainie, director, Pew Internet and American Life Project, will discuss his project's work regarding the new kinds of communities and learning environments that are being created through the use of the Internet and other technologies.
- Gary Price, publisher, ResourceShelf.com, and director, Online Resources, Ask, will be interviewed by Stephen Abram. Together Abram and Price will look closely at one of the core functions of libraries – finding answers.
- Elizabeth Lane Lawley, director, Lab for Social Computing, Rochester Institute of Technology, will discuss the social tools currently on the market, illustrating their uses in various communities and discussing the potential of these tools for building 2.0 communities.
- Steven Bell, director, Paul J. Gutman Library, Philadelphia University, and Helen Blowers, director technology, the Public Library of Charlotte & Mecklenburg County, will share their experiences with social software tools in different types of communities and discuss successful applications in the library and information world.
- Elizabeth A. Under, vice provost for Academic Services and Technology, dean of Continuing Education and professor, Computing and Information Sciences, Kansas State University, will discuss how connected campuses bring together libraries, faculty, administration, IT, alumni and students to build thriving learning communities.
- Stephen Abram, chief strategist of the SirsiDynix Institute and vice president of Innovation at SirsiDynix, will focus on the top trends in the information world. Abram will look at how libraries can learn from such sites and tools as MySpace, Facebook, Meebo and YouTube to build communities and work collaboratively with their clients.

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### **About the SirsiDynix Institute**

The SirsiDynix institute was founded in 2003 and is funded by SirsiDynix, the global leader in strategic technology solutions. The SirsiDynix Institute is a forum for professional development in the library community. Monthly webinars, the SirsiDynix Institute Executive Conference and other events provide librarians with access to industry leaders and a forum to keep up to date on relevant issues and trends impacting libraries. The mission of the SirsiDynix Institute is to support librarianship and advance the work of librarians around the world. The focus of the SirsiDynix Institute is on library issues, not products. More information on the SirsiDynix Institute is available at [www.sirsidynixinstitute.com](http://www.sirsidynixinstitute.com).