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**Nicholas Carr and Andrew Winston to Headline Society for Information Management's
SIMposium 08**

Carr, Winston and Others to Speak about Why Leadership Matters

CHICAGO, June 4, 2008 – SIMposium 08, taking place November 9-12, at Disney's Contemporary Resort in Lake Buena Vista, Fla., features seven prominent keynote speakers, including author Nicholas Carr and eco-expert Andrew Winston.

In the presentation, *The Big Switch*, Nicholas Carr draws on themes from his new book, *The Big Switch: Rewiring the World, from Edison to Google*, and explores the revolutionary changes taking place within IT. Carr argues that the Internet and other technological changes have transformed computing into a utility. He emphasizes the need for today's leaders to understand this profound shift and to adapt their business strategies accordingly.

As co-author of the new book *Green to Gold*, Andrew Winston explores the environmental and societal pressures that are driving companies to go green and outlines the innovative strategies and tools exemplary organizations are using to address this need and to profit from their "green" efforts.

"Both Nicholas Carr and Andrew Winston are truly strategic thinkers. The issues they discuss are relevant to every IT leader and are primers for thoughtful discussion and evaluation regarding business direction," says Andrew Jackson, SIM VP for Conferences & Seminars and President of BravoTech. "For more than 20 years SIMposium has provided premier education for IT leaders and this year is no exception."

Other keynote speakers include:

- **Lloyd Taylor**, VP, Technical Operations, LinkedIn
- **Russell Romanella**, Director of the International Space Station/Payload Processing Directorate, NASA
- **Doug Keeley**, CEO and Chief Storyteller for *The Mark of a Leader*
- **Erik Wahl**, inspirational artist and speaker, The Wahl Group
- **Tony Salvaggio**, CEO and President, Computer Aid, Inc. (CAI)

SIMposium 08 is produced by SIM and the SIM Central Florida Chapter and designed for and by CIOs to enable peer-to-peer exchange on current business issues, industry best practices, and to further develop business alliances. The 2008 theme, *Magic of IT: Bridging the Past, Present, and Future*, shapes the three-and-a-half day practitioner-driven program.

The conference program also includes sessions by industry leaders concentrating on five focus areas around driving business value through IT: Next Wave of IT Innovation, Between Concept and Reality, Breaking Tradition...Driving Business Value, Attributes of Innovative Leaders, and Discovering Innovation.

In addition to the outstanding educational program, IT leaders, including non-SIM members, benefit from networking events for leadership enhancement and an inspiring special events agenda. Complete event details are available at simposium.simnet.org.

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Established in 1968, the Society for Information Management (SIM) is the premier network for IT leaders comprised of more than 3,600 members including CIOs, senior IT executives, prominent academicians, consultants, and other IT leaders. SIM is a community of thought leaders who share experiences and apply rich intellectual capital, and who explore future IT direction. Through its 31 chapters, SIM provides resources and programs inspired by IT leaders for IT leaders that enable CIOs to further develop the leadership capabilities of themselves and the key and emerging leaders in their organizations. SIM provides the collective voice to advocate policy and legislation on behalf of the IT profession across industries.