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**SIIA Event Helps Ed Tech Companies Translate Policies into Business Opportunities**

WASHINGTON, D.C. - April 2, 2004 - The Software & Information Industry Association's Ed Tech DC Fly-in brought 40 SIIA member company executives to the nation's capital this week for briefings with Congressional leaders, Bush Administration officials and other national education leaders aimed at translating federal policies into actionable market intelligence.

This SIIA Members-Only forum provided an opportunity for publishers/developers of educational software, online curriculum tools and related technologies to gain unique insights into federal initiatives shaping their market, identify business opportunities and advocate for education technology interests before Congress.

"The meeting agenda and speakers exceeded even last year's great program," stated Lisa Brady-Gill of event sponsor Texas Instruments. "The SIIA Ed Tech DC Fly-In is clearly established as the premier national policy event for the education technology industry."

The two day event featured:

- Discussions with key Bush Administration officials:
  - Phil Bond, Undersecretary for Technology, U.S. Department of Commerce
  - Dr. Russ Whitehurst, Director, U.S. Institute for Education Sciences
  - Ron Tomalis, Counselor to Secretary Rod Paige, U.S. Department of Education;
- Briefings on No Child Left Behind and IDEA special education with representatives from key national education organizations representing teachers, local superintendents and state chiefs;
- Visits with 25+ Members of Congress and their aides to advocate for education technology and related federal policies, including distance learning, funding, and teacher training; and
- A "Redefining Education for the Millennial Generation" Capitol Hill dinner program with more than twenty education leaders, featuring remarks by Congressman Vern Ehlers (MI) and Susan Patrick, Director of Technology, U.S. Department of Education

The full agenda is available at [http://www.sii.net/divisions/education/events\\_flyin04.asp](http://www.sii.net/divisions/education/events_flyin04.asp). SIIA members will also be able to access the video archive, provided courtesy of SIIA member Nortel Networks Kidz Online.

"The chance for meaningful discussions with top officials will prove critical to enhance their understanding and support for education technology," stated Kathy Hurley of PLATO Learning. "In addition to helping grow the overall ed tech market, I left with a greater understanding of how my company can leverage federal initiatives to help students and educators meet national education goals."

"SIIA members are now better positioned to address evolving educational needs and requirements and to ensure that policy makers understand how technology can address NCLB needs and improve student achievement," said Mark Schneiderman, SIIA Director of Education Policy.

SIIA's Ed Tech DC Fly-In is just one example of how SIIA – through various events, public policy reports, and its relationship with education leaders and policy makers – brings together education technology stakeholders to promote sound public policies that help the educational system leverage the benefits of technology.

### **About SIIA**

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to more than 600 leading software and information companies. For further information, visit <http://www.sii.net>.

### **About the Education Division**

SIIA's Education Division participates, shapes and supports the education industry by providing leadership, advocacy and critical marketing information to promote the success of education technology and content providers. For further information, visit <http://www.sii.net/divisions/education>.

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