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SIIA Event Provides Ed Tech Companies with Policy Information and Advocacy Opportunities

Washington, D.C. - April 10 - The Software & Information Industry Association's Ed Tech DC Fly-in brought 45 executives from 30 SIIA member companies to the nation's capital this week for briefings with Bush Administration and Congressional leaders, networking opportunities and various forums geared to business-related policy issues.

SIIA's Education Division, the leading organization for companies that publish educational software and online curriculum tools, organized the two-day event to help the industry and SIIA members gain unique insights into federal initiatives shaping the market, such as implementation of the No Child Left Behind Act (NCLBA) and Scientifically Based Research (SBR).

The event was sponsored by SIIA member Texas Instruments.

"For the past 16 years, SIIA has represented the interests of the education technology community. Our DC Fly-in is superb example of our efforts to make sure SIIA member companies have the best information possible about key policy issues that affect their market and business," said Ken Wasch, SIIA President. Highlights of the event included discussions with What Works Clearinghouse officials, an SBR how-to workshop, NCLBA updates with key education leaders, keynote addresses by Dr. Reid Lyon and Dr. Russ Whitehurst, a dinner conversation with Bush Administration appointees Ron Tomalis and John Bailey and concluding advocacy forums with several Members of Congress. The full agenda is available at <http://www.sii.net/govt/2003fly-in/agenda.pdf>.

"The meeting agenda and speakers were top-notch, providing a terrific opportunity for anyone in the industry," said Lisa Brady-Gill of event sponsor Texas Instruments. "The chance to learn from and talk with top officials will prove invaluable to informing our efforts to leverage educational initiatives and better serve our nation's students and teachers."

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

Through various events, public policy reports, and its relationship with education technology stakeholders, SIIA's Education Division aims to bring together the publishing, education and policy communities at the federal and state levels. The goal is 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>.

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