

For Immediate Release:

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SIIA and Amprey & Assoc. Announce School Technology Webinar Series

Joint Initiative Will Help Developers Better Understand Perspectives from Leading School Districts

WASHINGTON, D.C. (August 28, 2013) – The Software & Information Industry Association (SIIA) and Amprey & Associates today announced a new partnership to bring the needs of school leaders before developers of educational technologies. The SIIA members-only webinar series will launch September 19, and will feature education leaders from the nation's largest school districts. Superintendents, curriculum directors, chief technology and information officers, and other senior administrators will share their educational goals and challenges, especially ones involving technology and digital learning.

This exclusive opportunity will provide SIIA members with insight into the needs of educators and students, as well as actionable market intelligence to drive development and delivery of market-critical digital products and services.

"We are excited to launch this joint venture with Amprey & Associates," explained Karen Billings, Vice President of SIIA's Education Division. "Walter Amprey and his team have unique access to leaders in the nation's largest school districts, and will help SIIA members gain unique insights into their educational vision and technology needs."

"As a former superintendent, I know how important it is to build ongoing relationships with the external partners needed to deliver products and services so critical to a school's success," said

Walter Amprey, President & CEO of Amprey & Associates. “We look forward to working with SIIA as the leading voice of this important industry, and more importantly to giving education leaders a forum to drive the delivery of instructional technologies that address their needs.”

The SIIA-Amprey School Technology Webinar Series will feature six to eight webinars during the 2013-2014 school year. The webinars will feature superintendents and other senior officials from large school districts, who will share their educational goals, their challenges, and their needs for digital content, online learning, virtual professional development, data systems, computer-based assessments, and more.

About SIIA

SIIA is the leading association representing the software and digital content industries. SIIA represents approximately 700 member companies worldwide that develop software and digital information. **The SIIA Education Division** serves and represents more than 200 member companies that provide software, digital content, and other technologies that address educational needs. The Division shapes and supports the industry by providing leadership, advocacy, business development opportunities, and critical market information. For more information, visit www.siia.net/education.

About Amprey & Associates

Amprey and Associates is a certified Maryland-based consulting firm specializing in education system operations. Its mission is to make a positive difference in PreK-16 education. Founder and CEO Dr. Walter Amprey served as Superintendent of Public Instruction for the Baltimore City Public Schools from 1991-1997. Dr. Amprey is well respected as an industry leader in developing innovative programs that combine government and private industry experience to improve the operation and effectiveness of any educational environment.