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**AIIP To Present Roger Summit Award to Author, *The New Yorker* Reporter James Surowiecki**  
Baton Rouge, LA, January 25, 2008—The Association of Independent Information Professionals (AIIP) announced today that it has selected James Surowiecki as the winner of the organization's Roger Summit Award for 2008. The award will be presented to the recipient at the association's 22<sup>nd</sup> Annual Conference, which is to be held from May 1 to 4, 2008 in Pittsburgh, PA.

The award, given by the Past Presidents of AIIP, is presented to "an individual who will inspire and challenge AIIP members, thus contributing to our continuing education and development," according to the AIIP website, [www.aiip.org](http://www.aiip.org). In addition to receiving the award, the recipient attends and speaks at the annual conference. Surowiecki is the ninth person to be awarded this prestigious designation by AIIP.

Surowiecki, a staff writer for *The New Yorker*, is author of "The Wisdom of Crowds," published in August 2005 by Random House Inc. The premise of Surowiecki's book is that a large group of people together is better at problem solving, innovation, decision making, and more, than is a smarter, smaller group or an individual. According to the publisher's website, (<http://www.randomhouse.com/features/wisdomofcrowds/index.html>), the book provides "...endless and major ramifications for how businesses operate, how knowledge is advanced, how economies are (or should be) organized and how we live our daily lives."

"In his book, Mr. Surowiecki convincingly argues that diversity, independence and decentralization are the tenets of collective thought that produce the 'crowd wisdom,'" says Crystal E. M. Sharp, AIIP immediate past president and director at CD Sharp Information Systems, Ltd. "Interestingly, these were the founding principles of AIIP that continue to characterize our online community today. We are looking forward to hearing Mr. Surowiecki's address at our conference as we believe his ideas will be of great value in adding perspective to our diverse membership."

#### **About AIIP**

AIIP is the premier industry association for independent information professionals. The organization's membership consists of more than 600 business owners from more than 20 countries around the world. Members' firms provide research and consulting services across a wide variety of industries. AIIP's website is [www.aiip.org](http://www.aiip.org).

Some of the vertical industries AIIP members work in include engineering, science, medicine, pharmaceutical, regulatory, information technology, education, financial services, manufacturing, non profits, life sciences, construction, food and beverage, telecommunications, aviation and automotive.

For more information about the Roger Summit Award, the AIIP 2008 conference or AIIP itself, contact AIIP headquarters at (225) 408-4400 or [info@aiip.org](mailto:info@aiip.org).