

FOR IMMEDIATE RELEASE

Pew Research Director Lee Rainie to receive prestigious Association of Independent Information Professionals Roger Summit Award at international conference.

### **AIIP Announces Internet Research Entrepreneur, Pew Director as Winner of Prestigious Roger Summit Award**

Baton Rouge, LA, September 23, 2013—The Association of Independent Information Professionals (AIIP, [www.aiip.org](http://www.aiip.org)) announces that Lee Rainie, director of the Pew Research Center's Internet & American Life Project, is the 2014 winner of the Roger Summit Award. The award, which will be presented to Rainie at the AIIP 2014 annual international conference, is given to an industry leader who is an innovative thinker or is able to present ideas in a manner that stretches the minds and imaginations of conference attendees.

Rainie, who, at the conference, will present a keynote address after receiving the award, spearheaded the first (and still ongoing) internet research team, the Pew Internet Project—an initiative of the Pew Research Center—which focuses on documenting the social impact of the internet. He is co-author of “Networked: The New Social Operating System” and authored five books about the future of the internet that are drawn from Pew Internet research. Prior to launching the Pew Internet Project, he was managing editor of “U.S. News & World Report.” He is a graduate of Harvard University and has a master's degree in political science from Long Island University.

“Lee Rainie's forward-looking and innovative approach to analyzing the relationship between people, information, and the internet embodies the creative and entrepreneurial spirit of Roger Summit,” says Jocelyn Sheppard, president of AIIP. “Many of our audience members will enjoy hearing from a thought leader who has so thoroughly combined subject research and analysis with a thorough understanding of web and social media platforms—a great combination for established and aspiring infopreneurs alike.”

AIIP Past President Scott Brown agrees. “Lee Rainie has been a guiding force for Pew Internet, an organization that studies the social impact of the internet. Rainie's perspective on the changing nature of information and how it impacts the information professional's role is both impressive and unique. I think AIIP conference attendees are in for a thought-provoking experience.”

#### **What is the AIIP Roger Summit Award?**

The Roger Summit Award is named in recognition of Dr. Roger K. Summit, founder and chairman emeritus of Dialog, the world's first commercial online search service. The intent of the award, which is funded by AIIP past presidents, is to attract an individual who will inspire and challenge AIIP members, thus contributing to members' continuing education and development in the field of information retrieval.

Among the high-profile information professionals to win this award are:

- Angie Hicks, founder of Angie’s List, [www.angieslist.com](http://www.angieslist.com)
- David Meerman Scott, author of “The New Rules for Marketing & PR”
- Peter Shankman, founder of Help a Reporter Out (HARO), <http://helpareporter.com/>
- James Surowiecki, author of “The Wisdom of Crowds: Why the Many Are Smarter than the Few and How Collective Wisdom Shapes Business, Economies, Societies and Nations” and staff writer at “The New Yorker.”

### **About the AIIP Conference**

AIIP’s annual international conference will be held from April 2 to April 6, 2014 at the Hyatt Regency Baltimore on the Inner Harbor, Baltimore, Maryland. The conference will include a variety of high-value learning opportunities for information professionals, including:

- Two days of dynamic speaker presentations
- Attendance to keynote speaker presentations
- The Roger Summit Award lecture
- Pre-conference workshops on Wednesday, April 2
- Free vendor training sessions on April 3
- Interactive roundtables and tips sessions.

For more information about registering for the conference, contact Linda Stacy, conference chair, at [conference@aiip.org](mailto:conference@aiip.org).

### **About AIIP**

The Association of Independent Information Professionals (AIIP, [www.AIIP.org](http://www.AIIP.org)) consists of more than 500 business owners from around the world whose firms provide research and consulting services across a wide variety of industries. Business research, competitive intelligence, market analysis, database development, training, and information management consulting are just a few of the areas in which AIIP members specialize. Some of the vertical industries AIIP members serve include scientific, medical, pharmaceutical, regulatory, information technology, education, financial services, manufacturing, nonprofits, and life sciences. A directory of members is available at: <http://www.aiip.org/content/hire-info-pro>.

For more information about AIIP, contact AIIP Headquarters, Baton Rouge, LA USA; +1 225.408.4400 , email: [office@aiip.org](mailto:office@aiip.org).

Media Relations/Public Relations Contact: Jeff Mustard – cell: +1 954.801.8263 ; email: [Jeff@TheBambooAgency.com](mailto:Jeff@TheBambooAgency.com); [www.TheBambooAgency.com](http://www.TheBambooAgency.com).