

**Noted Digital “Guru,” Professor, Author, and
Humorist to Present Keynote Address**

TCCTA members are urged to make a special effort to attend the general session and banquet at the 62nd Annual State Convention at the Renaissance Austin Hotel.

Speaking on the convention theme will be David Weinberger, a Fellow at the Berkman Center for Internet and Society at Harvard University.

Dr. Weinberger began his career in the late ‘70s teaching philosophy at New Jersey’s Stockton State College for five years. He holds a Ph.D. in philosophy from the University of Toronto. While teaching he maintained his steady freelance writing of humor, reviews and intellectual and academic articles, publishing in places as diverse as the *New York Times*, *Harvard Business Review*, *Smithsonian*, *Alfred Hitchcock’s Mystery Magazine*, and *TV Guide*.

In 1985, after being denied tenure because the tenure quota was filled, and after an “enthusiastic but well-mannered” student demonstration in his support, he became a junior marketing staffer at *Interleaf*, an innovative start-up with new ideas on how to create and structure documents. At *Interleaf* he helped launch the industry’s first document management system, years ahead of the Web. He left *Interleaf* after eight years, as vice president of strategic marketing.

Dr. Weinberger next founded the one-person strategic marketing company, Evident Marketing, in 1994. He has consulted to a wide variety of companies, including RR Donnelley, Intuit, Sun Microsystems, Edelman PR, Microsoft, Yahoo, and the Christopher Reeve Foundation. He frequently advises innovative startups.

In late 1995, he joined Open Text as vice president of strategic marketing because he saw an opportunity to help shape the way intranets are used. As part of the senior management team, Dr. Weinberger helped Open Text move from one of the first Web search engine companies (the engine behind Yahoo!) to market-and thought-leadership in Web-based collaborative software. After helping to take Open Text public in 1996, he returned to consulting, writing and speaking, helping to found a couple of dot-coms, and serving on industry and company boards. In 2000, Perseus published *The Cluetrain Manifesto*, of which is a co-author. It became a national best-seller.

In 2002, Perseus published *Small Pieces Loosely Joined* to enthusiastic reviews. In 2007, Times Books published *Everything Is Miscellaneous: The Power of the New Digital Disorder*. Dr. Weinberger currently “writes too much,” including Weblogs, articles for *Wired*, *Salon*, *USAToday*, *Harvard Business Review*, and many more.

Tickets for the Thursday banquet may be ordered using the form on this page. Only current TCCTA members may order tickets. Tickets will be held at the convention desk, attached to the member’s registration card. Other important information is included on the form below. Seating will be available for those who are unable to attend the banquet but wish to attend the general session, which will begin at 7:15 p.m.

For more
information, visit
“Events” at
www.tccta.org

REQUEST FOR BANQUET TICKETS

Please reserve _____ ticket(s) at \$35 each for the TCCTA banquet scheduled for 6:30 p.m., Thursday, February 19, 2009, at the Renaissance Austin Hotel.

- My check in the amount of \$_____, payable to TCCTA, is enclosed.
- Please charge my credit card in the amount of \$_____.
- MasterCard Visa Account Number _____ Expires ____/____

I understand that full refunds will be made if reservations are cancelled before 12:00 Noon, Friday, February 13, and that no refund will be made for reservations cancelled after that time. (Banquet tickets are transferrable.)

PRINT NAME: _____

COLLEGE: _____

Ticket(s) will be held at the convention registration desk under your name.

NOTE: TICKET ORDER SHOULD BE RECEIVED IN STATE OFFICE BY FEB. 13 TO ALLOW TIME FOR PROCESSING. MAIL TO: TCCTA, 5113 Southwest Parkway, Suite 185, Austin, Texas 78735. (If paying by credit card, you may fax the form to Area Code 512, 328-1086.)