Reality 2.0:
Transforming Ourselves, Our Associations and Our Enterprises

SLA New Zealand, Sept. 14, 2008
Stephen Abram, MLS, FSLA
President 2008, SLA
Vice President,
Innovation, SirsiDynix
Chief Strategist,
SirsiDynix Institute
What does Transformation Mean?
Found New World Order

Your new world order is installed and ready to use.
CHANGED PRIORITIES AHEAD
Librarian Magic
What Does Boundarylessness mean?
• When something needs change…

• Do it.

• Take responsibility
What Commitment Does It Take?
The world is going to change with or without you...

Get ready.
• You can’t wait for everyone to change at once.
Let’s Look At the Supposed Limits to the Future
Happily, There Are None.
Or, sadly, there are a lot.

- National Debt and National Borrowing
- Sub-prime Mortgage Crises
- Bankruptcies …
- Gold Prices
- Oil Prices
- War and Famine
- Ignorance and Prejudice
- Globalization
- Global Warming
- Mergers and Acquisitions
- Techno-schism and Technolust
The Perfect Storm?

• Facebook gets a $750,000,000.00 equity investment from Microsoft and two equity capital firms.
• Facebook introduces social ads last month on top of their F8 development platform (Beacon)
• Google heads past 10,000 licensed traditional publishers
• Google adds new libraries all the time to Google BookSearch and last week’s API.
• Google heads past $700.00 a share during a market drop. Buys Sprint??
• MySpace acquires Dow Jones and the Wall Street Journal and soon more.
• Thomson acquires Reuters.
• Google announces that MySpace, Bebo, Engage.com, Friendster, hi5, Hyves, imeem, LinkedIn, Ning, Oracle, Orkut, Plaxo, Salesforce.com, Six Apart, Tianji, Viadeo, and XING have joined Google OpenSocial - their new "open" platform for development anywhere. Yahoo! Joined too.
• MySpace, Facebook and Google Cooperate on identity! OpenID
• Google introduces Google OpenMobile Open Handset Alliance / Android development platform
• The Canadian dollar has soared past the US $ and then dropped
• And the first US Boomer applied for their pension in November 2007.
• Strap yourself in, 2009 is going to be a fine ride. Enjoy.
What’s New (or new enough)?

- Semantic Web (Twine)
- The Cloud (Google, Zoho and MS etc.)
- No choice search engines
- GIS oriented search and ads
- Virtually unlimited fulltext books
- Streaming media and spoken word search
- Personalization 3.0
- Microblogging
- Registries and SaaS
- Device proliferation (Kindle, iPhones, etc.)
- What’s old? Attacks on research, rights, intellectual freedom, access, filters, blacklisting, copyright balance, privacy, DRM, patents, trademarks, voice, etc.
Stuff Will Change Much Faster Now

- Over the next 13 years an iPod size device will hold:
  - iPods can hold year’s worth of video by 2012
  - Or ALL the commercial music ever created by 2015
  - Or ALL content ever created (in all media) by 2020
  - Videogames outsell most content – combined!
  - Jeez – Ringtones are even big
  - Amazon + Audible + OpenSocial, F8, MySpace Developer, Android . . . Microsoft + Yahoo + Facebook + 40 ads engines? Or AOL!!
  - Pocket-sized devices will dominate
  - Your avatar will parallel your life by IBM
Our Careers Have Seasons
Library culture of poverty, victimization, risk aversion, and passive resistance
WORRY TANK

What if it doesn’t work?
What if it all blows up in our face?
What if somebody sues?

What happens if it works... all too well?

What happens ten years down the line? THEN WHAT?
How Can Your Career Have No Borders?
Being More Open to Comment
http://www.flickr.com/photos/keeping-it-real/160822516/
Being Open to Borderless Thinking

Physical
Mental
Imagination
Ideas
Innovation
Creativity
Can We Invent the Future?
Being More Open to Criticism and Feedback
Being More Open to Recommendations
Being More Open to Change
50 Reasons Not To Change

I'm not sure my boss would like it.
It's too expensive.
We'll catch flak for that.
That's someone else's responsibility.
It won't fly.
We've always done it this way.
It's too complicated.
It's not my job.
We tried that before.
This is just a fad.
Maybe. Maybe not.
We've never done that before.
It needs committee study.
I'm all for it, but...
No se puede.
Me falta ánimo.
It needs more thought.
They're too entrenched.
Another department tried that.
We're waiting for guidance on that.
It won't work in this department.
It will never fly upstairs.
It's too visionary.
It's too radical.
It's too much red tape.
There's too much red tape.
They won't fund it.
Another department tried that.
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Change?
Focus?
Focus on the Journey
Being More Open
Experimentation, Pilots and Innovation
Being More Open to Social Networks, Content, Access and …more
Social Systems

me.

LinkedIn
Twitter
Delicious
Blog
Facebook
Slideshare
Technology Adoption Life Cycle

Groups are distinguished from each other based on their characteristic response to discontinuous innovations created by new technology.

- **Mainstream Markets**
  - **Visionaries:** Stick with the herd!
  - **Pragmatists:** Stick with the herd!
  - **Conservatives:** Hold on!
  - **Skeptics:** No way!

- **Early Markets**
  - **Innovators:** 2 1/2%
  - **Early Adopters:** 13 1/2%
  - **Early Majority:** 34%

- **Late Market**
  - **Late Majority:** 34%
  - **Laggards:** 16%

@Chasm Group
The new Web 2.0 era distribution models remain largely untapped

**Potential Reach Power and Network Effect**
(Lowest Cost Per Customer/Partner)

Identity

- Reputation
- Relationships
- Conversation
- Groups
- Sharing
- Collaboration
- Actions
- Presence

Object
Be Where Your Users Are
Get Good at The Cloud

YAHOO!

AOL

bebo

Google

Microsoft

News Corporation

facebook

zotero

Zoho Docs

delicious

Google Chrome
MAP OF ONLINE COMMUNITIES AND RELATED POINTS OF INTEREST

GEOGRAPHIC AREA REPRESENTS ESTIMATED SIZE OF MEMBERSHIP

(mySpace)

(classmates dot com)

(orkut)

(xanga)

(lj)

(bay of angst)

(gulf of youtube)

(reunion dot com)

(aol)

(spring 2007)

(not a complete survey. sizes based on best figures i could find, but involved some guesswork. do not use for navigation.)
### What people are doing

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Young Teens (12 to 17)</th>
<th>Youth (18 to 21)</th>
<th>Generation Y (22 to 26)</th>
<th>Generation X (27 to 40)</th>
<th>Young Boomers (41 to 50)</th>
<th>Older Boomers (51 to 61)</th>
<th>Seniors (62+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creators</td>
<td>Publish Web pages, write blogs, upload videos to sites like YouTube.</td>
<td>34%</td>
<td>37%</td>
<td>30%</td>
<td>19%</td>
<td>12%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Critics</td>
<td>Comment on blogs and post ratings and reviews.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Collectors</td>
<td>Use Really Simple Syndication (RSS) and tag Web pages to gather information.</td>
<td></td>
<td></td>
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<tr>
<td>Joiners</td>
<td>Use social networking sites.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Spectators</td>
<td>Read blogs, watch peer-generated videos, and listen to podcasts.</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Inactives</td>
<td>Online but don’t yet participate in any form of social media.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

**Data:** Forrester Research

### Who participates (U.S. online users)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Young Teens (12 to 17)</th>
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<td></td>
<td>34%</td>
<td>17%</td>
<td>21%</td>
<td>42%</td>
<td>54%</td>
<td>61%</td>
<td>70%</td>
</tr>
</tbody>
</table>
The Sharing Economy
2.0 Influencers

1. YouTube
2. Second Life
3. MySpace
4. Facebook
5. Wikipedia
6. Ning
7. Twitter
8. Mozes
9. NowPublic
10. MyBlogLog

Top 10 Most Influential web tools for the 2008 US elections

How many are we already using?
Being More Flexible
Being More Open to Risk
Being Open to Ambiguity
I've got my tinfoil hat on
Be More Open to Technology and Unintended Consequences
Your
Personal
Five
Year
Plan?
Retail Sales Down? NO

Titles Down? NO

Circulation Down? NO

Reading Down? NO

Teen Reading Down? NO
Will Reading Matter?
Don’t be a Format Bigot
Watch the Next Steps
This is normal
Device Agnostic & DRM Wars
Everything’s getting smaller
A
Mainly
Mobile
Focus
Science Info on the Go:
Enhancing Traditional Sci-Tech Library Services w/ Mobile Devices
- Joe Murphy - Yale Science Libraries - joseph.murphy@yale.edu

Mobile devices help libraries meet the evolving information needs of the sci-tech community by expanding traditional services and exploring new opportunities.

Enhancing / Expanding Services

Mobile Reference = Answers on the go
Mobile librarians to meet the diffuse information needs of our specialized clientele.
- Email
- Instant Messaging
- Phone
- In person and outreach

New Opportunities

Text Messaging Reference
- Answers from anywhere by SMS
- Expert assistance at point of need

Social Networking
Mobile devices facilitate library 2.0 and social networking initiatives.
- twitter
- facebook
- flickr

Considerations
- Choosing a technology
- Identifying New Workflows
- Establishing Management Models: Staffing, Training
- Exploring Best Practices for a Quality Service (shifting communication styles and user expectations)

Joe Murphy - Yale Science Libraries - joseph.murphy@yale.edu
ACRL/STS Poster Session 6/30/2008
• Networking
• Learning / Professional Development
• Influence / Lobbying / Public Education
• Selling Stuff (You gotta survive!)
Association Expectations 2.0

- Connect me – to information, to other members, to influencers, to staff
- Deliver an ecology where I can learn
- Deliver an experience that engages
- Let my voice be heard
- Be there virtually and physically
Supporting the Tradition

• Membership Growth
• 2009 Centennial
• Strategic Alignment Research
• A New AMS! Yay, eventually.
• E-learning accreditation (IACET) and learning partnerships
• Special partnerships, e.g. SIIA, ASAE, InfoToday, educators
Traditional Value

- Units – chapter, divisions, caucuses
- Leadership opportunities
- Professional development
- Publications
- Discussion Lists
- Influence, educating influencers
METABOLISM

The slower it gets, the faster it catches up with you.
Studying the Future

- The Strategic Alignment Project
  - Study influencers
  - Study Us
  - Technology Forecast

- The March 2008 Board Long Term Strategy Retreat
Your Website
Your Education Partner

Try the Click U Course of the Month at NO CHARGE to Members!

New To Click U: 2008

2008 Click U Live! Event Calendar Now Available

Get a head start on planning your professional development and learning opportunities in 2008 by reviewing the Click U Live! 2008 event calendar. learn more...

CI Certificates Program Graduation

SLA hosted the final course of the 2007 CI Certificates Program in November and held a graduation ceremony for the first class of SLA members to complete a full certificate in Competitive Intelligence from Click U. Congratulations to all of our graduates! learn more...

Knowledge Management Certificates Program
CLICK University

- CI Certificates Program Graduation
- Knowledge Management Certificates Program
- Certificate in Copyright Management
- Certificate in Competitive Intelligence
- Career Center
- Gary Price's Research Tool Box
- Annual Conference Delivered!
- Professional Improvement Libraries: A La Carte Pricing
- Course of the Month Course of the Month
- Leadership & Management Library (Almost 1,000 books)
- 25% Student Member Discount
- University of Toronto: Professional Learning Centre
- IACET Recognition
Leadership & Management Library

Leadership and Management

Search results: 988 documents

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 Next>>

Result 1  Score: 39%
Power of Positive Criticism
BOOK - 200 Pages
View

Result 2  Score: 38%
How to Write a Business Plan (8th Edition)
BOOK - 206 Pages
View

Result 3  Score: 39%
Annual Review of Development Effectiveness 2006: Getting Results
BOOK - 120 Pages
View
execuBooks Summaries

The Game-Changer
How You Can Drive Revenue and Profit Growth with Innovation
By A.G. Lafley and Ram Charan
Published by Green Business, 2000
ISBN 9780307381726

Introduction
Winning is pretty much the same in today's business world as it has been for decades: create new customers, new products and new services that drive revenue growth and profit. What's different is how to do it.

The best way to win in today's world is through innovation. But innovation has often been left to technical expertise or perceived as ownership of the patents. Long gone are the days when innovation could be the exclusive domain of the big players. Today, there's a problem you can't wait for the fight to go on in someone else's lead. The skills to succeed in this era of constant change and new, improving core competencies are the ones that drive revenue growth and profit — and are integral to the competitive edge you need to win.

The more connections, the more ideas. The more ideas, the more innovations. And because what gets recognized gets managed, Lafley and Charan believe that it's time to put innovation at the center of every company's strategy. They examine the role of innovation in all aspects of a business — from strategy to culture, from R&D to sales. In the end, they argue that innovation is not just a means to an end but a fundamental source of competitive advantage.

Buy the Full Book!
www.innovate21stcentury.com www.execubooksinc.com

Zenobia: The Curious Book of Business
A Tale of Triumph Over Yes-Men, Cynics, Hiders, and Other Corporate Killjoys
By Matthew Greenaway and Sahi Kayman
Published by Executive Edge, 2000
ISBN 9781576754787

Introduction
Zenobia is a mythical place, a once-great business giant that has become a victim of its own innovation success. Zenobia's history has been marked by extravagant spending, enlightened management, high morale and a workforce that was considered to be the best in the business. What started as a company with a clear vision and strong leadership, eventually turned into a company that was in decline.

Zenobia's story is a cautionary tale of what can happen when innovation and growth are not balanced. The company's failure was not due to a lack of ideas or talent, but rather a lack of direction and执行力. The book explores the lessons that can be learned from Zenobia's story and how other companies can avoid falling into the same trap.

Buy the Full Book!

© 2000 execuBooks Inc.
Innovation for Units

- Discussion Lists
- Websites
- Blogs
- Social Networks
- Wikis
- Surveys
- Conferencing
- Community software
Atomic Learning

• Access to over 25,000 software training movies for a calendar year
• Access to all additional tutorials added throughout the year. 500 or more new tutorials are added every 45 days.
• Just-in-time software training
• Valuable educational resources
• Online Newsletter and Tech Tips
Wikipedia defines a Blog as -

A website where entries are written in chronological order and commonly displayed in reverse chronological order. "Blog" can also be used as a verb, meaning to maintain or add content to a blog.

Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images, and links to other blogs, web pages, and other media related to its topic. The ability for readers to leave comments in an interactive format is an important part of many blogs. Most blogs are primarily textual, although some focus on art (artlog), photographs (photoblog), sketchblog, videos (vlog), music (MP3 blog), audio (podcasting) and are part of a wider network of social media. Micro-blogging is another type of blogging which consists of blogs with very short posts.

Below are YouTube videos of three popular Blogging sites:

**WordPress:**

![WordPress Video](image1)

**BlogRovR:**

![BlogRovR Video](image2)

**TypePad:**

![TypePad Video](image3)
SLA operates several Web logs, or blogs, where members can catch up on topical information and leave comments. A list of the open blogs is below:

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<td>INFO X - The CEO's Blog</td>
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<tr>
<td>Solos Helping Solos Blog</td>
</tr>
<tr>
<td>Impact: Leadership &amp; Management Division Blog</td>
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<tr>
<td>Information Technology Division</td>
</tr>
<tr>
<td>IT Blogging Section</td>
</tr>
<tr>
<td>Government Information Division</td>
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<tr>
<td>Kentucky Chapter</td>
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<tr>
<td>Bio Med Division/Systems Thinking Perspective</td>
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<td>Pharmaceutical &amp; Health Technology Division/Position Profiles</td>
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<td>IPANDA Net</td>
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</tr>
<tr>
<td>Remembering Frank Spaulding</td>
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<td>SLA 2006 Conference Blog</td>
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<td>SLA 2005 Conference Blog</td>
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</tbody>
</table>

SLA invites units to create their own blogs on SLA's service through
2007 Salary Survey & Workplace Study

The 2007 SLA Salary Survey & Workplace study is available! Click here to purchase.

2007 Salary Survey Results

2007 Basic Annual Salaries:

- Canada
- United States
- United Kingdom
- All Other Europe

<table>
<thead>
<tr>
<th>Salary</th>
<th>Percent Change</th>
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<tbody>
<tr>
<td>Respondent</td>
<td>10th</td>
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</table>

Blogs
- SLA-IT
- Mobile Phone
- Projectors
- Gov Information Division
- Pew, Survey, Finding
- Government-Related
- Information
- IT Blogging Section
- New Year's Resolution: Blog more
Welcome to News Connections, the latest of the SLA Connections series of resources published to keep SLA members abreast of the latest industry and association news.

SLA Feed Reader

SLA News Connections now includes access to open Web content driven by NewsGator’s reader, delivering RSS feeds to the desktops of SLA members.

**Find out more about how RSS can improve the way information is disseminated in your organization**

Attend a free educational webinar from NewsGator Technologies

Read the latest Factiva News Connections.

These articles are summarized by topic, of which there are currently eight, using Factiva Track Modules.

Read the latest Nexcerpt News Connections.

Connect to web sites for news and other items of interest.

**Create and publish your own Nexcerpt issues!**

SLA members receive a 10% discount on Nexcerpt’s services.

If you have ideas for additional topics, please let us know at resources@sla.org.
It's Not Very Old
1/16/2008 9:23:39 PM

All these things we depend on are truly quite young.

This month marks the 25th anniversary of TCP/IP. It was co-invented by our SLA Seattle Conference keynote Vinton “Vin” Cerf.

So TCP/IP is about as old as a university grad just starting out today.

I put up my first website at the end of 1994 based on 1992 CERN stuff. It was awful. The Canadian government went on the web in 1995 about the same time as America Online started offering internet access.

So websites are about 14. Wow - all set for an exciting high school career.

It is joined by browsers that started out in about 1993.

Just getting to sophomore year.

Just recently we noticed that Google’s domain name was 10 years old but the search service is only about nine.

So Google style searching is only in about grade five.

Last week, Wikipedia turned 7 or 8. So it is in Grade 4.

Blogs started in about 1998 but really blossomed in 2002.

So they’re ten too and join Wikis in grade four homeroom.

MySpace is from 1999.

A sturdy 8 year old. Grade 2 is fun.

Delicious tagging started in 2003.

So it’s four and entering junior kindergarten.
23 October 2006 Press Release

Contact:
Cara Battaglini
+1.703.647.4917
cara@sla.org

**SLA Partners with NewsGator to Deliver Free Customized RSS Feeds to Info Pros**

**Alexandria, Virginia, USA, 23 October 2006** - The Special Libraries Association (SLA) announced today that it has partnered with NewsGator to launch an online service that delivers RSS (Really Simple Syndication) feeds to the desktops of thousands of information professionals. This exclusive service is free only to members of SLA, and is available at www.sla.org as part of the SLA News Connections.

"Access to online content is nothing new to our community," said Janice R. Lachance, Chief Executive Officer of SLA. "Access to real-time RSS feeds, however, is new to the business world, and we saw this as an opportunity to expose our members to a practical solution through their SLA experience. We are thrilled that NewsGator has delivered this wonderful service for SLA and the global community of information professionals."

SLA News Connections now includes access to open Web content driven by NewsGator’s reader. Members of SLA can access the content through the "Resources" tab on the SLA home page. NewsGator is also offering free educational Webinars and a special SLA member discount on their solutions for businesses. More information is available in the News Connections area.
Energizing

- Volunteer Project for Participation
- The Innovation Laboratory (Software, Wikis, Flickr, Blogs, social tool and more)
- Student Initiative
- Learning 2.0 – 23 Things in 15 Minutes a Day

SLA

- Seattle Conference Twitter
- Social Networking Pilots (Find me on Facebook and Ning)
- The Testimony Project
- Second Life for SLA Orientation
SLA in SL
Just for fun

Me
2.0 is about play
A Key Intervention

Expanding Minds, Empowering Individuals, Enriching the Community

Learning 2.0
23 Learning 2.0 Things

- Week 1: Introduction (official start after Seattle Conference)
- Week 2: Blogging
- Week 3: Photos & Images
- Week 4: RSS & Newsreaders
- Week 5: Play Week
- Week 6: Tagging, Folksonomies & Technorati
- Week 7: Wikis
- Week 8: Online Applications & Tools
- Week 9: Podcasts, Video & Downloadable audio
Learning 2.1
Technology Petting Zoos
Technology Scholars
5 Weeks to a Social Library

The Internet Can Change Your Life
SirsiDynix Institute, WebJunction, OPAL, etc.
Build a Petting Zoo

- Real devices: iPods, MP3 players, video, smart phones, texters, etc.
- Special PC’s: disability compliance, streaming media, IM groups, VR (both kinds)
- Gaming stations
Build a Sandbox
Personal Play

- GO2WEB20.net
- The Complete Web 2.0 Directory
- http://go2web20.net/
It can’t work without you

Your Ideas?
Innovate in 2008
Collegiality
Being Comfortable with Speed
Being Open to New Ideas
Letting Go of Control
No Excuses
Turning Excuses in Reasons

And Reasons into Plans
Remove the Borders Inside SLA

Be the Change We Want to See
Remove the Borders In the Library Community

Be the Change We Want to See.
Remove the Borders Between SLA and Members

Be the Change We Want to See.
Be The Change We Want to See

Remove the Borders Between Librarians and Influencers
Be Inspirational
Be Important

EXPENDABILITY

Kirk, Spock, McCoy, and Ensign Ricky are beaming down to the planet. Guess who's not coming back.
Put Your Meat In The Game
Know What Makes Us (and You) Different
Find Our Voice and Use It
Be More Open to New Members
Honest to G*d – Have Fun
Being Open to Standing Out
Have Some Fun
We librarians must learn that when we study something to death, *Death was not our original goal.*
A Third Path
“You have to sit by the side of a river a very long time before a roast duck will fly into your mouth.”

— Guy Kawasaki
Be The Change You Want To See
Remember:
Your Member ID and Password Unlocks a World of Value
Slides

• These PPT slides will be at my blog ‘Stephen’s Lighthouse’

http://stephenslighthouse.sirsidynix.com
Stephen Abram, MLS, FSLA
President 2008, SLA
VP Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute
Cel: 416-669-4855
stephen.abram@sirsidynix.com
http://www.sirsidynix.com

Stephen’s Lighthouse Blog
http://stephenslighthouse.sirsidynix.com