



**For Immediate Release – International Association Announces Trio of Keynote Speakers  
for Annual Conference on IT Asset Management Best Practices**

**October 19, 2005  
Hartville, OH**

The International Association of IT Asset Managers announced today that the Annual Conference and Exhibition to be held November 9-11 in Orlando, Florida will feature industry leaders as keynote speakers for each day of the conference.

CIO William K. Barnett will be the keynote speaker for the first day of the conference, sharing his experiences inspiring change and acceptance of new technology into a tradition-based organization. While the issues he addresses are universal, his experiences in the world of museum information technology provide a fresh perspective and a fascinating glimpse behind the scenes.

Greg Butterfield, CEO of Altiris, will clarify for attendees what CEOs want and need from their IT asset management programs. As keynote speaker for day two of the conference, Greg is uniquely qualified to address this audience as both a CEO of a major organization and as a software publisher in the IT asset management space.

The day three keynote address features one of the founders of the IT asset management business practice, Larry Shoup. With his years of relevant experience, Larry's prognostications regarding industry trends and how they will impact IT asset management will give attendees the leading edge for 2006.

"Rather than have a single keynote speaker, we chose to feature an industry leader each day to share experiences and advice with the goal of inspiring discussion and actions for 2006," states Barbara Rembiesa, President of IAITAM. "Our members and attendees are ready to build on the foundation of best practices that has been built. These speakers will provide insight, both in the diversity of what they share and the common themes that lead to success."

**About IAITAM:**

The International Association of Information Technology Asset Managers (IAITAM) is the professional association for IT Asset Management, serving Software and Hardware Asset Management professionals and providers of software and IT services in more than eighteen countries around the world. IAITAM provides these professionals with centralized professional skills development applicable across industries, goals and company size. The organization educates the business community on the value of information technology asset management and on how to implement cost saving life cycle management strategies to reap the benefits. IAITAM is the publisher for *ITAK*, the only professional magazine for the IT Asset Management Professional. IAITAM is based in Ohio, USA.

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For further information contact:

Lynne Weiss  
VP Sales & Marketing  
International Association of Information Technology Asset Managers  
1915A Gingerich Street  
Hartville, Ohio 44632 USA  
Phone +1.866.9IAITAM (+1.866.942.4826)  
Fax +1.509.479.0152  
[www.iaitam.org](http://www.iaitam.org)  
[media@iaitam.org](mailto:media@iaitam.org)

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