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Evanced Solutions' Founder Keynotes Serbian Library Conference

INDIANAPOLIS, IN – October 20, 2008 — Todd Cutler, founder of Evanced Solutions, recently returned from a ten day trip to Serbia where he was the Keynote Speaker at an International Library Conference on Electronic Libraries. In addition to keynoting, Cutler also conducted numerous technology presentations and discussions related to his book, *High Tech, High Touch – Library Customer Service through Technology* (ALA, 2003).

The trip was sponsored by the United States Embassy in Serbia and hosted presenters from the U.S., UK, Hungary, Turkey, Italy, Bulgaria, Croatia, and Macedonia. The Embassy has partnered with Serbian libraries to establish “American Corners” libraries throughout Serbia. The “Corners” are small, American-style libraries created to increase mutual understanding between Serbia & Montenegro and the United States by making available information about America in a variety of formats, including books, videos, Internet Access, various programs, and professional bilingual librarians trained to help people find information about the United States.

This year's conference focused on challenging librarians to find new approaches to service and working toward a “librarian 2.0” frame of mind. Topics addressed included Web 2.0, digital catalogs, and electronic services with the primary focus on new approaches to technology and using technology to a library's advantage, all ideas that Cutler and Evanced are very familiar with.

“I found it very interesting that libraries in Serbia are facing the same problems as libraries in the U.S.,” said Cutler. “Librarians are concerned about how to change, adapt, and stay viable in this Internet and technological world we currently live in. The libraries in Serbia are a few years behind U.S. libraries in their services offerings, but they are looking ahead and trying to determine what needs to be done in order to stay viable,” added Cutler.

Headquartered near Indianapolis, Indiana, **Evanced Solutions** offers software and dedicated service for libraries of all types and budgets. Online tools include event calendaring, registration, meeting room booking, and summer reading management, all designed to better attract and engage the communities libraries serve. For a free webinar and for more information on **Evanced Solutions** and their products, visit www.evancedsolutions.com or call (888) 519-5770.

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