

*Michigan Chapter*  
**asis&t**

**Date:**  
Tuesday, Sept 25, 2001

**Time: 6:00 PM**

**Location:**  
Ehrlicher Room  
West Hall (4th Floor)  
School of Information  
550 East University  
U of M, Ann Arbor

**Admission: FREE**

Hor's d'oeuvres and  
beverages will be provided

**For More Information Contact:**  
**Jennifer Moldwin**  
**(313) 833-7929**  
**email:** [jmoldwin@dia.org](mailto:jmoldwin@dia.org)



**The MI-Chapter of ASIS&T proudly presents**

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**Peter Morville:**  
**Information Architecture**  
**& Business Strategy**

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Peter Morville is Executive Director of the ACIA and an independent consultant, specializing in information architecture strategy and knowledge management.

Peter is co-author (with Louis Rosenfeld) of the best-selling book on the subject, Information Architecture for the World Wide Web (O'Reilly & Associates), named "Best Internet Book of 1998" by Amazon.com and called "The Most Useful Book on Web Design on the Market" by Jakob Nielsen.

From 1994 to 2001, Peter was Chief Executive Officer and co-owner of Argus Associates, a pioneering information architecture consulting firm with world-class clients including 3Com, AT&T, Compaq, Ernst & Young, Ford, IBM, Microsoft, Procter & Gamble, and the Weather Channel.

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and prospective ASIS&T members**

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**Michigan Chapter of ASIS&T**

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