

NEWS RELEASE:

Lori Martin
Assistant Vice President
INFORMATION IMPACT International, Inc.
Office: 615-837-1211
lori@infoimpact.com

Larry P. English Receives Distinguished Alumni Award

BRENTWOOD, Tenn. – December 7, 2005 - Larry P. English, President of Information Impact International, Inc. received the Distinguished Alumni Award from Hardin-Simmons University on October 14, 2005 in Abilene, Texas.

The award is presented annually to an alumnus whose personal and professional accomplishments are exemplary of the ideals and aims of the University. “Larry English is truly an outstanding alumnus: not only has he brought distinction to the University through his life and career, but he has also contributed his time, talents, and resources in support of Hardin-Simmons,” said Dr. Craig Turner, President of Hardin-Simmons University.

English, a magna cum laude graduate from HSU, is an internationally recognized speaker, educator, author, and consultant in information management and information quality improvement. He developed the Total Information Quality Management (TIQM[®]) methodology

applying Deming’s 14 Points of quality and Kaizen[®] quality principles to information quality management. Mr. English writes the monthly “Plain English about Information Quality” column for *DM Review* and is the author of the highly acclaimed book, *Improving Data Warehouse and Business Information Quality*, which has been translated into Japanese by the first information services organization to win the Deming Prize for quality.

Having provided consulting and educational services in 29 countries on five continents and realizing the need for a world-wide association to increase the awareness of the importance of information quality, Mr. English conceived and co-founded the International Association for Information and Data Quality (IAIDQ) which was chartered in January 2004.

About Information Impact International

Information Impact International, Inc., founded by Larry P. English 18 years ago to help businesses manage information as a strategic resource, has evolved into one of the premier consulting and educational information management authorities in the world. Headquartered in Brentwood, Tennessee, Information Impact International provides consulting and education in information stewardship, strategic information visioning, information technology evaluation, information resource management, data modeling and facilitation, and value-centric application development methods. For more information, visit the company’s Web site at www.infoimpact.com.

About Hardin-Simmons University

Hardin-Simmons University, a church-related institution affiliated with the Baptist General Convention of Texas, fosters the intellectual development of students by providing an



Pictured are Dr. Craig Turner, (left) President of Hardin-Simmons University and Larry P. English (right)

academically challenging undergraduate education based upon a liberal arts foundation, and advances scholarly growth by offering specialized graduate and professional degree programs. Recognized in the Top Tier by the 2006 edition of *U.S. News & World Report's* "America's Best Colleges", this is the third consecutive year Hardin-Simmons University has earned this prestigious rating. HSU is also cited as being a "Best of the West" university by *The Princeton Review*, one of 122 in the western U.S., and one of only 20 so honored in the state of Texas. Academic excellence continues as a priority at Hardin-Simmons University as it has for more than a century. Through its leadership in providing intellectual, spiritual, cultural and social opportunities, the University serves as a catalyst for the advancement and enrichment of its students and the community.

###

A photo is available of Larry English accepting the Distinguished Alumni Award from Dr. Craig Turner, President of Hardin-Simmons University.

*Information Impact International, Inc., 871 Nialta Lane, Suite 100, Brentwood, Tenn., 37027.
Phone: 615-837-1211, Fax: 615-837-8804. <http://www.infoimpact.com/>*

TIQM is a registered trademark of Information Impact International, Inc. Other brand, company and/or product names mentioned herein may be trademarks and/or registered trademarks of their respective companies.