Helen Blowers: Not only are they rocking the Internet, they are rocking every single organization out there, and that's why we're having this conference here. Because it's changing the way we communicate, it's changing the way we connect with information, it's changing the way our users are participating in the creation of all this media. Time Magazine put you as the person of the year, that said yes, you, you are controlling the information age. Only what did that, I looked at that and said, 'you' was kind of... they should have said 'us', as it's really all of us that's doing it. That each and every one of us has the opportunity to become a constant creator, an information creator and an information consumer. And I take this as the big difference between the 1.0 and the 2.0. In 1.0, most of us were consumers. Unless you had skills and you could develop, you could code in html or you had some programming skills, you weren't really participating in putting information our there on the Internet, but you sure were consuming that. You know the last step was the decade of search, the decade of Google. But in the last two and a half to three years, actually since about 1999, but most of us didn't wake up to it until the last 18 months, we've been able to actually create and add content and value to all of this information that's out there, so it's a huge change.

And last but not least, it's about letting go, alright? It's different. It's about understanding that as organizations that deal with information, that we are much more powerful and influential when we empower our users rather than when we're trying to control them. Just think about that. Those of you who are teachers know, that it's only true, that when you give somebody, when you teach somebody something, you empower them to do something. It's very powerful. To empower people. At least to allow users to actually become content creators, to become part of the community, to collaborate with you as an organization. Give those individuals that, empower them to do that, so it

really is about letting go.

What was I going to say? Down there - You know the e's. I'm a big e-person. You know, in the English version, "library" doesn't have any e's, and I'm actually trying to lead a campaign that says we switch the spelling of "library" from l-i-b-r-a-r-y, and replace the last y with two e's, 'cause we're really about the e's. We're about expanding communities, we're about empowering individuals, we're about engaging in our user communities and encouraging participation. And that's what web 2.0 is, which is more than just the tools. It really has all these underlying principles of collaboration, encouraging participation, empowering people. Small pieces loosely joined, that's what this is about.

And last and not least, think about the quality of videos that you might get and the type of promotional message it will send when you start putting that out there for your users. So I'm really excited to see what the New Jersey public, the New Jersey libraries are going to be doing.