



For Immediate Release

Woelk Named Director of LCMS Vendor Council

Council goal is to increase industry understanding of Learning Content Management System products

Austin, Texas, June 14, 2002 – Darrell Woelk, President of Austin-based Elastic Knowledge, has been named Director of the LCMS Vendor Council. The LCMS Vendor Council was formed to promote broad market awareness of the benefits to learners provided by Learning Content Management System infrastructures. LCMS solutions allow companies to create small units of instructional content called learning objects, reducing the time and cost of content creation as well as facilitating personalized learning for students. LCMS Vendor Council members include Docent, Knowledge Mechanics, LeadingWay Knowledge Systems, Online Courseware Factory, Vitalect, Vuepoint, and WBT Systems.

As Director of the LCMS Vendor Council, Woelk will help elevate the visibility of the council's work, particularly in the standards arena. Woelk is also President and Founder of Elastic Knowledge, a consulting company specializing in e-learning and knowledge management solutions. He is an acknowledged industry expert in knowledge management, distributed computing architecture, agent-based computing, database management systems and e-learning. Most recently, Woelk was Vice President of Engineering for the Austin Development Center of Docent, where he led development efforts for a number of next-generation Docent products in the area of e-learning and knowledge management.

"The LCMS Vendor Council is focused on helping customers to clarify the importance and value of LCMS tools and feature sets in comparison with other learning technologies," said Beth Broderson, Chair of the LCMS Vendor Council. "We are particularly concerned about helping to define the position of LCMS tools in relation to the evolving SCORM and AICC standards for both customers and users. Mr. Woelk brings broad industry experience with standards and implementation of enterprise level systems."

About the LCMS Vendor Council

Founded in November of 2000, the LCMS Vendor Council's mission is to increase industry awareness and understanding of Learning Content Management Systems, and to promote the value that LCMS infrastructure software solutions deliver to enterprises and the individual learner. Current members of the LCMS Vendor Council are Docent, Knowledge Mechanics, LeadingWay Knowledge Systems, Online Courseware Factory Ltd., Vitalect, Vuepoint and WBT Systems.

About Elastic Knowledge

Elastic Knowledge provides consulting services and system implementations that help companies effectively transfer knowledge to their employees and customers. The focus of the company is on the integration of e-learning and knowledge management technologies in order to optimize the value of the knowledge gathered by the typical organization. For more information, visit www.elasticknowledge.com.

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