

COMMUNITY ANALYTICS TO LEAD TWO SESSIONS AT THE NETWORK ROUNDTABLE CONFERENCE

Jon Farley and Myra Norton to Demonstrate the Importance of External Networks at the University of Virginia

BALTIMORE (September 2008) – On September 8th, University of Virginia’s McIntire School of Commerce hosted the 2008 Network Roundtable Fall Conference. This two-day conference demonstrated how a relational view of work can improve organizational and individual performance. On behalf of the Roundtable, Jon Farley, COO, and Myra Norton, CEO of Community Analytics had hosted an external network discussion group throughout the year and presented two sessions on External Networks at this year’s Fall Conference.

Leading up to the conference this past year, Farley and Norton’s team focused on the implications of studying external networks and how knowledge of an organization’s connections proves to be tremendously important in organizational problem solving. Moving into next year, the team will select a project to collaborate on and will report on their progress and findings in 2009.

Farley describes the project as, “...exciting and challenging. Having the opportunity to work in collaboration with Roundtable members is stimulating. We are exploring customer networks in the business space and will offer practitioners tangible applications and best practices.”

For the sessions at this year’s conference, Farley and Norton explored the emerging research within the External Networks Interest Group and provided a variety of approaches for organizations to assess and generate value.

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About The Network Roundtable:

The Network Roundtable is a consortium of top organizations, led by Research Director Rob Cross, focused on applying network analysis to business imperatives such as innovation, revenue growth, cost containment and talent management. It is housed at University of Virginia and has two primary objectives: building member capability to apply network analysis and conducting research that drives measurable business results.

About Community Analytics:

Community Analytics is a research organization based on the principles of social networking. We understand human networks and the roles they play in the decision making process. We offer customer engagement solutions that deliver measurable results in an ever-changing and customer-driven business environment. Through a combination of proprietary research and analytical techniques, Community Analytics helps you uncover these networks and create strategies to connect these networks with your brand

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