

# A.L.I.C.E. AI Foundation

*Promoting the adoption and development of Alicebot and AIML free software.*

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P R E S S R E L E A S E

## Foundation Appoints Brenda Freedman to Board of Directors

Brings years of experience in education and non-profit fundraising

**8 June 2001—San Francisco CA:** The A.L.I.C.E. AI Foundation is pleased to announce the appointment of Brenda R. Freedman to its Board of Trustees.

Freedman has spent more than a decade at the Franklin Institute Science Museum located in historic Philadelphia, Pennsylvania. Her primary focus at the Museum is work in the Fels Planetarium, opened in 1933 and the second oldest Planetarium in the United States. Freedman has been responsible for bringing innovative programming to the Planetarium coordinating World Space Week, which is now celebrated in over 30 nations.

Having a long history of work with non-profit organizations, Freedman works closely with philanthropists in the Philadelphia area recommending projects and fundraising efforts for the Franklin Institute.

Freedman has continued her commitment to science and education by participating as a Judge at the Delaware Valley Regional Science Fair, the oldest Regional Science Fair in the United States, judging in the areas of Computer Science and Mathematics.

As an online facilitator, Freedman has been involved with online education for a major community and started her career with LiveWorld, Inc. at the award-winning Forum TheInsite, produced by David and Annie Fox.

From 1998-2001 Freedman was responsible for creating an online science forum, Science-Visions. In cooperation with another forum, she produced an annual science week in 1999 and 2000.

As part of her work at the A.L.I.C.E. AI Foundation, Freedman will be concentrating on education at an international level and is excited about the unlimited applications of Alicebot in museums, universities and other educational institutions. Says Freedman, "I am very excited to join the A.L.I.C.E. AI Foundation. I have been involved in science and education for as long as I can remember and what has attracted me to this Project is that the diverse population the Internet continues to come together to make the A.L.I.C.E. Project a vision of cooperation and understanding of the people involved with the Project. When we take the time to understand the meaning of A.L.I.C.E. we begin to take the first step of understanding the complexities of the Universe."

Dr. Richard S. Wallace, Chairman of the Foundation's Board of Trustees, says, "I would say that most people don't realize what it means to serve on the Board of a non-profit corporation, whether it is a museum, a hospital, a university or a scientific organization like ours. The Board members accept no salary for their work, and in fact they are expected to donate their own time and money to the organization. Not only that, the primary responsibility of the Board of Trustees is fundraising: convincing others to donate to the organization. Board membership in a non-profit corporation is the ultimate sacrifice one can make to show dedication and commitment to the organization's mission.

"The Board of a successful non-profit corporation must consist of people with diverse backgrounds covering all of the skills needed to run such an organization. For us this includes people with fundraising backgrounds, and people with financial, legal, business and marketing expertise as well as those with technical and scientific knowledge. Knowing her substantial experience with non-profit organizations, I welcome Brenda Freedman to the ALICE AI Foundation Board of Trustees."

#### **ABOUT THE A.L.I.C.E. AI FOUNDATION:**

The A.L.I.C.E. AI Foundation was founded in 2001, as a non-profit organization with the following mission:

- Promote the adoption and development of Alicebot and AIML technology.
- Develop and maintain standards for AIML, the AIML pattern language, Alicebot implementations, and Alicebot interfaces (Responders).
- Pursue and promote research and development in natural language and artificial intelligence technologies.
- Provide education and training resources to promote the adoption of AIML technologies.
- Work closely with and advise commercial entities engaged in AIML, development to develop standards, plan future programs, and evaluate research and development.
- Allocate public and/or private funds as appropriate to organizations, agencies or individuals who can provide AIML, programs or products of high quality if they are deemed beneficial to the community.
- Plan and host periodic conferences and meetings as required to accomplish the general goals of the organization.

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