



CONFERENCE CHAIR WELCOME LETTER

We warmly, and humidly, welcome you to AMCIS 2014 in Savannah, Georgia's oldest city.

The 20th AMCIS conference emphasizes ecological sustainability with the theme of "Smart Sustainability: the Information Systems Opportunity." Climate scientists have pointed out repeatedly over the last few decades the many deleterious effects of global climate change, rising sea levels, and ocean acidification.

We thus also welcome you to embrace the conference's theme by learning how you can use information systems to create a sustainable society. We urge you to apply your research skills to advancing solutions that will help reduce CO₂ emissions and mitigate the effects of climate change. We encourage you to illustrate to your classes and colleagues how information systems can play a key role in solving the world's most pressing problem.

Recognize that the conference theme is not just an ephemeral three day buzz, but rather something enduring that needs attention of information systems scholars and practitioners for decades to come.

We encourage you to enjoy Savannah's architecture and historic buildings. The Savannah Victorian Historic District and 22 squares make it one of the largest National Historic Landmark Districts in the United States. Delight in experiencing the town plan designed by Savannah's founder James Oglethorpe nearly 300 years ago. The conference social events are designed to enable you to enjoy the vibrant night life and culinary specialties of Savannah.

Have a great time in Savannah, rejoice in meeting old friends, make some new connections, learn about the future of IS, and ponder how to make information systems a spearhead for a greener future.

Tom Case, Georgia Southern University
Eph Mclean, Georgia State University
Rick Watson, University of Georgia