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The Association of Independent Information Professionals Announces New Board Members

Baton Rouge, LA May 2, 2010—The Association of Independent Information Professionals (AIIP, www.aiip.org) announced today the induction of newly elected members to its board of directors. The announcement was made at the culmination of the association's annual conference, which was held in Cleveland, OH.

New board members include: Cynthia Herrington (President-Elect), Lark Birdsong (Treasurer), Ellen Naylor (Director-at-Large, Member Benefits) and Betty Story (Director-at-Large, Membership Development). The women will be joining current board members, including Margaret R. King, who will be stepping up from her role as President-Elect to President, Vada Repta (Secretary), Andrea C. Carrero (Director of Marketing and Web), and Marcy Phelps (Past President).

“As the incoming President, I'm excited at the breadth of experience and knowledge the new board members will be bringing to the association,” said Margaret King. “We have much to accomplish and I look forward to working with each new member as well as the remaining board members.”

About Cynthia Herrington

The founder of the Hetherington Group based in Wayne, NJ (www.hetheringtongroup.com), Cynthia Hetherington, has been providing online and Internet research to private investigators, security specialists, and law enforcement professionals since 1993. She holds a Master's in Library Science and a Master's of Information Systems Management, is the author of “Business Background Investigations” and the “Manual to Online Public Records” and has co-authored articles on steganography, computer forensics, Internet investigations and other security-focused monographs. She will serve a term of three years; the first year as President-Elect, the second as President and the third as Past President.

About Lark Birdsong

Lark Birdsong provides web and online search training, in-depth business research and manages the information needs for small to medium sized businesses. She is director of the Information Literacy Initiative at the University of Washington's (www.washington.edu) Information School (<http://isc.washington.edu/ili/>) and president of Colorado-based Birdsong Information Services (www.larkbirdsong.com). She couples her industry experience with a MBA in Finance and Accounting, a Master in Education and a Master in Library and Information Science degree at The University of Washington. Birdsong will serve a two-year term as AIPP's treasurer.

About Ellen Naylor

Ellen Naylor is the owner of the Confier, CO-based The Business Intelligence Source (TBIS, www.thecisource.com), which specializes in primary research and analysis such as win loss analysis, trade show analysis, elicitation and competitive intelligence (CI) process development. In addition to performing and teaching CI, TBIS teaches cooperative behavior that improves leadership, connection and communication. Prior to TBIS, Naylor started Bell Atlantic's CI operation (before Verizon), and worked in economic forecasting and CI at Northwest Airlines. For almost 20 years, she has been invited to speak on marketing and competitive intelligence, and has been a regular contributor to SCIP's (Society of Competitive Intelligence Professionals, www.scip.org) "Competitive Intelligence Magazine," among other publications. Naylor, a recipient of SCIP's catalyst and fellow awards, earned a BA at the University of Notre Dame and an MBA at the University of Virginia's Darden Graduate School of Business. She will serve a two-year term as Director-at-Large, Member Benefits.

About Betty Story

Betty Story is owner and founder of Story Information Services (www.storyinfo.net), which provides research for nonprofit agencies and special projects for libraries. Based in Neptune Beach, FL, she works with museums and service agencies in the north Florida region at finding funding resources. Story has a background in international schools, and has worked for school library projects in the Caribbean and Latin America. Since information literacy is a special interest for Story, she provides training on this topic to small businesses and community groups. Story will serve a two-year term as Director-at-Large, Membership Development.

About Margaret King

Margaret King is president of InfoRich Group, Inc. (www.inforichgroup.com), a management-consulting firm based in Drexel Hill, PA, which provides fundraising support in the areas of board development, prospect research, capital campaign, and general fundraising. She has extensive experience in the nonprofit sector and has been part of the executive management team for two internationally recognized nonprofit

institutions. In addition to raising millions of dollars for her clients, King has broad experience developing and organizing nonprofit boards and advisory councils. A member of the adjunct faculty at Delaware County Community College and Eastern University, she teaches nonprofit management courses at graduate and undergraduate levels and is an instructor for the Association of Fundraising Professionals, Greater Philadelphia Chapter. She earned a BS from Cabrini College, a MBA from St. Joseph's University and completed a post-graduate program at Harvard University. She will serve a one-year term as AIIP President followed by a one-year term as Past President.

About AIIP

The Association of Independent Information Professionals (AIIP, www.aiip.org) is the premier industry association for independent information professionals. The membership consists of more than 500 business owners from countries around the world whose firms provide information-related research and consulting services across a wide variety of industries. AIIP's members specialize in business research, competitive intelligence, market analysis, database development, training, and library management consulting. Some of the vertical industries AIIP members work in include scientific, medical, pharmaceutical, regulatory, information technology, education, financial services, manufacturing, nonprofits and life sciences.

For more information about the Association of Independent Information Professionals, contact AIIP headquarters in Baton Rouge, LA, at 1.225.408.4400 or office@aiip.org.