Welcome to the 2017 conference issue. Here you’ll find our exclusive reporting on AIIP’s annual conference held on May 18–21 in New Orleans, LA, USA.

First, AIIP President Scott Attenborough shares his thoughts on the value of AIIP membership. He notes the importance of finding your people and of networking. These are key benefits of the annual conference.

The conference theme was “Pivoting for Success.” Attendees learned how to create their own pivot experience and were inspired by the experiences of our speakers. Jenny Blake, author of PIVOT: The Only Move that Matters is Your Next One, gave the keynote presentation. She reviewed the various stages of a successful pivot. Anne Caputo gave the Roger Summit Award Lecture, tapping into the wealth of her own professional and personal experiences to share insights on reinvention at every stage.

We had several member presentations that also spoke to the theme. Marge King moderated a panel of seasoned AIIP members who shared stories of pivoting for success. In one hour, Mark Goldstein and Marydee Ojala powered through 50 excellent sites that every information professional will want to check out. A new session this year was “Ask the Experts,” where conference attendees could “speed date” with a number of AIIP experts who have a range of skills and experiences. Mary Ellen Bates shared valuable advice on time management, dealing with procrastination and getting things done. And the conference concluded with a Sunday Morning Sendoff to review key conference takeaways and strategies to turn the lessons learned into action items.

AIIP can pivot, too. Thanks to Ken Watson’s sponsorship, we piloted a virtual conference session. Two different Cynthias told stories from their own experiences as “Knowledge Leaders on the Road” to highlight important travel safety advice. AIIP members unable to attend the conference in person could join in the experience remotely.

Look for short reports on the ever-popular “Tips Roundtables” where our experts share hot tips on a range of topics in 20 minutes. And we have a special report on this year’s conference give-back initiative that benefited Habitat for Humanity in New Orleans.

Thanks to our team of conference reporters who volunteered their time and talents to bring you their “snapshots” of the conference in this issue. Speaking of snapshots, thanks to Jennifer Burke and Arthur Weiss who shared their photo talents with us. Their contributions supplement those of Mark Goldstein who seemed to be everywhere with his camera throughout the event. Thanks Mark!

Enjoy the issue. And be sure to check out the back page information so you can mark your calendar now for AIIP 2018. In the meantime, it’s not too early to volunteer to make the 2018 conference in Minneapolis even better!

Phyllis Smith
Editor, AIIP Connections
Halton Hills, Ontario, Canada
How the heck did I get here?

I didn’t grow up wanting to be an information professional. It was probably the furthest thing from my mind. My guidance counselor had me take an aptitude test to help me find a career. The number one profession—the career that I was best suited for—was...wait for it...librarian. Are you kidding me? What on this little blue marble called Earth made those eggheads think I would be a good librarian? As a young man with lower than average reading skills (I rarely visited the library) and a higher than average interest in sports (I spent all my time on some field, rink, or course) I was outraged and rejected it out of hand. I took a completely different route, and yet here I am—an information professional.

But how should we choose our professions? When I was growing up people would ask me, “What do you want to be when you grow up?” I, like most kids, imagined being an astronaut, artist, actor, doctor, firefighter, pilot, or star athlete. In our minds, we have a vision of the lifestyle that we associate with a profession. Doctors go to country clubs and socialize with intelligent people. Actors appear to have exciting lives and have experiences in the grandest places. Sports stars can be larger than life. We all know this isn’t necessarily true, but I would argue it’s a common perception. That’s why most kids don’t envision themselves as an insurance actuary, mathematician, or information professional. It’s hard to envision the lifestyle that goes with these professions. By focusing on lifestyle, we unknowingly focus on a completely different question: How do I want to live my life when I grow up, to have a life that makes me proud?

And lifestyle is often what motivates people to become entrepreneurs. An entrepreneur has a certain cachet—a certain je ne sais quoi. It can be easy to see the upside but not the downside. Entrepreneurs like Mark Cuban, Bill Gates, or Jeff Bezos are exciting people with the potential to build massive amounts of wealth. If we can be like them, people will love or fear us, want our advice, and value our talent. How do we get what they have? Is there a standard process or procedure? Aspiring entrepreneurs should think about the grittier side of being an entrepreneur. What can bring the entrepreneur down faster than a porcupine in a hot air balloon? Success takes guts, knowledge, talent, and perseverance. Without help you risk making all the old familiar mistakes, even if in new and exciting ways. Wouldn’t it be nice if there were people you could look to for advice who have experience with the issues you face every day as an entrepreneur in the information industry?

This past year we launched the Who We Are project to celebrate the diversity of our members’ businesses and to enable stakeholders (members and others) to easily identify the services our members offer. We interviewed AIIP members to find out why they joined AIIP and why they stick around. One finding from this research that stuck with me was how much members value our highly interactive discussion forum. It is where we regularly talk about the ins and outs of starting and running successful information businesses. For me, it’s definitely worth the price of admission.

As Ron Popeil, the infomercial pioneer, said, “but wait, there’s more!” Your AIIP membership also gives you access to webinars, a mentorship program, skills development, networking, business development and partnering opportunities, and much, much more.

Let’s focus on networking for a minute. Thanks to Cindy Romaine and her team, we had a magnificent conference in New Orleans. We had informative speakers, networking opportunities, lots of learning, and did I mention networking opportunities? Our next conference happens from April 19–22, 2018 in Minneapolis. I can’t wait to see everyone again.

Gathering with successful information entrepreneurs is infectious; their success can rub off and increase your chances of having a successful business yourself. Just because you are a solopreneur doesn’t mean you have to go it alone.

According to Jim Rohn, who was an author, speaker, and entrepreneur, “You are the average of the five people you spend the most time with.” They can be the people you go to for support, counsel, and advice. So, where do YOU find the best people to spend time with? I love my info-life and that’s why, for me, it’s AIIP.

It’s funny how things just seem to come around sometimes.

Scott Attenborough
Déjà vu all over again: The art of reinvention at every stage

Presented by Anne Caputo, Anne Caputo Consulting
Reported by Maureen Shields, The 42nd Street Group Inc.

Past Presidents of AIIP fund the Roger Summit Lecture Award to bring an inspiring and stimulating speaker to the AIIP Annual Conference. Anne Caputo was the clear choice this year, because she has been a significant player in the information profession, and has had numerous interesting and inspirational pivots throughout her career.

A good keynote lecture motivates, encourages, and informs. An exceptional keynote also inspires and moves its audience. Anne Caputo’s 2017 Roger Summit Lecture was an exceptional keynote. Anne is a seasoned and gifted professional with a long and successful career in the information industry, including senior positions at Thomson Dialog, Dow Jones, and the Special Libraries Association, and Principal of her own consultancy.

Anne’s talk focused on reinvention. She noted that we reinvent ourselves throughout our professional and personal lives; be it our first job, a significant career transition, a marriage, a move, a family trauma. And, reinvention is difficult. Anne tapped into the wealth of her own professional and personal experience to share insights on reinvention at every stage. In an engaging storytelling style, Anne provided strategies, tips, and guidance on navigating reinvention.

Attuning to the power of serendipity

Using several examples from her own life, including meeting Roger Summit and her first job at Dialog, Anne counseled us to watch our circumstances carefully and become better at recognizing when we are in the right place at the right time.

Listening to your heart

Anne’s experiences as a hospital chaplain highlighted the importance of finding work, volunteer or paid, that reflects your talents and your passions.

Not staying too long

It is important to know when it is time to move on from a particular circumstance, and to remain open to change.

Focusing on what you can control

Anne noted that what you can control includes your attitude toward a situation that is outside of your control. How we choose to behave in any circumstance is something that is always within our means.

While being mindful of the points above, Anne added the practical, yet often overlooked exercise of assessing what you genuinely like and what you don’t like in working environments. Writing this down acts as a guide to inform your pivots and lifelong reinventions.

Although guidance on reinvention was the theme of the keynote, Anne left listeners with much more. This was a keynote on finding joy and meaning in life. It was especially poignant; Anne spoke from her heart about living a full and meaningful life.
For a conference program built on a theme of pivoting for success, could there have been a better keynote speaker than the gregarious and engaging Jenny Blake? Attendees were treated to an account of how a successful career development manager at Google left it all behind to follow her passions. Sound familiar, anyone? During her lively session, Jenny shared with us how to do what she does best—Map...What’s...Next. Jenny’s account of making it in the Big Apple with a 6-month deadline was a menu of business change tied to survival.

Where to begin? First, find your Plant foot. Just as in sports, a business change requires standing on one’s strengths, values, and interests as we reach for the new direction. Information entrepreneurs who’ve been in business for a few years often face organic change to prevent stagnation and ensure survival. Change can come due to a new skill set, an encounter with a new opportunity, or the recognition of an underserved niche that fits our passion. For Jenny, the strength of her leadership training and astute business strategy was the foundation to build on her love of coaching.

With change comes risk. Jenny developed the Riskometer, with four levels to aid in taking one’s risk temperature.

- Stagnation Zone: boredom, restlessness or anxiety begins to set in.
- Comfort Zone: the status quo where everything feels safe. Career direction isn’t a major concern.
- Stretch Zone: exciting, challenging works gets us out of bed every day despite any risk.
- Panic Zone: anxiety may set in. Putting out fires in daily lives leaves little room for thinking about the future. Paralyzing fear may prevent any forward movement.

Second, Scan. This is the bridging phase to your business goals. At this point, set a time frame for realistic change, generally not to exceed a year. Identify your role models. Make a list of mentors, who could be clients or others in your industry. Decide what new skills interest you. If possible, partner with someone to make change easier.

Next, Pilot, trying small experiments in the essentials of empowerment, expertise, and expansion. This is the ignition phase of baby steps that will validate your ideas with the smaller risks that lead to bigger successes. These experiments will provide information on what you’re enjoying and what’s working for you and your clients. Piloting could be as simple as implementing a new process for your projects or changing from a project or retainer-based billing system. Decide on one new thing to do for the next month, but limit the stretching experiments to six months. Hint: check AIIP-L for ideas.

Finally, Launch! Jenny estimates that 80-90% of the work to reach your new goal has been done. You’ve identified your product and the steps that should make the greatest impact. Your small experiments will allow you to adjust for timing, forward progress, and financial success.

“Build first, then your courage will follow.” Jenny Blake

Jenny Blake is the author of the award-winning PIVOT: The Only Move that Matters is Your Next One. For more information, go to www.pivotmethod.com for a free toolkit.
What better city than New Orleans for a conference focused on Reinvention, Resilience and Renewal? When Hurricane Katrina hit in 2005, 80% the city’s housing was damaged or destroyed. Through its recovery from that natural disaster, New Orleans has exhibited a high degree of resilience and embraced reinvention. Twelve years after Katrina, Habitat for Humanity continues to assist with the rebuild.

In the past several years, AIIP has designated a “give-back” organization and raised funds for a worthy cause in the city where its annual conference is held. This year was no different and the Conference Committee designated Habitat for Humanity to be the targeted organization.

When I contacted Habitat for Humanity and heard the story of what they are doing in New Orleans, it immediately became clear that their focus and our conference theme of Resilience, Reinvention and Renewal overlapped. More than that, AIIP’s support for Habitat for Humanity gave our members a chance to “act on our values” in the words of Marguerite Oestreicher, Chief Advancement Officer at New Orleans Area Habitat for Humanity.

Her organization has an impressive track record of rebuilding and renewal. They have hosted more than 150,000 volunteers who built over 450 new homes, gutted over 2,400 flooded buildings, attacked blighted properties, partnered to cultivate 36 urban gardens, and made urgently needed repairs for over 120 elderly or disabled property owners. Marguerite emphasized that with each home, Habitat for Humanity is not just building houses, but rebuilding the community.

When Habitat builds a home, the future homeowner must commit to 350 hour of sweat equity in order to qualify for the home. Additionally, they are offered classes in financial literacy. Habitat acts as the mortgage holder. They “offer a leg up, not a hand out” and the results speak for themselves. People who move into a home built by Habitat for Humanity volunteers are more likely to stay at their job longer, to have their managers say they are more invested in their job, and their children are more likely to graduate from high school.

Reported by Cindy Romaine, Romainiacs Intelligent Research

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While the conference was taking place, Habitat for Humanity was working on a project called Women Build. Homes were being built by women, for women who are the head of their households. AIIP’ers Jane Langeman, Valeria Hunter and I visited the job site and came away impressed by the spirit and generosity of the volunteers. On the day we visited, a team of women volunteers from a local business were climbing ladders to apply siding on the outside and mudding drywall on the inside. Marguerite stressed that they teach volunteers to safely contribute to each build. The three-bedroom house is lovely! It is also built three feet off the ground to avoid damage should another flood occur.

Later, at our awards dinner, Marguerite spoke about Habitat for Humanity’s mission and accomplishments. She also shared her personal story of living through Katrina: her art gallery was destroyed and she pivoted quickly, reinventing herself as a fundraiser. And she thanked us for our support.

Through AIIP member contributions both at the conference and online, AIIP donated $2,190 to the New Orleans Habitat for Humanity! Our generosity and interest in the organization were most appreciated. When you are next in New Orleans, feel free reach out to Habitat for Humanity for a tour or to volunteer.

Visit New Orleans Habitat for Humanity for more information about their activities.
KNOWLEDGE LEADERS
on the road

Presented by Cynthia Hetherington, Hetherington Group, and Cynthia Navarro, Finnegan’s Way
Reported by Michelle Rawl, Rawl Research Inc.

You will never be disappointed when you attend a session with Cynthia Hetherington and Cynthia Navarro, two Queens of Security. Their vast experience leaves you feeling glad that you haven’t experienced what they’ve seen. At the same time, you are happy to hear the G-rated version for your safety. As always, these tips were sprinkled with fun anecdotal stories—and yes, the names were changed to protect the innocent.

Here are a few of the pointers:

**Travelling to different countries**

- Check the country’s website for alerts.
- What’s trending on Twitter about the country? (Riots? Protests?)
- Police department website will list travel alerts.
- Always know what’s going on around the area where you are.

**Hotel safety**

- Check online ratings and reviews (e.g., Yelp, TripAdvisor).
- Ask for interior room above the ground floor.
- Check that all adjoining room doors and windows are locked.
- Ask for two room keys so you don’t appear to be single.
- Request your name be kept private and not shared with inquirers.
- Confirm that you are comfortable and request a room change if you’re not.
- Read the evacuation plan to locate the stairs and the best exit route.
- Keep your phone, laptop, and a go bag next to your bed to grab in an emergency.
- Cover the peep hole on the door with a sticky note or gum.

**Computer safety**

- Don’t use public Wi-Fi—bring a MiFi™ instead.
- Back up your computer, travel with only basic information on your laptop, and encrypt your data to avoid ransomware issues.
- Shield your computer screen against wandering eyes; 3M makes a security screen.
- Don’t plug into a public USB.
- Use electrical outlets only; don’t borrow or share chargers.

**Flight safety**

- Don’t share your travel plans (e.g., where you are going and for how long).
- Take a breather when you are disheveled.
- Tell a fake story if you feel someone is asking a lot of questions.
- Know your surroundings: who’s near you on the flight?
- Avoid doing confidential work on the flight.
- Insert a business card, face down, in your luggage tag.

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A Virtual Conference Session

Reported by Marjan Farahbaksh, FSO Research & Information

Renting a car

- Don’t plug into the infotainment system.
- Use the outlets to charge your phone.
- Know how to drive the car you rent.
- Buy a Loss Damage Waiver to cover liability for damage to a vehicle.

Physical security

- Get travel insurance so you can leave a foreign place quickly.
- Pack medicine, electronics, and sensitive information in carry-on luggage.
- Give a trusted friend your travel itinerary.
- Clean out your wallet and only take the essentials.

The Cynthias reminded us to always keep a healthy sense of paranoia when we travel. Hopefully with their great tips, we will always have safe travels no matter where we venture.

When the subject of offering conference content remotely came up on AIIP-L a few months ago, it became a hot topic of discussion. Members made several salient points both for and against the idea. A team of volunteers was created shortly thereafter to study the idea. Incredibly, thanks to the efforts of the board and other volunteers, a pilot virtual session was initiated at the 2017 conference in New Orleans.

As someone who would not be attending the conference in person, I jumped at the chance to participate, both for the excellent insights I knew I would receive from Cynthia Hetherington and Cynthia Navarro, and for the opportunity to experience this exciting new offering. I was not disappointed; the session was informative and insightful, and the experience was a small but valuable way to feel a part of the conference.

The live streaming allowed domestic and international members—from the U.S. and Canada to New Zealand to Switzerland and Norway—to join and participate in the conference and in our community. I very much appreciated how Jane Langeman included the virtual attendees in the raffle and give-back initiative, and how the two Cynthias were mindful of our presence and included us in the Q&A. Jennifer Burke expertly managed the backstage chat, where the attendees easily connected with her and with each other.

I don’t believe that the virtual experience will ever replace the in-person experience of the conference and all the spontaneous face-to-face connections that it provides. However, for those unable to attend, the virtual experience was an extremely valuable avenue to the content and to that sense of community. Virtual sessions could also provide an additional revenue stream both during the conference and after. I hope this was just the first of many live streamed conference sessions.

Ken Watson and Jennifer Burke make the virtual session a success

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Ask the experts

Reported by Becky Leung, BlueNote Research Group, LLC

AIIP 2017 Conference attendees were given time in advance to review the biographies of experienced AIIP volunteers and then sign up to ask them business questions. This "Ask the Experts" session used a speed-dating format with a limit of 20 minutes per conversation.

The experts group included Constance Ard, Mary Ellen Bates, Jennifer Burke, Marilyn Harmacek, Karen Klein, Ellen Naylor, Marcy Phelps, Michelle Rawl, Cindy Shamel, Ulla de Stricker, Jan Sykes, and Arthur Weiss.

The experts each sat at separate tables, which provided opportunity for private conversations. Once Blair rang the bell to start the session, the room was abuzz with a flurry of conversations.

This was a great opportunity for me to have my business questions answered—first by Ulla de Stricker and then by Jennifer Burke. I do hope "Ask the Experts" will be offered at future AIIP conferences.
Congratulations to AIIP’s 2017 award winners!

**Myra T Grenier Award**
**Barbara Fullerton**, Librarian in the Cloud, Inc.

Barbara received the $600 stipend associated with this award. The Myra T. Grenier Award is given to a new AIIP member who has never attended an AIIP annual conference.

**Sue Rugge Award**
**Mary Ellen Bates**, Bates Information Services

Mary Ellen received this prestigious award for her work on the First Timer’s Committee; her book, The Reluctant Entrepreneur, the Member Benefits video she did for AIIP’s website, her webinar, “The Art of the Informational Interview”, and her blog. The Sue Rugge Award consists of a $500 check awarded to a full member of AIIP who has significantly helped another member or members through formal or informal mentoring.

**Roger Summit Conference Sponsorship**
**Diane Valdivia**, Pinpoint Prospect Research

This Sponsorship is given to a full AIIP member with at least two years as an information professional, and two years in AIIP, who has not attended an AIIP conference. The award includes a $1,000 check from Roger Summit and a free AIIP annual conference registration.

**Connections Writer’s Award**
**Karen Klein**, Fulcrum Information Resources and **Michelle Rawl**, Rawl Research, Inc.

Karen and Michelle shared the $350 award for writing the best original article published in *AIIP Connections* in 2016. The article was, “Collaborating for success: Tips for effective teamwork” in the December 2016 issue. The Connections Writer’s Award is sponsored by Information Today.

**Marilyn Levine President’s Award**
**Marcy Phelps**, Phelps Research Inc.

Marcy was selected for her service as a public, proud, and prolific ambassador for AIIP. She has evolved from blogging about networking for introverts into a polished speaker, published author, and effective leader. She is a past president of AIIP. She led the New Orleans conference Programming Committee and served on the Elections Committee. Marcy has also provided us a textbook case on how to pivot to opportunity: from market research to private investigator. Marcy credits AIIP with helping her grow her business. She does this on AIIP-L, her blog, her tweets, her presentations, and in her conversations. The Marilyn Levine President’s Award is given in recognition of the person or institution that has demonstrated extraordinary support of the objectives of AIIP.

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“The way you spend your days is the way you spend your life.”

These are important words of wisdom from Mary Ellen Bates (paraphrasing Annie Dillard), who shared incredibly valuable advice on time management, dealing with procrastination, and getting things done. Everyone wishes they could have more hours in their day. Mary Ellen showed us how those extra few hours are sitting right in front of us.

First, we must be aware of how our brains operate. Ask yourself: when are you most creative, energized, and productive? This is the time of day that should be reserved for work that is most demanding of our talents. Other, less peak times could be used for administrative work, checking email, and thumbing through social media.

Mary Ellen also discussed how multitasking can actually harm our productivity. The idea behind this is that our brains cannot shift from one task to another very quickly. It’s a lot easier to maintain momentum on one task than to switch back and forth between multiple tasks. Multitasking just places more demands on our mental overhead.

The next time you find yourself with 10–15 minutes and nothing to do, instead of clicking that “What Kind of Potato Chip Are You?” quiz, think about what else you can do during that time to give your brain a rest. Maybe use the time to order office supplies, outline a blog post, or do some accounting you’ve been putting off. The trick is to find something that is resting and refreshing, but that actually puts your valuable time to good use.

Mary Ellen discussed the cognitive reasoning behind why we procrastinate, and laid out techniques for turning procrastination into productivity. One technique Mary Ellen described is called the Pomodoro Technique: Focus on one task or project for 25 uninterrupted minutes. Then, force yourself to stop, take a short break, and repeat. This technique will help your concentration and reward your focus with short breaks to spend however you like. Conquer those big projects one bite at a time!

We should be deliberate about what we are doing. When you’re working, focus on the task and resist distractions. When you’re relaxing, relax fully and reward yourself. When you’ve accomplished everything you need to do, you can actually feel good about taking that well-deserved time off.

Mary Ellen also talked about her use of the techniques discussed in Brian Moran’s book, The 12-Week Year. This strategy will help you turn hope and wishful thinking into action and outcomes by forcing you to set measurable goals and become more accountable to yourself.

Life demands that we make the most of our time every day. Mary Ellen’s presentation was well worth the time and her lessons and insights will be exponentially rewarding to those who put the methods into practice.

Resources:

- The Reluctant Entrepreneur: Extras
- The Pomodoro Technique
- Getting Things Done: The Art of Stress-Free Productivity, by David Allen
- The 12-Week Year: Get More Done in 12 Weeks than Others Do in 12 Months, by Brian P. Moran
Save your research dollars by purchasing only the data you need.

- Purchase individual tables & charts from syndicated market research reports for hundreds instead of thousands of dollars
- Save by choosing from a la carte or tailored subscription options to fit your research needs

Learn more and get special AIIP member pricing:
The Conference in Pictures

Photo by Arthur Weiss
TIPS ROUNDTABLES
A round-up of good ideas from our members

Presenting in a vacuum: Secrets to making webinars work,
with Constance Ard, Answer Maven

Reporter: Ulla de Stricker, de Stricker Associates

In her Tips session on success factors for giving webinars, Constance Ard demonstrated a solid “been there” level of expertise, offering many practical suggestions for making the webinar attendee experience a positive one. In a refreshingly honest show-and-tell, she explained how she had learned the hard way that 18 slides for a 50-minute webinar will not cut it (attendees get bored looking at the same slide for minutes on end). Her demonstration of the “superhero pose” she assumes just prior to beginning her webinars was appreciated (read: we loved it), and her recommendation that the webinar speaker stand up while speaking (for better voice projection) was singled out during the final Sunday morning conference session. She commented without hesitation on the reasons we give free webinars—we demonstrate our qualities as consultants and seek business leads—and provided useful guidance on the “call to action” that ideally concludes every webinar. Constance is a get-to-the-point presenter who engages her audience with warmth and openness, telling amusing stories to illustrate and substantiate the points being made. Thorough preparation, depth of content, and a logical progression made Constance’s session extremely valuable and worthwhile, and it was a pleasure to watch a pro in action!

Nurturing your network: Five challenges to jump-start your business development,
with Jennifer Wegman, Insight Information Systems, LLC

Reporter: Maureen Shields, The 42nd Street Group Inc.

Having successfully pivoted her business offering in the past year, Jennifer Wegman is in a knowledgeable position to share with fellow independent information pros tips on jumpstarting business development. In this Tips session, Jennifer stressed the importance of a consistent approach to business development and offered five concrete suggestions to nurture our networks: appreciating our existing network; re-connecting with our current contacts; getting out and meeting new people; following up quickly to affirm new contacts; and pursuing opportunities to collaborate with potential customers. Though each action may seem relatively simple in concept, putting these actions into practice entails vision and planning. To help nurture our networks, Jennifer provided several practical challenges for participants to bring home and implement, such as setting a goal to re-connect with three people a week, initiating contact with three new people you have seen on social media, and working with someone at the same level as you in business who offers a complementary service. A relaxed roundtable discussion on next steps provided the opportunity for participants to share personal experiences and ask questions.

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Are you scaring your clients away? Radiate a confident you!
with Marilyn Harmecek, MHConsulting Inc.

Reporter: Maureen Shields, The 42nd Street Group Inc.

In a mere 20 minutes, Marilyn Harmecek wowed participants with a positive, uplifting, and wise set of tips to build personal energy and radiate confidence. Using quantum physics as the foundation, Marilyn explained the importance of energy and the laws of vibration—and the power we have to attract what we want and repel what we do not—in our lives and in our businesses. Simply put, if we match the energy frequency of what we want, we will get that reality (and this is directly from Einstein!). This session was loaded with tips on how to change our personal energy, and by doing so, the energy we attract. AIIPers also left this Tips session with a better understanding of what emotions are associated with higher energy vibrations, such as joy, appreciation, and optimism, and those linked to lower energy vibrations, including jealousy, guilt, and revenge. Something as simple as developing and reciting a positive daily mantra such as “I exude knowledge, enthusiasm, and value with my clients,” will help radiate a more positive and confident you.

Tips for a successful collaboration:

- Know your business partner’s work style.
- Track your time. Be flexible.
- Stay the course.
- Treat your business partner with respect and professionalism.
- Prepare for success.
- Ask the client for what you need.

Be resilient with colleague collaboration,
with Karen Klein, Fulcrum Information Resources and Michelle Rawl, Rawl Research Inc.

Reporter: Judith Binder, RBSC Corp.

Michelle Rawl and Karen Klein partnered on an 11-month project for the Legal Services Corporation (LSC), a Washington D.C.-based independent nonprofit established by Congress in 1974 to provide financial support for civil legal aid to low-income Americans. The project had several components—research, writing, and project management—designed to help LSC implement a grant it received from the Andrew W. Mellon Foundation to “develop a framework for creating an online curriculum that would teach public librarians how to assist their patrons to access publicly available civil legal information.”

Collaborating with a colleague helps you to:

- Land larger projects.
- Offer your clients a more robust skill set.
- Generate more revenue.

Facebook ads made easy: Five simple steps to get started using Facebook ads,
with Kristen Robinson, KR Design

Reporter: Becky Leung, BlueNote Research Group, LLC

Kristen Robinson made a dynamic and energetic presentation of “Facebook Ads Made Easy.” Kristen is the founder of KR Design, a social media-marketing firm showing online entrepreneurs how to effectively make money using social media, while saving resources and hours of time.

“You only have 3–5 seconds to catch the attention of a Facebook user,” Kristen noted. You’ll also need to plan for Facebook ad expenses, and to leverage a powerful text editor to create the ads.

Steps in creating a Facebook ad

1. Identify your audience.
2. Identify their ‘pain’ points or problem(s) to solve.
3. Choose words that catch their attention.
4. Provide image or visuals with those selected words.
5. Have a call to action.

Kristen recorded her knowledge sharing session to promote her social media posts. To learn more about how to create effective Facebook ads, visit Kristen’s website. (http://www.kristenrdesign.com)

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Advance your career through self-publishing,
with Elizabeth Fraley, Single-Sourcing Solution, Inc.

Reporter: Cliff Kalibjian, Mr. Health Search

Elizabeth Fraley is the author of three self-published ebooks. She states that information professionals are a good fit for self-publishing given our own skill sets, as well as our established network of writers, librarians, and editors. In addition, self-publishing creates an opportunity to provide additional value to our current and future clients.

In her tips session, Elizabeth provided key takeaways from a publication on how to build one’s book for Amazon’s Kindle. She then provided specific steps for utilizing a product called Kindle Direct. She recommended that we ask ourselves what our goal is when self-publishing a book; once we identify it, we need to make sure that our sales and marketing strategy tie back to that goal. She also emphasized the importance of understanding who our readers are, as well as the benefits of establishing personal connections with them.

See Elizabeth’s handout on the AIIP17 conference presentations page for additional detail and resources.

Seven tips for your success as an indie publisher,
with Ellen Naylor, The Business Intelligence Source

Reporter: Dan Odenwald, Capstone Information Services & Consulting

Rooted in her experiences writing and publishing Win/Loss Analysis: How to Capture and Keep the Business You Want, Ellen Naylor presented tips for the would-be authors at the conference. Naylor began by decoding the “big gorilla” in the room—Amazon—and its various self-publishing platforms and business dealings. She also looked to Win/Loss Analysis to share what went right for her, what went wrong, the logistics involved, as well as promotion and distribution.

Interestingly, for a session on self-publishing, Naylor discussed tasks ripe for outsourcing as well as what to do yourself. For her, offloading editing, graphics, and promotion to professionals was worth the investment. Filed under “lessons learned,” Naylor counseled her peers to start their books with a detailed outline or table of contents, write first, then edit. “Editing takes a long time and patience,” she said. Deciding on an arresting title and cover is also crucial, as your Amazon thumbnail competes for eyeballs and potential customers. As you develop your press kit and find advance book reviewers, Naylor recommend crafting ways to connect with your readers. Whether through social media, speaking engagements, or advertisements, helping readers find your masterpiece is a critical component for success.
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PIVOTING FOR SUCCESS PANEL

Presented by Marge King, InfoRich Group, Marcy Phelps, Phelps Research Inc., Cindy Romaine, Romainiacs Intelligent Research, and Judith Binder, RBSC Corp.
Reported by Jennifer Wegman, Insight Information Solutions, LLC

The Pivoting for Success panel session brought this year’s theme, pivoting for success, to life in a big way. Moderated by Marge King, the panel members, Marcy Phelps, Cindy Romaine, and Judith Binder, shared their adventures as information professionals. During the session, the panel members relayed how they became info pros, what led them to branching out on their own, and how they’ve made small but meaningful pivots in order to adapt to changes in the external market or the evolution of their interests.

Marcy became a private investigator after she realized the generalist secondary marketing and due diligence research she was doing before weren’t as valued by her customers, thanks to Google.

Cindy said she decided to start her own business after a long and varied stint at Nike ended. An “opportunistic pivoter,” Cindy has made a lot of small tweaks to her offerings as markets have shifted and client needs have changed.

Judith’s big pivot happened after receiving her MBA. Tired of libraries, she decided to take a big leap to independence.

Everyone on the panel explained how their mindset was a key element of their pivots. They said that being kind to themselves, letting go of being in control of the future, and embracing that they were capable of more than they ever thought helped them to succeed.

During audience questions, the panelists stressed the importance of being self-aware of how we feel in our businesses and to be willing to follow the “good” fear and stretch ourselves past our comfort zones, especially when we’re bored.

The biggest takeaway from the session, however, was how crucial ditching the labels is to a sustainable business. Whether coming from a library or corporate background, the biggest thing the panel recommended was to look at our skills to see how we can use them to create a solution that the market needs and that will be highly valued. When we make what we know relevant in a new context, we can expand our reach and get new clients.

At the end of the session, the panelists shared their best tips for a successful pivot. They suggested that info pros looking to pivot in the future should develop a strong network, always be doing business development, and know when to say “yes” to a pivot—and when to say “no.”
This talk by Marydee Ojala and Mark Goldstein was both informative and amusing. Here are some of my favorites from their list:

This year they included some sites to address fake news and alternative facts. A new one to me is Allsides where you can get the news from the left, center and the right. Another site, Snopes, started out as an urban legend site and has evolved into one of the largest fact-checking sites on the Internet.

USA Facts was started by former Microsoft CEO Steve Ballmer after he retired. The site pulls together a tremendous amount of government data, organized in a framework that is based on the U.S. Constitution.

Science.gov pulls information from 13 U.S. government agencies and 60 databases to provide access to more than 200 million pages of authoritative federal science information including research and development results. While designed to serve scientists, business communities, students, teachers and, entrepreneurs also benefit. It’s a two-step process to use this source, as the results can be filtered. They are trying to save existing data such as EPA and OSHA data. However, history is all they can save, if future data is not being recorded.

European Data Portal collects public data and metadata from EU countries and contains deep government and individual government data reports. There’s also some gray material that wasn’t originally published on government websites.

If you’re looking at a website and wondering what else looks a lot like it, check out SimilarSites. This can be used to identify competitors too.

Then there’s Hunter, which provides a means to search for emails by corporate extension. This is especially useful when emails are not standardized.

If you like to travel for a bargain price, check out Google Flights. It provides price tracking that alerts you when the cost of a flight reaches your designated price.

Find the presentation slides and a handout with a complete list of sites on the AIIP17 Conference Presentations page.
Sunday morning sendoff

Presented by Cindy Shamel, Shamel Information Services & Ulla de Stricker, de Stricker Associates
Reported by Edward Ajaeb, Nighthawk Strategies

The Sunday morning sendoff session was all about cementing the takeaways, reflecting on lessons learned, and charting next steps and action items for our return home. It was a great chance to candidly share what we learned, what surprised us, and how we’ll operate differently given the wonderful and interactive sessions and personal conversations throughout the conference.

A number of attendees shared their experiences and the incredible value they found in this year’s conference and how they can begin to put plans and ideas into immediate action.

Some of the key takeaways mentioned include:

**Organization and Management:**
- Keep yourself organized and unload your brain.
- Distinguish between focused, creative work and process work.
- Be deliberate about your time spent.

**Goals vs. Tasks:**
- Goals are endpoints, a result, an outcome.
- Tasks are how you’ll get there.
- Write everything down.

**Sweet Serendipity:**
- It’s not just about what you learn. It’s about the personal connections and conversations.
- Every connection with a person is an opportunity, both personally and professionally.
- Share experience, knowledge, and advice with others.
- Embrace new possibilities and be open-minded.

**Ongoing Engagement:**
- Use techniques to keep in touch with colleagues, business partners, mentors/mentees, and especially clients.
- Understand and leverage the value others see in you.

This year’s conference theme, Pivoting for Success, really inspired a lot of reflection, introspection, and courage to dream of what’s next:

Mary Ellen Bates talked about continuously living within one’s “stretch zone” to achieve success. This enables one to grow, learn, and constantly challenge oneself. She said that pivoting isn’t just about avoiding the bad; it’s also about looking at what’s good and what works.

Cindy Shamel mentioned that we all come to the table with our own skills and unique perspectives. Regardless of the industry, type of work, or where we are on our trajectory, we all benefit by matching people with the skills we seek to succeed.

Other members discussed strategies they learned at the conference regarding work-life balance, staying engaged with clients, networking, collaborating and sharing with others, and finding new opportunities.

This session was a terrific opportunity to reflect on the lessons, discussions, personal conversations, and activities that inspired so many new ideas, goals, and take-aways throughout the conference and that will impact our personal and professional lives for years to come.

**Resources Mentioned:**
- Work Clean, by Dan Charnas
Experts at finding and delivering.

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