



## **Cleveland Chapter November Meeting**

**William G. (Garn) Anderson III**  
**Director, Information & Intelligence (I<sup>2</sup>), Energizer /**  
**Schick-Wilkinson Sword**

*Presents -*

# **ROI: Proving the Value of Information & Intelligence Initiatives**

**November 28, 2006**

**North Olmsted Branch – Cuyahoga County Public Library**  
**27403 Lorain Road**  
**North Olmsted, Ohio**

*On Lorain, west of Dover Center*

**Networking & Dinner - 6:00 pm**  
**Meeting – 6:45 pm**  
**Program – 7:00 pm**

Join us as Garn shares his experience with Measurement of Effectiveness (MOE) for the eight critical areas in a world-class Information & Intelligence and research program, provides insights on the value of documenting economic & non-economic ROE for Information & Intelligence programs and shows examples of how to determine what an Information & Intelligence initiative is worth.

Since 1998, Garn Anderson has led Energizer's global Business Intelligence / Competitive Intelligence (BI/CI) process to support new product development, strategic R&D and other key business decisions. He has institutionalized a best-in-class BI/CI program and established an innovative process to codify tacit knowledge at Energizer. In 2003, he established Schick-Wilkinson Sword's formal BI/CI program. He has over twenty years of U.S. Government intelligence experience, and was awarded the CIA's prestigious Intelligence Commendation Medal.

Garn has a BA in History from The American University and MBA from The Myers University and is an active member of the Intelligence Leadership Forum (ILF). He has presented at national Online meeting, SCIP conferences (national annual meeting and local chapter) and other industry events.

*Questions and reservations to Susan Lloyd, [lloyds@firstenergycorp.com](mailto:lloyds@firstenergycorp.com) or 330-384-4934*

Reservations due by 4:00 pm November 27th

*Stay in touch - if sending your reservation by U.S. Mail, send a quick email so we are sure to reserve your meal*



**For Dinner:**

**Salad and Baked Potato Bar with toppings to please everyone, fresh baked rolls, and assorted cookie jar classics**

**Members-\$14.00**

**Students & Retirees-\$12.00**

**Non-Member Guests-\$16.00**

Mail payment (checks preferred, payable to SLA Cleveland Chapter) to:

**Susan Lloyd, FirstEnergy Corp., 76 South Main St., Akron OH 44308**

Name: \_\_\_\_\_

Email or Phone: \_\_\_\_\_

Organization as you wish it to appear on your nametag:

---

**North Olmsted Branch Library Location –  
27403 Lorain Rd., North Olmsted, Ohio**

