



Special Libraries Association

Special Libraries Association Michigan Chapter



WHAT: “Quantum² Program: Defining the Value of Information: Beyond ROI”
Information Professionals are constantly being challenged to produce "ROI" statements on their expenditures for information. Upper management may ask, "Why should we spend all this money for information services, when everything we need is available on the Internet for free?" This session goes beyond traditional "soft" metrics (e.g. time saved) to take a hard look at the business value information expenditures bring to those who pay for them.

WHO: Patricia Currie, Account Manager, Dialog

WHEN: Wednesday, November 12, 2003
5:30 pm Registration and Refreshments
6:15 pm Program begins
8:00 pm Program adjourns

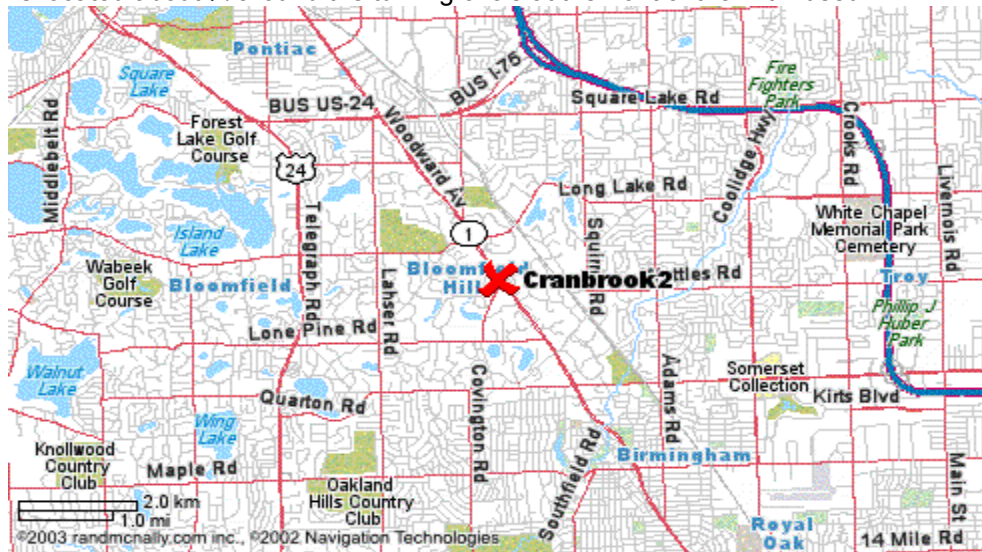
WHERE: Cranbrook Art Museum, 39221 Woodward Avenue, Bloomfield Hills, MI

From North: Take I-75 to the Square Lake Road exit and proceed to Woodward Avenue. Go south on Woodward Avenue about 3 miles. Cranbrook is located on the west side of Woodward between Long Lake and Lone Pine roads.

From West: Take I-696 to the Telegraph Road exit. Go north on Telegraph to Long Lake Road and proceed east. Go about two miles until you hit Woodward Ave. and turn south for about 1/2-mile. Cranbrook is located on the west side of Woodward, between Long Lake and Lone Pine roads.

From East and South: Take I-696 to Woodward Ave. and go north about six miles. Cranbrook is located on the west side of Woodward, between Lone Pine and Long Lake roads.

Parking: Once on the grounds, turn right at the second stop sign. Parking is available in the lower lot, which is located about 3/4 around the turning circle at the front of the Art Museum.



Please send your registration to: Joel Scheuher, 1032 Dewey St., Plymouth, MI 48170.
Questions? Call 586-986-7384 or email joel.scheuher@gm.com.

Name: _____ \$20 SLA Member

Affiliation: _____ \$15 Student

Phone: _____ Email: _____ \$25 Guest

Please check if this will be your first SLA chapter meeting: _____ I need a receipt

Please make checks payable to “Michigan Chapter, SLA”, Registrations due on or before Friday, November 7, 2003

About Quantum²: Quantum² is an innovative skills development program provided by the Information Professional Development Group at Dialog. The program is designed to help information professionals expand their services, increase their visibility and value, and improve the flow of information within their organizations. It consists of a mixture of tools and resources to help information and knowledge workers evolve professionally and gain support from decision makers in their organizations.

Upcoming Events:

Tuesday, Dec. 2, 2003

Annual Holiday Party

Edsel and Eleanor Ford House, Grosse Pointe Shores, MI

Thursday, Feb. 12, 2004

**UM Business School Library Best Practices
SLA's Center of Excellence Award for Service**

University of Michigan Campus, Ann Arbor, MI

Thursday, May 13, 2004

75TH Anniversary Celebration

Dearborn Centennial Library and the Dearborn Inn, Dearborn, MI

RETURN ADDRESS:

Joel Scheuher
SLA Michigan Chapter
1032 Dewey St.
Plymouth, MI 48170

TO: ADDRESS LABEL