

ORSLA Communications Team Report 2001-2002

Laura Merrell, Team Leader

Team Members: Jan Hayden, Mark McGrath, Shannon Marich, Lenora Oftedahl, Ann Poteet, Bette Stewart

Ongoing Communications Responsibilities

E-Bulletins

The communication team continued to publish the chapter's online newsletter each quarter: Summer 2001, Fall 2001, Winter 2002 and Spring 2002. Ann Poteet served as the newsletter editor & publisher, Shannon Marich news writer, and Jan Hayden distributed print copies as needed.

ORSLA Web Site -- <http://www.sla.org/chapter/cor/>

Lenora Oftedahl continued to serve as the chapter's webmaster taking care of all day-to-day content updates and additions, event promotions and news. The Communications Team divided up responsibility sending updated content to Lenora. This year was a little rocky but we managed to persevere a variety of technical difficulties that arose from changes implemented at headquarters.

ORSLA Discussion Listserv

Bette Stewart continued in her role as manager of the chapter's listserv, SLA-COR, keeping the distribution list updated and sending out announcements, reminders as needed.

Annual Program

Virtual Conference

ORSLA's communications team planned and hosted the chapter's third annual virtual conference, which was held January 29, 2002. The chapter's "virtual conference" is an online chat, using the chat room space hosted on the SLA headquarters web site. Everyone attends the conference "virtually" from their computer at home or at work.

The guest speaker this year was Dennis Emerson, Portland's local chapter Society of Competitive Intelligence Professionals (SCIP) co-chair. ORSLA's communications team members, Shannon Marich and Lenora Oftedahl, served as chat room moderators, one at each session (afternoon & evening), to introduce the speaker and facilitate the discussions. An online bibliography of resources was posted to the chapter's web site prior to the conference for those interested in learning more about the Competitive Intelligence topic.

Forty-nine people registered for the conference this year, including seven students. About a third of the registrants were from Oregon, while the remainder registered from out-of-state, including five international registrations.

Twenty of those who registered actually participated: 14 attended the afternoon session and six attended the evening session. Attendance was split 50/50 between SLA members and non-members.