

## SLA San Diego Chapter Meeting

Tuesday, March 6, 2007

3:00 p.m. – 5:00 p.m.

### COMPETITIVE INTELLIGENCE RESEARCH CI BASICS: RESEARCH AND PRESENTATION

Come join us for the first chapter meeting of the year! This seminar will provide tips and tricks for conducting Competitive Intelligence (CI) research using the resources you have at hand. Additionally, we will discuss the look and feel of the final report, whether it's a briefing pack or a market analysis.

**Presenters: Mark Gediman and Kim Abbey**

**Mark A. Gediman**, Library Director for Best Best & Krieger LLP, has more than 18 years experience in law firm library management. Mark has been with BB&K for six years, managing a nearly \$1 million annual budget and meeting the research needs of more than 200 attorneys and paralegals in seven offices. Mark previously worked at the law firms of Lyon & Lyon, and Thomas, Luebs & Mort, and spent a year with Lexis/Nexis. He also served a stint at Edison International as a research and information specialist. He received his BA in English from University of California, Riverside.

**Kim Abbey**, Consultant specializing in Competitive Intelligence and Market Research, has over 11 years experience in the library field performing CI, market, industry and legal research. Kim previously worked at Latham & Watkins LLP as the Information Resources Manager and spent seven years at Sony Electronics as the Library Manager. She received her MLIS from San Jose State University and BA in Comparative Literature from San Diego State University. Kim currently serves on the SLA San Diego board as the Past-President.

**Location: Serra Mesa-Kearny Mesa Public Library**  
9005 Aero Drive, San Diego, CA 92123

This newest branch of the San Diego Public Library system just opened in December 2006. Come see this beautiful building designed in Mission Revival and Craftsman styles. It is located between the 805/163 and the 15. Free parking!

<http://www.mapquest.com/maps/map.adp?address=9005+Aero+Dr&city=San%20Diego&state=CA&zipcode=92123&country=US&cid=lfmaplink>

<b>Agenda:</b>	3:00 – 3:30	Registration and Networking
	3:30 – 4:30	Program
	4:30 – 5:00	Q&A, Networking

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**Registration:** Free! There is no charge for this meeting, but we request that you please register, preferably by email, to: Vani Inampudi, SLA-SD Hospitality Chair, [vinampudi@library.ucsd.edu](mailto:vinampudi@library.ucsd.edu). Regular mail: Vani Inampudi, Science & Engineering Library, UCSD, 9500 Gilman Drive, #0175-E, La Jolla, CA 92093-0175, 858-822-1392 (office)

Name: \_\_\_\_\_ Email: \_\_\_\_\_  
Company/Affiliation: \_\_\_\_\_  
SLA:  Member  Non-member

For questions about the program or location, please contact Kathy Quinn, [kquinn@herricklibrary.org](mailto:kquinn@herricklibrary.org), 619-825-5014 (office).