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In This Issue

[**Congratulations Candidates!**](#)

[**SCIP 2010 Conference**](#)

[**2009 SCIP CI European Summit Report**](#)

[**First Latin American Summit a Success**](#)

[**Three Steps Forward**](#)

[**Chapter Activity Around the Country**](#)

[**Fundamentals of Competitive Intelligence**](#)

[**Successful Connecticut Chapter Meeting**](#)

[**SCIP LinkedIn Group Reaches 2900**](#)

[**SCIP Website -- Did You Know?**](#)

Congratulations Candidates!

2009 SCIP Board of Directors' Election

<http://www.scip.org/content.cfm?itemnumber=9084>

by Joe Goldberg

Candidates for the 2009 SCIP Board of Directors' Election have been selected. The election will be held beginning November 13-30, 2009. On behalf of this year's SCIP Nominating Committee, consisting of Adrian Alvarez, Colleen Meeker, Flynt Tuller, and Joe Goldberg (chairman) we are pleased to present three outstanding candidates who have been confirmed for the upcoming SCIP Board of Directors election. By the direction of the SCIP Board and guided by the Society's bylaws, the general membership will select the final two candidates who will serve a three-year term, beginning January 1, 2010.

The 2009 Slate of Candidates includes:

- Ø Michel Bernaiche – Dunkin' Brands, Inc. - Massachusetts
- Ø Paul Kinsinger – Thunderbird School of Global Management - Arizona
- Ø Peter Shaw – Midwest Employers Casualty Company - Missouri



Michel Bernaiche



Paul Kinsinger



Peter Shaw

Learn more about each candidate by visiting SCIP's website at the following link;

<http://www.scip.org/content.cfm?itemnumber=9084>

On-line ballots for the election will be available to the SCIP membership from November 13 through November 30, 2009. All SCIP regular, group, and life members in good standing have the privilege of voting in this important election. The convenient, web-based voting process will only take a of couple minutes at most. Results will be announced within two weeks following the closing date of the election.

We applaud and appreciate the candidates' willingness to volunteer their valuable time and energy to SCIP and the CI profession and the Nominating Committee wishes each candidate "good luck" during the election.

SCIP 2010 Conference

We are rapidly preparing the budget and program schedule for SCIP10. As usual, the opportunity to speak to the largest gathering of CI professionals in the world created a great deal of interest. We expect to have the program slate fully developed and displayed on the website by the end of November.

We have listened to past conference attendees requests, gathered through evaluations and surveys, for more interactive time with your peers. As a result, the SCIP 2010 conference will expand the direct dialogue between CI professionals by designating 22 of its approximately 50 sessions "PowerPoint-free" zones. In a networking environment, CI experts will share their knowledge directly with you and respond to your interests. No longer will you simply be the passive recipient of hearing the speaker repeat what is on pre-packaged slides, but you will actively participate in creating your learning environment.

We have begun the formal marketing of the conference and quite a few members are taking advantage of signing up for SCIP 10 with 2009 budget dollars. If we can help you with a package for your team's attendance at the event, please feel free to contact the SCIP office and let us find how to serve your needs. The early registration price is \$1250 for members, with the full price at \$1500. Full and half day workshops are at the same price as last year, \$955 and \$588 respectively for members.

2009 SCIP CI European Summit Report

The 14th European Competitive Intelligence Summit took place in Amsterdam on 4-6 November 2009. Ably chaired by Joseph Rodenberg, the summit was supported by an outstanding program committee. The excellent program attracted 200 delegates and featured an exhibit hall populated by 16 organizations which deliver a broad array of products and services to the CI community.

Professor Stephane Garelli delivered a scintillating opening keynote address. His global review was sobering when one considered the amount of stimulus money that has flowed from the coffers of the G 20, primarily funded via budget deficits to avert a financial meltdown. To balance this observation, Garelli's global review also included the positives that are now entering the financial global system and he provided a balanced but upbeat forecast for the future. Over the course of the three days, the summit delegates had the opportunity to learn from CI experts who presented over 27 sessions and 4 workshops. Overall, the summit participants exhibited an extremely enthusiastic and positive approach.

First Latin American Summit a Success

SCIP has organized its first conference in Sao Paulo, Brazil, between the 20 and 22 of October. This conference can be considered as a success, as 106 professionals gathered together to participate in the event, showing the high interest that exists in Latin America about CI and the potential for SCIP's expansion in the Latin America region. Many attendees expressed that this was the best CI conference it was ever organized in Brazil.

The event was also used to ask professionals to build a chapter under the guidance of Edson Ito, who was selected by IAC board members Paulo Gustavo Franklin de Abreu (Brazil's country liason) and Adrian Alvarez for this task. This call has been very successful, as about 15 professionals volunteered to participate and create a business plan for the opening of a Brazilian chapter.

The conference had Dr Ben Gilad as one of its keynote speakers and Wanderlei Passarella, CEO of GPC Química, who explained how he uses CI to support his decisions. Additionally, Adrian Alvarez had spoken about SCIP's code of ethics and trained and urged the audience on how to apply. Carlos Mussato and Fábio Ono explained how CI was conducted at Alcoa, while Flávia Soluri and Alessandro Comai made the same with Vale and the shoe chamber in Mexico.

Kent Potter and Raoul Farcot spoke on CI for M&A, while Yves-Michel Martí spoke on war rooms and Victor Aguilar talked on the use of sources at Latin American level. Fernando de Almeida talked on early warning and Fernando Domingues coached a very active dialog. Juliano Marcilio spoke about possibilities of using the internet for CI purposes. Edson Ito led a workshop on elicitation techniques and primary intelligence and Dr. Ben Gilad led a workshop on war gaming.

According to Adrian Alvarez (conference chair and SCIP board member) "The sessions at this conference had the same level of the Annual Conference and European Summit. I am confident that this will be the first conference of many and hope that the conference becomes an event not to be missed by the Latin American CI professional. SCIP has a long way to go in its international expansion. I am thrilled on what we can do in Latin America and Brazil because of the enthusiasm I witnessed at the conference"

The sponsors that made this event possible were Cortex, Plugar, Knowtec, Global Intelligence Alliance, Grupo Serpi and Integreat.

Three Steps Forward

In the last 30 days, the Board made three important decisions for your society. The first approved a slate of three eminently qualified candidates for election to the two open seats of the 2010 Board of Directors. The election is now open and will run through November 30. Please take the time to review the candidates' qualifications posted on the website, and to vote for the individuals of your choice.

The Board's second action amends the SCIP bylaws in accordance with the membership vote which merged SCIP with the Frost & Sullivan Institute. David Frigstad and Wyman Bravard were added to the Board of Directors and will represent the Institute. Combined with the two newly elected Board members, all of these individuals bring a broad base of business experience to the organization and will help SCIP meet the requirements of its ever-changing environment.

The Board's third action upholds its commitment to deliver added value to your membership without increasing its cost. In 2010, all current and future members will continue to receive the same benefits you have always received from your SCIP membership, plus a minimum of three free educational e-broadcast per year. Additionally, in response to your requests to help budget for SCIP membership and activities on an annual basis, you will be able to purchase custom packages of SCIP membership, events, and webinars on a discounted basis. These new packages will be on the website on November 30, 2009.

Chapter Activity Around the Country

In the next two months, six SCIP chapters (Toronto, Oregon, Boston, New Jersey, Washington DC, and Minnesota) will hold sessions and workshops. Many are near you, and provide a low-cost opportunity for you to update your skills and network with your peers. Check out the details below.

Beyond the Headlines and Competitive/Market Intelligence Suppliers' Showcase [SCIP Toronto Chapter Event -- November 24, 2009](#)

The Toronto Chapter's first ever supplier showcase will be held from 5 to 8 p.m. featuring world-class leading providers: Customer Foresight, Dow Jones, Fletcher/CSI, InfoNgen, Pricing Solutions, Market Alert Ltd, and MergerMarket. At 5:30 Avner Mandelman will speak for 45 minutes on the subject of how to develop real insights for your investing strategy beyond what is printed in the headlines.

When in Doubt: Ethical Elicitation Techniques That Gather Actionable Intelligence [SCIP Oregon Chapter Meeting -- December 1, 2009](#)

Attendees will learn the techniques used to draw out accurate and useful information through conversation, from sales teams, partners, customers, industry experts--and even the competition. Information about competitors, or your own company's execution, is essential for strategic planning, product development and sales, and certain critical

information can only be obtained through direct conversation. Whether you are communicating personally with your sales people, customers, partners, and even competitors-or hiring an outside competitive intelligence or market research vendor to do so on your behalf-this event will arm you with the knowledge and skills you need to ensure successful elicitation and to do so ethically.

From Implications to Implementation:Executing Strategic Intelligence

[SCIP Boston Chapter Meeting - December 8, 2009](#)

CI Managers frequently express frustration at the inability of their organizations to take action on seemingly sound, actionable competitive intelligence insights. Whether it is due to deficiencies in the way intelligence is delivered, deficiencies in managers' ability to translate intelligence findings into strategic options, or deficiencies in strategy development and implementation practices, the fact remains: CI functions are experiencing a widening gap between their outputs and the organization's ability to act on them. In this session, Outward insights Managing partner Ken Sawka will explore some of the reasons that prevent organizations from acting on intelligence findings.

Holiday Networking Event with NJMarCOM

[SCIP New Jersey Chapter -December 9, 2009](#)

You've heard about these giant networking events, attended by 400 people, hosted by New Jersey's active marketing and communications organizations, and sponsored by the donations of businesses. Now find out why you should be there. Learn about the many participating organizations, choose one or more to enrich your career, meet professionals in public relations, marketing, creative media and communications.

Scenario Analysis: Planning for Uncertain Futures

[Greater Washington DC Chapter --December 9, 2009](#)

In this briefing August Jackson of Verizon will present a set of scenarios developed to explore the future of the Information and Communications Technology industries, both of which face uncertainties related to the global economy, government regulation and distribution of industry power. The scenarios will have application for industries as diverse as media and government contracting, as they outline the process of building and applying them to your organization and industry.

SCIP Minnesota Chapter Holiday Party

[SAVE THE DATE - December 10, 2009](#)

Hosted by Kathrine Hayes in the Victorian-era Summit Hill neighborhood dressed in its holiday finery. Meet and greet your colleagues, learn more about what the Minnesota Chapter can do for you, and share your vision of local trends in 2010.

Fundamentals of Competitive Intelligence

Two Full-day Workshops

<http://www.scip.org/Training/EventsDetail.cfm?item...>

Offered for the beginner and intermediate level CI professional, they provide a comprehensive professional program to sharpen your skills in CI research and analysis techniques. Held in Alexandria, VA on November 30 and December 1, the workshops cover the fundamental requirements for beginning a CI activity, primary and secondary research techniques, creating buy-in at senior levels, conducting effective interviews, and setting reachable targets for your CI effort.

Successful Connecticut Chapter Meeting

Tapping Social Media for Market Analysis

http://www.stamfordadvocate.com/ci_13774576

by Fred Wergeles

One of the local Stamford reporters attended the program and wrote up an item in their business section: "Social networking can be a gold mine for a company -- if its marketers know how to access and interpret online information and convert it into an income producer. Twitter, Facebook and LinkedIn are great sources of consumer habits, a panel of four experts involved in data mining told 50 members of the Connecticut-Southern New England chapter of the Society of Competitive Intelligence Professionals and the Fairfield County chapter of the American Marketing Association." (Article continued at link above.)

SCIP LinkedIn Group Reaches 2900

SCIP open a LinkedIn group to reach out to the entire competitive intelligence community and highlight common areas of interest. We continue to receive over 100 requests per week to join this group, bringing our current total to over 2900 participating in a social networking environment. If you haven't yet joined this group, log onto your LinkedIn account, 'search groups' by SCIP, and click on "join this group."

SCIP Website -- Did You Know?

Women's Leadership Council

<http://www.scip.org/content.cfm?itemnumber=1768&na...>

The WLC is an informal group of women leaders who have been members of SCIP for more than 5 years and have been involved with one or more of the following:

- served on the Board of Directors
- presented at 2 or more SCIP conferences
- contributed to SCIP scholarship through publication of articles or books
- served as Chapter Coordinator
- received a Catalyst or Meritorious award or been elected to SCIP Fellows

The purpose of the WLC is to provide women with leadership opportunities and personal and professional development, and to encourage their long-term commitment to SCIP and to the profession of competitive intelligence (CI). Our goals are to help women new to SCIP get connected immediately and demonstrate to them the paths to leadership opportunities within SCIP. The WLC members will network and mentor to encourage long-term commitment to SCIP and the CI profession. We encourage the women of SCIP to volunteer and get involved in various positions of leadership and be a proponent of CI for business success. Feel free to contact us and we look forward to helping you become a SCIP leader!