



powering our future

contribute to the information agenda → ALIA 2002

Taking care of business...

What might this mean for information professionals?

In May 2002 the ALIA Biennial Conference and Library and Information Week will coincide for the very first time. The ALIA 2002 conference committee aims to leverage this national opportunity for ALIA to raise the profile of the profession, to encourage broad participation and set a public policy agenda. The conference follows directly on from the State Library of NSW colloquium, *Research library futures: Strategies for action* (16–17 May).

As highlighted in the September issue of *inCite*, to ensure maximum public profile and to attract all levels of the profession, the conference will have a single stream with contributions by invitation only. In that issue we profiled our first two speakers for the conference — entitled *Powering our future: Contribute to the information agenda*; — Dr Terry Cutler, chair of the Australia Council, and social commentator Hugh Mackay, who will set the scene for the event.

The conference will then go on to explore information service and infrastructure issues within the context of four key parent 'enterprises' in Australia — research, learning, community and business.

Speakers for the Australian business stream are Phil Ruthven, founder and chairman of *IBISWorld*, Patricia Schroeder, CEO of the American Publishing Association, and Marianne Broadbent, group vice-president and head of research, Executive Programs Worldwide, Gartner.

Phil Ruthven is the founder and chairman of *IBIS World*, Australia's best known business information, forecasting and strategic services corporation. He is also a director of other companies, advisory boards and charitable organisations.

Phil is Australia's most respected strategist and futurist on business, so-

cial and economic issues and he contributes regularly to radio, television, newspapers, magazines and documentaries. His involvement as a communicator takes him around Australia and overseas into the Asia Pacific region, North America and occasionally Western Europe.

A science graduate from the University of NSW, Phil added to these qualifications with further studies in management and economics at various universities and institutes, and was a rotary awardee to the United States in the late 60s. He spent more than ten years in the food industry, including executive positions in research, production and marketing, before establishing IBIS in December 1970.

IBIS has earned the reputation as an astute forecasting and advisory corporation, based on its unique and comprehensive databases. Its website <http://www.IBISWorld.com.au> is rated as one of the most sophisticated and powerful websites in the world today. Its foresight and insight into business trends is outstanding, and the company enjoys an enviable record for accuracy among its peers. Its clients include over one third of the nation's Top 500 corporations and government authorities. IBIS operates in Australia, the United States, Indonesia and Taiwan and plans to operate in other major countries in the Asia Pacific, North America and Western Europe during this new decade.

Former Congresswoman **Patricia Schroeder** is president and chief executive officer of the Association of American Publishers (AAP), the national trade



Phil Ruthven

organisation of the American book publishing industry. Patricia left Congress undefeated in 1996 after serving in the House of Representatives for twenty-four years. From January to June 1997, she held the rank of professor at the Woodrow Wilson School of Public and International Affairs at Princeton University, before assuming her post at AAP on 1 June. Patricia is currently leading New Century/New Solutions, an out-of-the-box think tank, for the Institute for Civil Society in Newton, Massachusetts, and co-chairs the Democracy Online Project's National Task Force, which is funded by a grant from The Pew Charitable Trusts.



Patricia Schroeder

During her tenure in the United States House of Representatives, she became the Dean of Congressional Women, co-chaired the Congressional Caucus on Women's Issues for ten years, and served on the House Judiciary Committee, the Post Office and Civil Service Committee, and was the first woman to serve on the House Armed Services Committee. As chair of the House Select Committee on Children, Youth and Families from 1991 to 1993, Patricia saw the *Family and Medical Leave Act* and the *National Institutes of Health Revitalization Act* to fruition in 1993, a fitting legislative achievement for her lifetime of work on behalf of women's and family issues.

As ranking member of the House Judiciary Subcommittee on Courts and Intellectual Property she was one of the most knowledgeable members of Con-

gress on copyright issues and a strong advocate for protecting intellectual property rights and for reinforcing the creative incentive for developing intellectual property. She continues this advocacy in her leadership of AAP.

Dr Marianne Broadbent leads the global research team for Gartner's Executive Programs, which has a membership base of more than 1500 chief information officers worldwide. Previously, Marianne was program head for Gartner's Executive Programs for Asia Pacific. Gartner, based in Stamford, California (USA) is the world's largest advisor on the business uses of information technology, providing unrivaled thought leadership, advisory and consulting services for more than 10 000 organisations globally.

Marianne works extensively as an advisor and advice broker with busi-

ness and IT management teams. Her particular areas of interest and expertise are the fusion of business and technology strategies and investments, the implications of new business models, the dynamics of the business value of IT, and the governance and management of business-driven IT, particularly in international environments

Marianne was previously a professor in the Management of Information Systems at the Melbourne Business School, University of Melbourne, visiting researcher at Boston University, and head of the Department of Information Services at the Royal Melbourne Institute of Technology. She is co-author of the book *Leveraging the new infrastructure: How market leaders capitalize on information technology* published by Harvard Business School Press in 1998 and has won two interna-

tional 'best paper' awards. Marianne has also led her own consulting firm and is a Fellow of the Australian Institute of Company Directors.



Marianne Broadbent

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Jo-anne Fuller

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