



Join the Hampton Roads Area Chapters
of INCOSE and PMI for a very special
event!



Knowledge Management: Putting it All Together ***Saturday September 14, 2002***

A One Day Tutorial Sponsored by HRA INCOSE and HR PMI

Dr. Michael Stankosky, George Washington University, www.km.gwu.edu

Are you are interested in:

- Learning how to put the latest KM theories and principles into practice?
- Understanding the many facets of KM and how they fit together?
- Learning how to apply systems thinking to analyze your organization's work process and craft a *complete* KM solution?

Then this tutorial is for you!

We live in a knowledge-based economy, where the principal factors of production are knowledge/intellectual assets. Intellectual assets must be treated as strategic assets, and aligned with the business strategy of the organization. Knowledge Management (KM) is the leveraging of these intellectual assets to improve organizational efficiency, effectiveness, and innovation. Consequently, KM is the key to competitive advantage in the knowledge economy, leading to better customer care, increased return-on-investment, faster time to market, enhanced performance and innovation. KM is currently utilized by major corporations, government agencies, and international organizations, such as Xerox, BP, GE, Ford, KPMG, Gartner, the World Bank, and the U.S Department of Defense.

Agenda :

In the morning session you will:

- Learn the basic principles of KM and review best industry and government practices, backed by case studies
- Gain a deep understanding of the four pillars of KM and how they work together
 - Leadership
 - Organization
 - Technology
 - Learning

In the afternoon session you will:

- Learn how to put the theory and principles of KM into practice
- Perform hands-on exercises in the practical aspects of KM, including knowledge
 - Generation
 - Codification and Validation
 - Transfer
 - Use and Assessment

Date: Saturday, September 14, 2002

Time: 8 AM to 4:30 PM (includes an hour for a working lunch; lunch is provided)

Place: VASCIC Auditorium, Northrop Grumman Newport News, Newport News, VA (see last page)

Deadline: Deadline is September 10, 2002. Space is limited. Be sure to enroll early.

Cost:	INCOSE / PMI Member	Non-Member	Non-Member Plus Membership*		Students
	\$65	\$95	INCOSE \$145	PMI \$194	\$30

*PMI cost includes a one-time \$10.00 US application fee. HR PMI Chapter membership fees are an additional \$15. DSMC Alumni, ASQ, SME and NSBE active members may attend at INCOSE / PMI member cost.

.8 CEU can be provided by Florida Institute of Technology for this course. For those desiring CEU certification, an additional fee of \$10 will be charged by FIT for administrative costs.

About the Instructor:

Dr. Stankosky is Associate Professor of Engineering Management and Systems Engineering and Co-founder/Co-director of the Institute for Knowledge Management at George Washington University. He is the Lead Professor for Knowledge Management, Marketing of Technology and Technology Issues Analysis. He has established the first U.S. Masters, Graduate Certificate, and Doctoral programs in Knowledge Management (KM); and is directing extensive KM research (over 50 researchers), with the objective of creating an academic discipline and a theory of Knowledge Management. He has written several seminal articles, addressed numerous conferences, and is a contributing editor to KMWorld on this topic. He consults to several corporations, not-for-profit organizations, and government agencies on KM. He is participating in a government-sponsored workshop to establish a KM framework for governmental KM training and certification.

Dr. Stankosky holds a Doctor of Science in Engineering Management from George Washington University, majoring in Information and Process Engineering; two Master of Science degrees in Systems Management and Education from the University of Southern California; a Master of Arts in International Relations from Salve Regina University; and an LL.B. from Blackstone School of Law. He attended the National War College, the Naval War College, the Foreign Services Institute, the Defense Systems Management College, and the Senior Executive program at the Kennedy School of Government, Harvard University. He is a recipient of the French National Order of Merit, the U.S. Legion of Merit, the Defense Superior Service Medal, and many other government honors and awards.

Enrollment Information: Enrollment may be made by organizations or individuals. We recommend non-members consider a membership in INCOSE or PMI and pay the lower tutorial fee.

How to Enroll: Remit payment with the hardcopy enrollment form below. Payment may be mailed to the address below, or provided directly to your society representative (**HRA INCOSE:** NG NN/Naptheon – Steve Waddell, NSWC–Roy Hoobler; FIT – Dr. Elder; **HR PMI:** Naptheon–Steve Battalio). Acceptable forms of payment include personal checks, bank drafts, and money orders. Sorry, credit cards and purchase orders are not accepted. Unfortunately we do not have the facility for credit card payment. The full fee must accompany enrollment. Fees are payable to “**HRA INCOSE**”. If paying by company check and you would like to “reserve” a place in the tutorial, remit a personal check and attach a note to hold for company payment. Late enrollment may be available; call Steve Waddell at the number below.

Confirming Enrollment: If you do not receive an emailed enrollment confirmation 5 days prior to the scheduled date of the tutorial, please call Steve Waddell at the number listed below.

Cancellation Policy: Full refunds will be made prior to **September 10th**. No refunds will be made after **September 10th**; substitutions are permitted. HRA INCOSE reserves the right to cancel the tutorial with full refunds.

Enrollment Packets: A confirmation notice and an enrollment information package, including directions and a map to the classroom location will be emailed to you, along with parking info and a phone number to be used in an emergency. Course material will be distributed on the day of the tutorial at the registration desk. Registration begins at 7:30 AM.

Lunch: A one-hour working lunch is provided. If you have special dietary needs, please indicate on the enrollment form.

For Tutorial Registration Information, contact Steve Waddell, 757-688-7475 or Steve Battalio 757-688-9003.

Chapter websites: HRA INCOSE: www.hra-incose.org HR PMI: <http://www.pmi.org/chap/hamptonroads/>



Clip and Remit with Payment



ENROLLMENT FORM (DEADLINE—September 10, 2002. OPEN TO US CITIZENS ONLY)

Name _____ Position _____

Company _____

Mailing Address _____

Day Phone _____ Fax _____

Email _____

I certify I am a US Citizen (*signature required*) _____

Circle the amount enclosed	INCOSE / PMI Member	Non-Member	Non-Member Plus Membership	Non-Member Plus PMI Membership	Student Member
Tutorial Fee	\$65	\$95	\$145	*\$194	\$30

*Includes a one-time \$10.00 US application fee. HR PMI Chapter membership fees are an additional \$15

Mail completed form and check made out to "HRA INCOSE" to:

HRA INCOSE Chapter Tutorial, c/o Steve Waddell, 6778 Burbage Lake Circle, Suffolk, VA 23435-2913; or provide in person to HRA INCOSE chapter officers by September 10th.

About the Location:



The Herbert H. Batemen

Virginia Advanced Shipbuilding Carrier Integration Center

The tutorial will be hosted in the auditorium of the Herbert H. Batemen Virginia Advanced Shipbuilding Carrier Integration Center (VASCIC – www.vascic.com), the latest showpiece for Northrop Grumman Newport News. Located on the banks of the James River in downtown Newport News, Virginia, VASCIC is a few blocks from Northrop Grumman Newport News' waterfront location. VASCIC was established in 1998 by the Commonwealth of Virginia's General Assembly. The purpose of VASCIC is to enhance and promote the quality and competitiveness of Virginia's shipbuilding industry and to promote the general welfare of Virginia citizens.

VASCIC is a secure complex consisting comprised of three major components: a Technology Center, a Research Center, a service yard, and a parking garage. The Technology Center supports training, modeling and simulation, and office space. The Research Center provides two computer centers, the university research & development area, a full service cafe', a dining room, and a veranda. The Research Center integration area includes a machine shop, electronics lab, and crane services.



The Research Center also hosts the VASCIC Auditorium, a state of the art theater and presentation complex that is fully outfitted with audio-visual equipment, including an 18' X 24' curved screen and Dolby THX[®] sound system.

The desk-style audience seating provides a comfortable environment for working meetings. The network and power connections available at each seat in the auditorium allows the room to be used as a computer based classroom, or can allow audience members to access special networks. With multiple computers, DVD players, VCR, document camera, and other sources connected through a switch matrix, the auditorium can accept a wide range of media and display anything from plain paper presentations up to and including high definition TV.



**PLEASE NOTE: Because this is a secure facility,
the tutorial is open to US Citizens only.
Advance registration is REQUIRED.**