



# In the 'Know'

A Newsletter of the Knowledge & Information Professional Association

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JANUARY, 2011

It's just around the corner!!  
5th Annual  
**KPM**  
Symposium  
July 26-27,  
2011  
OSU Tulsa

## Quarterly Meeting-February 16, 2011

*"Williams Midstream Knowledge Management Strategy"*

The Green Onion, 4532 E. 51st St., 11:30 a.m.—1 p.m.

Space is limited. Make your reservation at <http://www.kipanel.org/>

### **Lisa Belsito Austin, Manager of Knowledge Management at Williams Midstream,**

will discuss the Williams Midstream Knowledge Management Strategy; how she reused experiences from nine years of knowledge management successes and failures to help Williams Midstream design, develop and implement an effective knowledge management strategy.

Lisa has over fifteen years of experience in improving organizational effectiveness through knowledge management processes and tools. Prior to joining Williams Midstream, Lisa worked as a Manager at EDS and was responsible for Enterprise Knowledge Management Services.

**All members and their guests are invited and welcome to attend, but space is limited.** Attendees are responsible for the cost of their own lunch. For more information, contact Juli at 918-527-6584 or [communications@kipanel.org](mailto:communications@kipanel.org).

### *Introducing our new KIPA President, Jeff Crawford*



Jeff Crawford is an assistant professor in the School of Accounting & MIS at The University of Tulsa. He holds a Ph.D. in MIS from The University of

Oklahoma and a M.S. in Telecommunications Management from Oklahoma State University. Jeff has an interest in project management (primarily within the IT world) and earned PMI's PMP certification in

2002. Prior to his academic career, Jeff managed intranet development efforts at MidFirst Bank, worked as a business analyst at Koch Industries, and spent a few years as a consultant implementing and supporting computer networks. Jeff is married to an amazing woman (Jennifer), and together they have the pleasure of raising three great kiddos (Maddie, Abby, Nathan).

**A Sign You  
Might be a KIPA  
Member?**

You describe your  
e-mail Inbox as a  
"knowledge  
repository".

Want more information about KIPA events or becoming a KIPA member?  
Visit us on the web!  
[www.kipanel.org](http://www.kipanel.org)

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## *A Message from the President*

A happy new year to you all and welcome to our first KIPA newsletter of 2011! 2010 was a great year for our organization and 2011 is looking to be even better. Whether you engage in our quarterly meetings or get involved with the 2011 KPM Symposium in July, opportunities for learning from and interacting with other KM professionals will abound. Make sure to take advantage of all KIPA has to offer, and take the time to let us know if you have any suggestions for improvement. Now on to my newsletter thoughts!

Knowledge is an interesting thing. We all possess knowledge in varying degrees and domains, but arrogance can sometimes lead us to under appreciate the knowledge of others. As an example, before last week I was certain that I had more ‘techie’ knowledge than my 7<sup>th</sup> grade daughter. Not trying to be arrogant here, but I’ve spent way too many years studying technology in school, working in corporate IT groups, memorizing lines from Star Trek, and being the ‘go-to’ computer guy for my immediate neighbors to cede my technical prowess to a 7<sup>th</sup> grader. Hands down, I definitely outclass her in the ‘all things nerdy’ category. Right?

According to my phone, reality came crashing down at 6:17 p.m. on Tuesday, January 11, 2011. The tiny screen revealed a text message from my lovely daughter:



My mental wheels began to creak as I reasoned out the message. The internal conversation started with, “a surprised sideways face?...why would 1 less than 3 be surprising?...may need to look into hiring a math tutor...” and progressed rapidly downhill from there. After a few minutes of staring at my phone, I finally realized that she was writing to say she loved me (<3 is a heart, go figure)...which would have been great **except I had unwittingly been exposed to a cold and brutal reality.** My techie ego took a hit as I realized what my daughter has known for months: I am officially not smarter than a 7<sup>th</sup> grader...

Most of us are experts in a fairly small set of domains while simultaneously being uninformed about a vast universe of others. Understanding and addressing this is often the core struggle that organizations face when trying to manage knowledge. How can knowledge – you know, the real, tangible, valuable, actionable stuff inside folk’s heads – be created / uncovered / extracted / shared / retained / secured / etc. in a way that allows an organization to be most effective? **KIPA is an organization focused on finding answers to these critical issues. However, I firmly believe that we will only succeed through the ongoing involvement of a large and diverse membership.**

This is where you come into the picture. Will Rogers was once quoted as saying, “a man only learns in two ways, one by reading, and the other by association with smarter people.” As we advertise a number of exciting KIPA events during 2011, make sure to get involved so that you, by associating with other smart folks, can help us move the knowledge management community towards more effective knowledge!

Jeff Crawford, PhD, PMP  
President, The Knowledge and Information Professional Association