



## New Jersey Chapter

### Major Event Announcement!

An Informative KMPPro New Jersey Chapter Presentation on:

### "Measuring Learning for Innovation and Linking It to Performance in Companies, Collaboratives, and Knowledge Networks"

Come meet and share the insights of:

**Dr. Victoria Marsick and Dr. Martha Gephart**

Co-Directors of Columbia University's J.M. Huber Institute for Learning in Organizations

**Tuesday evening, March 11th, 2003, 7:00PM - 9:00 pm**

**Heritage Trail Association at the Historic Van Horne House**

**941 East Main Street; Bridgewater, NJ 08807**

**(732) 356-8856**

**See driving directions below**

A unique and important event for Knowledge Management (KM) professionals and anyone interested in the vital discipline of KM.



Companies are under increasing pressure to assess the strategic value of organizational learning and knowledge creation. Many diagnostic tools and assessment instruments: 1) focus only on performance or only on organizational learning/knowledge creation; and 2) do not have ways to link learning and performance to progress toward strategic goals. Martha Gephart and Victoria Marsick - Co-Directors of Columbia University's J.M. Huber Institute for Learning in Organizations - will describe the model and instruments that they have created to help organizations, collaboratives, and networks diagnose and address gaps in their goals around learning, knowledge creation and the performance needed to compete in highly uncertain environments.

For this event, there is a **\$10 admission charge** at the door for those who have not yet paid their 2003 KMPPro-NJ membership dues (\$75). Admission is free to those who have paid their 2003 KMPPro-NJ membership dues. Seating is limited.

**To register for the event, e-mail: [njevents@kmpro.org](mailto:njevents@kmpro.org)**

We look forward to seeing you!

The event is sponsored by the dynamic New Jersey Chapter of The Knowledge and Innovation Management Professional Society ([www.kmpro.org](http://www.kmpro.org)), a not-for-profit, member-driven network committed to promoting Knowledge Management, with membership available to anyone interested in pursuing KM.

For more information about the KMPPro New Jersey Chapter ([www.kmpro.org/NJChapterPg.cfm](http://www.kmpro.org/NJChapterPg.cfm)) e-mail: [njchapter@kmpro.org](mailto:njchapter@kmpro.org) or call:

Darin Wright, KMPPro New Jersey Chapter President (973) 678-3532 or  
Phil Rosen, KMPPro Co-Founder & Board Member (732) 572-1418

**Driving Directions to the Heritage Trail Association at the Historic Van Horne House:**

941 East Main Street  
Bridgewater, NJ 08807  
(732) 356-8856

The Historic Van Horne House is located across the street from the Commerce Bank Ballpark on East Main Street on the boundary between Bridgewater and Bound Brook.

**From I-217 North (Morristown area):**

I-287 South to exit 13 (Route 28/Somerville);  
at light, proceed straight through the Bridgewater Promenade Shopping Center to the light at East Main Street (facing baseball stadium), turn left;  
the Van Horne House is the first building on the left.

**From I-287 South (New Brunswick area):**

I-287 North to exit 13B (Route 28/Somerville);  
at the light, turn left into Bridgewater Promenade Shopping Center;  
proceed straight through the Bridgewater Promenade Shopping Center to the light at East Main Street (facing Commerce Bank Ballpark), turn left;  
the Van Horne House is the first building on the left.

**From Princeton area:**

Take Route 206 North to Route 533/River Road just past Rocky Hill and the Montgomery Shopping Center;  
take Route 533/River Road through Millstone and Manville to the light at Main street;  
turn right onto East Main Street and go through 3 lights (about 1 mile);  
after you pass the 3rd light (at the Promenade Shopping Center and the Commerce Bank Ballpark),  
the Van Horne House is the first building on the left.

NOTE: Most of Route 206 North through Hillsborough is under construction and should be avoided if at all possible.

\*\* Parking is available at the site or behind Target department store \*\*