March 10–12, 1986

Washington Researchers and The Information Capital of the World present

WASHINGTON INFORMATION

1985 **1986** 198

DAY 1

Uncovering Washington's NEW Resources

DAY 2

Tracking Information on Emerging Technologies

DAY 3

Harvesting International Business Information

Attend all 3 days and get a SPECIAL PRICE
attend any combination of the 1-day modules.

984 1985 1986+ Washington information savvy

RONALD REAGAN is starting his final push for positioning in tomorrow's history books. Which of his programs will present the best business opportunities? Where in the federal bureaucracy can you find meaningful information on them?

THE FREEDOM OF INFORMATION ACT will emerge from battle scarred by pot-shots, but can be more useful than ever. Will you have the know-how to use the Act to full advantage?

BIOTECHNOLOGY is a keg of dynamite ready to explode out of the laboratory and into the marketplace. Will you be prepared to cut through the regulatory and bureaucratic maze to get the early signals your company will need?

TELECOMMUNICATIONS is hurtling toward go or no-go decision time in a number of new technologies. Will your Federal Communications Commission contacts keep you abreast of your competitors' plans?

INTERNATIONAL LOYALTIES -- and, thus, opportunities -- are shifting dramatically. Will 1986 see you able to capitalize on these shifts by having access to fast, accurate, sources of information?

NEW EXECUTIVE ACTIONS AND INITIATIVES...NEW LEGISLATION...NEW TECHNOLOGIES...NEW MULTINATIONAL REALIGNMENTS...they all spell **OPPORTUNITY** for you and your organization.

Will **YOUR COMPANY** be a part of the cutting edge of this history-making year?

Will **YOU** be able to provide your company with the FACTS, the FIGURES, the INFORMATION that management needs to make FAST, INFORMED DECISIONS?

> If you're a decision-maker...or if you supply key facts and figures to management, you need to be better prepared during 1986. You'll be called on for better information, faster response time, more accurate intelligence.

The 10th Anniversary Presentation of our **WASHINGTON INFORMATION SEMINAR** will give you the edge you need in the challenging, demanding years of 1986 and beyond. **WASHINGTON INFORMATION: 1986** is for you!

> It's provocative. It shakes up the secret-keepers. Like our seminars of prior years, it tells you how to tap Washington's vital information resources. In three fast-paced days, it puts your hands on the controls of Washington's information machine.

But it's also new! You'll discover the latest information resources and you'll arm yourself with state-of-the-art information-gathering techniques.

Attend all three days of the seminar, or any combination of the 1-day modules. Our flagship 1-day course **UNCOVERING WASHINGTON'S RESOURCES** has been revamped. Improved. Yes, we've retained all the value that's acclaimed by hundreds of researchers, marketers and journalists. But it's also new because the most important information city in the world is continually shifting to keep pace with our techological society.

= unprecedented business opportunities.

The seminar is different. We've changed its name. It's now:

- **UNCOVERING WASHINGTON'S NEW RESOURCES** is a must for serious information professionals -- whether or not you've attended one of our previous sessions. If we were an academic institution, we'd make it a prerequisite for these second and third day modules:

- **TRACKING INFORMATION ON EMERGING TECHNOLOGIES** is our newest module. Update your knowledge on state-of-the-art technologies ranging from artificial intelligence to optical fiber communications. You'll also learn how to keep your information about technology developments and applications absolutely current.

- **HARVESTING INTERNATIONAL BUSINESS INFORMATION** was first offered in 1984. This year it reveals new information sources and promises to earn even greater acclaim than prior presentations. Learn how to use Washington's resources to investigate overseas industries, markets, businesses and opportunities.

Your time at this seminar may be the most profitable and rewarding you have ever spent. And the most professionally gratifying. The key to Washington: to all the filing cabinets...desks...library shelves...reports...studies -- even the unpublished wealth of information contained only in the minds of Washington experts -- will be given to you at **THE WASHINGTON INFORMATION SEMINAR: 1986.**

This is a no-nonsense seminar. It's a muscled, deep-digging, shirt-sleeve three days you won't soon forget. You are encouraged to take advantage of the entire program, but you're free to register for any individual modules. The program is fast-moving. Stimulating. You won't fidget in your seat. You'll be fascinated by one research revelation after another. And with friendly coffee breaks, informal chats and a great lunch, the day will pass much too quickly.

And the seminar is an **IMPRESSIVE MONEY-SAVER** in several ways. You can actually save thousands of dollars--some claim to have saved considerably more--when you know how to find the countless research gems scattered around the landscape in Washington, D.C. And twelve remarkable publications and reports are included in the seminar fee. If you bought these books, reports and newsletters -- and thousands have -- you would pay $314. But they're yours free at the seminar.

Lowering your information acquisition cost is important. Gaining access to new realms of information is vital. But your biggest bargain is the time, energy and frustration you'll save with powerful new research tools under your belt; in the improved quality of information. And in the better decisions that always follow.

You'll come away from these three days transformed. We'll turn you into an efficient information miner. You'll learn to enjoy being your organization's expert on extracting even the most obstinate information from the file cabinets and minds of Washington.

Make your reservations today. Space is limited. Time is short. Already, requests for places are flooding in. Complete the enclosed form. One delighted information professional called this seminar a "gold mine." Please join us and see exactly why.

Sincerely,

Leila K. Kight
President

P.S. For fast action, register by phone.
Call 202-333-3499 and we'll do the rest!

WASHINGTON INFORMATION

1984 1985 **1986** 1987 1988

What You'll Learn...

DAY 1

March 10, 1986

Uncovering Washington's NEW Resources

The Washington information environment is undergoing dramatic changes. Our 1986 presentation of this module will cover the new information sources as well as the tried and true. The day is a *must*—whether or not you've attended previous years' presentations. Seminar speakers will identify thousands of little-known information sources and data centers throughout the federal government. You'll learn where to find information about every topic you can imagine.

DAY 2

March 11, 1986

Tracking Information on Emerging Technologies

What are the "hottest" new technologies? What opportunities do they represent? How will they affect my industry? My company? How are they being developed? How can my company capitalize on new technology trends? These questions and others will be answered at this seminar. The program will focus on *sources* of information. You'll learn how and where to track technology on a continuing basis. You'll learn where and how to get technological information—documents, reports and expertise—from the complex federal maze.

DAY 3

March 12, 1986

Harvesting International Business Information

Like the other two modules, this day will cover both proven and *new,* 1986, information sources. The highly fluid, shifting international situation we face in 1986 makes the need for international business information even more urgent than before. Whether your company is seeking new opportunities abroad or resisting foreign competitive pressures at home, you need accurate, complete information about international markets, industries, companies and trade conditions. You'll leave this seminar equipped with tools to help you effectively harvest international business opportunities.

The Experts...

Our Chair, John Sherrod, has more than 30 years experience with federal information programs, including service as Director of the National Agriculture Library and General Manager of the NASA Scientific and Technical Information Facility. He'll introduce:

Keeping Current on the Legislative Process and Its Information Trail, by Paul Rundquist, Specialist in American National Government, Congressional Research Service, U.S. Congress

The Library of Congress and Washington's Libraries: The Proven and the New, by David Bradley, President, Research Counsel of Washington

Selling to the Government: The Latest Information Sources for and About Contractors, by Terry Miller, President, Government Sales Consultants, Inc.

Bureau of Economic Analysis: The Forefront of Data Interpretation, by Larry Moran, Economist and Public Information Officer, Bureau of Economic Analysis, Department of Commerce

Census Data: The Biggest Market Study of Them All, by Howard Hamilton, Chief, Business Division, Bureau of the Census

Federal Document Rooms: Unpublished Treasures, by Doug Schiffman, President, Federal Document Retrieval

The Newest Technical Reports and How to Get Them, by Joseph A. Caponio, Director, National Technical Information Service

Energy's Latest Information Sources and How to Use Them, by Joseph G. Coyne, Manager, Office of Scientific and Technical Information, Department of Energy

A 1986 Guide to Using the Freedom of Information Act, by Walt Seager, F.O.I.A. Project Director, Washington Researchers

Information Sources in the Booming Defense Field, by William Arkin, Director of Nuclear Weapons Research, Institute for Policy Studies.

Our Chair, Robert L. Chartrand, is Senior Specialist in Information Policy and Technology for the Congressional Research Service. He's worked with Congress in the development of hearings, workshops and major reports on the role of information technology in government and society. He'll introduce:

Federal Laboratories and Universities: Technology in Its Infancy, by Normal Latker, Director, Federal Technology Management Policy, Office of Productivity, Technology and Innovation, Department of Commerce

NBS: Harbinger of New Technology, by Patricia Berger, Chief, Information Resources and Services Division, National Bureau of Standards

How OTA Provides New Technology Information for Industry, by Mary Proctor, Director of Congressional and Public Affairs, Office of Technology Assessment, U.S. Congress

Monitoring Future Technology Through Patent Files, by Dave Grooms, Manager, Information Products, Office of Image and Information Systems, U.S. Patent and Trademark Office

NTIS: The One-Stop Shopping Place for Foreign Technology, by Fred Haynes, Associate Director for Marketing and Services, National Technical Information Service

Tracking the Latest Communications Technology Through Federal Communications Commission's Information Resources, by Gabor Kovacs, Researcher, Washington Information Group

The Outlook for Science, Technology and Medicine: A National Research Council Specialty, by Gail Porter, Acting Director, Office of Public Affairs, National Research Council.

Our Chair, Leila K. Kight, is President of Washington Researchers, Ltd. She'll introduce:

Information Sources and Services to Keep You Current on Overseas Markets, Industries and Companies, by Donald Huber, Program Officer, Trade Information Services, International Trade Administration

Discovering Expanding Opportunities for U.S. Companies in Developing Economies, by Carol Stitt, Business and Financial Relations Adviser, The World Bank

Current Insights Into U.S. Industries, by Kenneth R. Mason, Secretary to the Commission, U.S. International Trade Commission

Insights Into Overseas Companies Through Credit Assessments and Loan Programs, by Robert F. Camp, Chief, Credit Information, Export-Import Bank of the United States

Overseas On-Site Expertise and a Valuable Array of U.S.-Based Experts and Reports, by John Savage, Economist, Office of Business and Export Affairs, Department of State

Tapping Census for the Newest Worldwide Economic and Demographic Data, by Barbara Torrey, Chief, Center for International Research, Bureau of the Census

Today's Statistics, Trade Facts and Invaluable Overseas Marketing Assistance, by Evans Browne III, Chief, Program Operations Branch, Foreign Agricultural Service, Department of Agriculture

Current Market Studies, Industry Overview, Economic Profiles and Much More for Business Research, by Matt Brosius, Deputy Head, Information Center, Organization for Economic Cooperation and Development

New Markets in Developing Countries: Keeping Abreast of Foreign Business Opportunities, by Maury Brown, Chief, Development Information Division, Agency for International Development

Information Sources for Developing International Business in 1986 and Beyond, by Debra Jackson Busker, Director, Trade Development and Public Relations, International Division, Chamber of Commerce of the United States.

STILL UNDECIDED? Call our Information Hotline 202-333-3632. A courteous, informed staff member will answer all your questions about this seminar.

The Source Material...

UNCOVERING WASHINGTON'S *NEW* RESOURCES

In addition to the portfolio of information resources you will receive from dozens of government and private sources, Washington Researchers Publishing will provide the following books and reports, absolutely free:

DAY 1

March 10, 1986

How to Find Business Intelligence in Washington, Edition VIII; $75 value
In 350 pages, you'll discover thousands of specific information sources and services available from federal agencies. You'll find sources' names, addresses and telephone numbers at your fingertips.

Putting Congress to Work, Special Report; $10 value
Congress is one of the most powerful research organizations in the world! Learn where to go, who to call, how to tap this vital information resource.

Penetrating the Commerce Department, Special Report; $10 value
The Commerce Department has miles of corridors; each a mini-world of in-depth data. This report takes you into those worlds and shows you what you can get and how to get it.

Hotlines and Recorded Messages, Special Report; $10 value
This special report puts a vast array of information and assistance as near to you as your telephone. You can call hotlines for assistance, and recorded messages to give you free, valuable business information.

TRACKING INFORMATION ON EMERGING TECHNOLOGIES

At your desk, you'll find a fresh portfolio crammed with government and private information resources on emerging technologies. Washington Researchers Publishing will provide the following books, newsletters and reports, absolutely free:

DAY 2

March 11, 1986

The Information Report, One-Year Subscription (12 issues); $72 value
Each month, *The Information Report* highlights unexpected treasure troves of data—the agencies, the publications, and the people to contact as soon as our researchers learn of them. It's your assurance that you are the first to know of new information resources.

Surprise Pack of Hi-Tech Newsletters
Select five free emerging technology newsletters. You make the selections at the seminar; Washington Researchers ensures the fulfillment of your order.

International Hi-Tech Information Sources, Special Report; $10 value
The United States is the hi-tech generalist of the world, but other nations have specialized niches. This special report guides you to free and low-cost published information and experts willing to share hi-tech information.

Key Sources of Information for Emerging Technologies, Special Report; $25 value
Descriptions of federal government agencies and other organizations that research emerging technology issues. You'll receive names, telephone numbers, and addresses.

HARVESTING INTERNATIONAL BUSINESS INFORMATION

As you sit down at your table, you'll find a portfolio of international information resources gathered from U.S., international and private sources. You'll also receive the following publications, absolutely free, from Washington Researchers Publishing:

DAY 3

March 12, 1986

International Industry Dossier, One-Year Subscription (12 issues); $72 value
Steers you to new information sources around the world. Each issue will take you on a whirlwind trip in search of fascinating and useful nuggets of free and low-cost information—most of them right here at home.

The Third World as an Information Resource, Special Report; $10 value
Even if it's U.S. corporations you're checking on, you'll want to tap Third World information sources. By knowing where and how to penetrate this environment, you can obtain information not openly available in the United States. Find free and low-cost resources both on the Third World and in the Third World.

The People's Republic of China, Special Report; $10 value
The perfect primer on information sources on and in China. The value lies not just in the content, but in the scores of free and low-cost resources to which you are guided.

The International Business Directory, Special Report; $10 value
Tells you where and how to get scores of free and low-cost newsletters, magazines and directories from countries around the world. The report steers you to sources right here in the United States—embassy, trade and association sources—as well as overseas.

Washington Information: 1986

The 3-day seminar **Washington Information: 1986** provides a fast-paced overview of the federal government's information machine. Emphasis is on the *new,* the *now,* the developments and information resources of 1986.

You'll Discover

- Federal experts galore. You'll lunch with some; you'll chat with some; you'll know their first names the next time you're pressed to find that elusive piece of your information puzzle.
- Free data bases
- Overseas market leads and investment opportunities
- Low-cost, top-quality reports on new technologies
- Free bibliographies on current topics
- Company filings and reports maintained by scores of regulatory agencies
- Washington information directories
- Government sponsored technology development programs
- Federal legislation information by telephone

Who Should Attend?

You should attend the seminar if:

- you want your Rolodex crammed to overflowing with first-rate information contacts
- you need a fast fact or figure by telephone
- you need current, detailed information about virtually anything
- you need good information at a reasonable cost

Your fellow participants will be involved in a wide variety of fields, including marketing, market research and analysis, product development, corporate planning, acquisitions, corporate information services and investigative reporting.

Some Comments on Our Seminars

"Rarely have I found content which I could use immediately upon returning to the office—Terrific!"
–Susan V. Siegel, Senior Market Research Analyst, Garden Way Marketing Association

"A very good introductory course to elevate the mind to new opportunities. One of the best and most interesting courses I have attended!"
–John W. Sherwood III, Staff Consultant, McGladrey Hendrickson & Pullen

"Certainly the most cost-justified seminar I've EVER attended. Enlightening, educational, entertaining—Excellent!"
–Brett Hart Brockman, Director of Planning, Metropolitan Life Insurance Company

"Outstanding seminar—will help us considerably in our Market Planning and Market Potential Analysis research."
–Gordon C. Larson, Manager, Marketing Research, Lyon Metal, Inc.

"Allows a person to learn in 2 days what it would take 2 years to discover on your own."
–Angelin Wright, Librarian, Boeing Military Airplane Company

"This seminar seems to be just about the *only* place to get this inside data."
–Linda Rosen, Information Specialist, Center for Advertising Services/Interpublic Group of Companies

About Washington Researchers

You may have read about Washington Researchers in *Fortune's* recent cover feature or in *The New York Times'* recent feature article. More likely, you've used our research services, books, reports, newsletters or training programs.

For the past 12 years, Washington Researchers has been devoted to your information needs. Through customized research projects, we locate information for organizations and institutions of all kinds. Through seminars, we share our sources and teach other business professionals our techniques. Guides, directories and newsletters from Washington Researchers Publishing are used daily by professionals around the world. We know a lot about information sources and research techniques, and our business is to share what we know with you.

Washington Information: 1986

Registration and Fees
Participants may register for all or part of the program by indicating program selections below. The registration fee covers the cost of the seminar, publications, lunch and refreshment breaks. Reservations may be made by telephone or mail and must be paid in full no later than March 5, 1986. The fee structure follows:

Attending entire three-day **Washington Information Seminar: 1986** program (March 10–12, 1986)—a $75 saving	$900
Attending **Uncovering Washington's NEW Resources** module (March 10)	$325
Attending **Tracking Information on Emerging Technologies** module (March 11)	$325
Attending **Harvesting International Business Information** module (March 12)	$325

Registration at the door is on a space available basis—at the full price. Cash, business checks or travelers checks accepted at that time.

Team discount rate available. Call Washington Researchers for details.

Cancellation
Cancellations within seven working days prior to seminar will be subject to a $50 cancellation fee. Those not cancelling by 5:00 p.m. EST three (3) working days prior to seminar may be charged full seminar fee. Substitutions may be made at any time.

Tax Deduction
The seminar may be treated as a tax deductible expense as it conforms to Treasury regulation 1.162.5 that permits an income tax deduction for educational expenses (registration fees, cost of travel, meals and lodging) undertaken to (1) Maintain or improve skills required in one's employment, or (2) Meet express requirements of an employer.

Speakers
Washington Researchers reserves the right to substitute topics and speakers when necessary.

Tape Recorders
Unfortunately no audio or video recording will be allowed at this seminar.

Location and Dates

March 10–12, 1986

Sheraton Grand on Capitol Hill
525 New Jersey Avenue, NW
Washington, DC 20001
202–628–2100

Please contact the hotel directly for accommodations.

FREE TO PARTICIPANTS

As a seminar participant, you will receive these publications **free:**

March 10	**How to Find Business Intelligence in Washington**
$105 value	**Putting Congress to Work** **Penetrating the Commerce Department** **Hotlines and Recorded Messages**
March 11	**International Industry Dossier** **The Third World as an Information Resource**
$107 value	**The People's Republic of China** **The International Business Directory**
March 12	**The Information Report** **Surprise Pack of Hi-Tech Newsletters**
$102 value	**International Hi-Tech Information Sources** **Key Sources of Information for Emerging Technologies**

Additional Information
Contact: Washington Researchers, Ltd.
2612 P Street, NW
Washington, DC 20007
202-333-3499

Registration Form

(Please cut out and mail today)

☐ Please reserve _____ space(s) for the entire **Washington Information Seminar: 1986** on March 10–12, 1986. By registering for the entire seminar, I receive a discount of $75. This special seminar price of $900 includes admission to all sessions, 3 lunches, and all publications ($314 value).

☐ Please reserve _____ space(s) for the **Uncovering Washington's NEW Resources** module on March 10, 1986. The seminar price of $325 includes admission to this session, lunch, and 4 publications ($105 value).

☐ Please reserve _____ space(s) for the **Tracking Information on Emerging Technologies** module on March 11, 1986. The seminar price of $325 includes admission to this session, lunch, and 4 publications ($107 value).

☐ Please reserve _____ space(s) for the **Harvesting International Business Information** module on March 12, 1986. The seminar price of $325 includes admission to this session, lunch, and 4 publications ($102 value).

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Return to: **Washington Researchers, Ltd.**
2612 P Street, NW
Washington, DC 20007
(202) 333-3499

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☐ I am enclosing payment for $ _____.

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☐ Check here if you have attended a previous Washington Researchers seminar program _____
(program name)

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