

**Date:** Thursday August 11, 2016

**Place:** Holiday Inn Vanderbilt

**Note:** Please note the change of meeting fees for 2016:

**Cost:** Professional and Student Members - \$25

Guests - \$30

**Discount:** \$5 discount for any registration made before noon on the Tuesday before our Thursday meeting

### Reservations

Contact Mary Simpson for reservations at  
615-367-8083 or [msimpson@genesco.com](mailto:msimpson@genesco.com)

### Meeting Schedule

5:30 - 6:00 Social/Networking  
6:00 - 6:45 Dinner  
6:45 Business Meeting & Speaker

### *Organizing Information in Color*

Lora Stevenson - Co-founder and Digital Mother, Mothers Digital

We have a “different” subject for the topic of our August meeting; what had color to do with data? Our speaker is currently working on a project involving data and color. She is Lora Stevenson who is Co-founder and Digital Mother at Mothers Digital. Mothers Digital is a Nashville based consulting group providing quality digital goods. Lora has over twenty years in the tech industry.

Lora will discuss a number of areas such as the limitations of text in the 21st century, the chaos of information domain mixture and high recall growth, the personalization of information: if you can't find it, does it exist? She will give us a brief history of human data classification tools and language: why did we move from the pictograph to text? Lora will touch on how the human brain synthesizes visual information; can neurology and psychology help us plan for unlimited data and growth?

Lora will discuss can color charts aid end users in building their own hierarchies. She will touch on future questions: texture, scent, and other sensory processing encoding.

Lora will discuss other aspects of organizing information in color as time permits. This should be a very interesting session on a topic that few AITP people have experienced.

Lora describes her background as “investigative engineering.” She has worked in Healthcare, Education, Construction, Automotive, and Retail doing consulting wherever there were problems. She was a VP for Randa Solutions, Inc. helping to build technology tools for the academic, scientific, and education markets throughout the U.S. Lora was a VP Corporate Development for a privately held datacenter and spent eight years as Owner/President of TLW Custom IT Services organization. Lora was with HCA for two years as a Project Management Lead.

Lora has a BA degree from Beloit College, was on a Fellowship at New York University, and also did graduate work in Linguistics at the University of Wisconsin – Madison. She holds certificates in Electronic Records Management, Enterprise Content Management, Project Management, and Networking.

Lora has lived with her family (they have two daughters) in Nashville for about 16 years, but was raised in Kentucky. In her spare time, she writes fiction, paints, and plays “bad” tennis. She says her best vacation was a week-long trip to New York City with her husband.



Lora Stevenson

Tell your peers about this session. The opportunity to learn about Organizing Information in Color does not come around very often.

**Please post a copy on your company bulletin board**

AITP August 2016 Meeting Announcement

**REMEMBER**  
**\$5 discount for early registration**