

For Immediate Release

**Proactive Worldwide President to Present at SCIP's  
2012 Annual International Conference & Exhibition**

**CHICAGO, IL – May 1, 2012** – Competitive Intelligence (CI) industry leader David Kalinowski, President & COO of Proactive Worldwide, Inc., will present at the SCIP 2012 Annual International Conference & Exhibition in Philadelphia, PA on Monday, May 14, 2012. Kalinowski will co-facilitate with a team of CI practitioners at the workshop entitled “War Gaming for Veterans,” which is designed to enhance the methods CI professionals use to assess intelligence about their competitors. The workshop will construct real life scenarios and use role play to prepare attendees for strategic war game efforts that will enhance their ability to predict competitors’ moves and apply their predictions to formulate superior strategies.

Joining Kalinowski in facilitating this workshop will be other leading CI solution providers including Leonard Fuld from Fuld & Company, Erik Glitman from Fletcher/CSI, LLC, and Ken Sawka from Outward Insights. To learn more about the workshop and to register for the SCIP 2012 Annual International Conference & Exhibition, visit [www.scip.org](http://www.scip.org).

**About SCIP**

The Strategic and Competitive Intelligence Professionals (SCIP), formerly the Society of Competitive Intelligence Professionals, is a global nonprofit membership organization for everyone involved in creating and managing business knowledge. SCIP provides education and networking opportunities for business professionals working in the rapidly growing field of competitive intelligence (the legal and ethical collection and analysis of information regarding the capabilities, vulnerabilities, and intentions of business competitors). Many SCIP members have backgrounds in market research, strategic analysis, or science and technology.

**About Proactive Worldwide, Inc.**

Proactive Worldwide, Inc. (PWW) is a global decision support, research, and consulting firm that provides evidence-based strategic intelligence anchored by primary research. For over 17 years, PWW’s multi-lingual professionals have assisted clients in the fields of brand protection/illicit trade, consumer goods, financial services, industrial products, life sciences/healthcare, and technology/telecommunications. Call 1-888-925-9125 and visit [www.proactiveworldwide.com](http://www.proactiveworldwide.com). ###