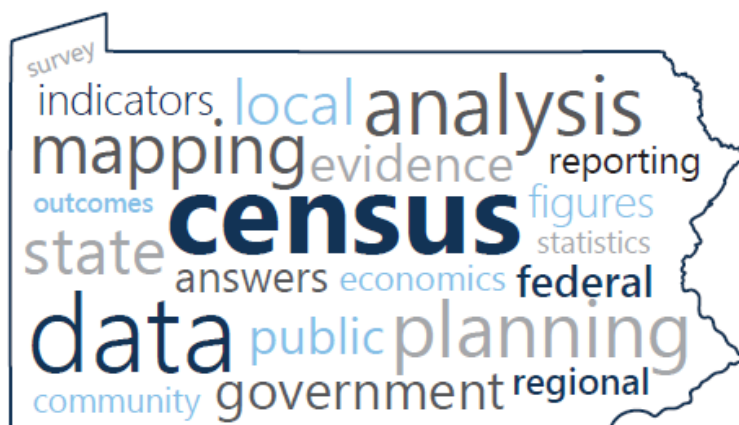


## 2019 Pennsylvania Data User Conference

Harrisburg – Data users from across the Commonwealth are set to gather at Penn State Harrisburg for the Pennsylvania State Data Center’s Annual Data User Conference on May 9, 2019. The Pennsylvania Data User Conference serves as the state’s most comprehensive single-day forum for research and development in data.



Sessions at this year’s conference will focus the upcoming **2020 Census** and how organizations can use primary and secondary data to drive decisions. Presenters at this year’s conference will highlight the use of data in policy analysis, technological innovation, health care and other areas. Conference attendees will also be updated on the latest from the U.S. Census Bureau, including preparations for Census 2020, Census Geographic Programs and the 2017 Economic Census.

### Keynote and Plenary Sessions

In the Keynote Address, Robert Isenberg, Market Research Division Chief of the Pennsylvania Liquor Control Board (PLCB), will discuss how PLCB continues to evolve its analytic capabilities to understand external events and shifts in consumer tastes. Mr. Isenberg joined the Pennsylvania Liquor Control Board in 2010 where he is responsible for analysis of marketing programs, product lifecycles and trends in the beverage alcohol market.

The Plenary Address will be given by Drs. Emily Strohacker and Jennifer Gibbs, Assistant Professors of Criminal Justice at Penn State Harrisburg. Together Drs. Strohacker and Gibbs will be presenting findings from a Penn State Poll conducted in fall 2018 to measure Pennsylvanians’ perceptions of human trafficking. The presentation will summarize components of Pennsylvanians’ definitions of human trafficking and more and will conclude with implications for policy, practitioners, and future research.

## Breakout Sessions

The 2019 Conference will offer breakout sessions on various data related topics. Many of the day's speakers will be available throughout the day to address questions and discuss topics relating to their area of expertise. Here are a few of our breakout sessions this year:

### **Utilizing Data to Inform Statewide Child Welfare Advocacy Efforts**

Kelly Hoffman & Rachael Miller, *Pennsylvania Partnerships for Children*

### **2020 Census: Getting an Accurate Count for Your Community**

Lynne V. Newman & Noemi Mendez, *U.S. Census Bureau*

### **2017 Census of Agriculture**

King J. Whetstone, *NASS NE Regional Field Office*

### **The Geography of Craft Beer**

Dr. Allison E. Feeney, *Shippensburg University*

Online registration for the Annual Data User Conference is available at <http://pasdcconference.org>. Attendees may also register over the phone by calling the Pennsylvania State Data Center at (717) 948-6336. Register before April 26 and receive the early-bird registration rate of \$99.