

WHIT v.4.0 2008

WORLD HEALTHCARE INNOVATION & TECHNOLOGY CONGRESS

Innovate, Implement, Transform: Advancing the Capacity to Revolutionize Healthcare

Don't miss this unique opportunity to challenge existing assumptions, identify new innovation spaces, clarify and build on current technological strengths, and position your organization for a successful future in a constantly evolving information age.

Keynote Thought Leaders Include



George C. Halvorson
Chairman and Chief Executive Officer
Kaiser Foundation Health Plan, Inc.
and Kaiser Foundation Hospitals
Partners in Care Foundation
2008 Mathies Award Recipient



Newt Gingrich
Former Speaker
U.S. House of Representatives
Founder
Center for Health Transformation



Jason Hwang, MD
Co-Author, *The Innovator's Prescription:
A Disruptive Solution for Health Care*
by Clayton M. Christensen, Jerome H. Grossman,
MD and Jason Hwang, MD; Executive Director,
Health Care, **Innosight Institute**



Colin Angle
Chief Executive Officer
and Co-Founder
iRobot



Jeong H. Kim, PhD
President
Alcatel-Lucent Bell Labs



Peter Neupert
Corporate Vice President
Health Solutions Group
Microsoft Corporation



Jim Carroll
Masters of Business Imagination (MBI)
Leading International Futurist, Trends &
Innovation Expert, Columnist, and Author,
*Ready, Set, Done: How to Innovate
When Faster is the New Fast*



Scott McNealy
Chairman and
Co-Founder
Sun Microsystems

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Confirmed Speakers Include

Congress Chairmen



Mohan Nair
Executive Vice President
Chief Marketing Executive
The Regence Group



John C. Wade
Executive Director
**Kansas City Regional Electronic
Exchange (KCREE); President
JCWade and Associates, LLC**
Retired Vice President and
former Chief Information Officer
St. Luke's Health System

Hospitals/Health Systems/Payers



Steven R. Garske
Vice President and
Chief Information Officer
Children's Hospital Los Angeles



Maggie Gunter, PhD
President and Executive Director
Lovelace Clinic Foundation



Grant Harrison
Vice President
Integrated Consumer Experience
Humana, Inc.



Vipul Kashyap, PhD
Director, Clinical Programs
CIGNA



Rod Hamilton
Chief Executive Officer
UnitedHealth International



John Kontor, MD
Chief Medical Officer and
Clinical Informatics Leader
Bon Secours Health System, Inc.



Timothy McNamara, MD, MPH
Medical Director
Center for Healthcare Informatics
**University of Kansas
School of Medicine**



Jay Srin, MS, MBA, FHIMSS
Chief Innovation Officer
Insurance Services Division
**University of Pittsburgh
Medical Center**



Henry Weil, MD
Medical Director for Informatics
Bassett Healthcare System



Douglas Wood, MD
Vice Chair, Department of Medicine
Chair, Health Care Policy Group
Mayo Clinic



Brian Yount, MD, FAAP
Assistant Professor, Program Director
Internal Medicine/Pediatric
University of Oklahoma - Tulsa

Government/Policy



John C. Goodman, PhD
President
**National Center for Policy Analysis
(NCPA)**



Hon S. Pak, MD, LTC MC USA
Director, Advanced Information Technology
Group (AITG) US Army Medical Research and
Maternal Command, **Telemedicine and
Advance Technology Research Center
(TATRC); Immediate Past President
American Telemedicine Association (ATA)**

Debbie Somers
Senior Advisor, Office of the Deputy
Commissioner of Systems
Social Security Administration



Frank Torti, MD, MPH, FACP
Principal Deputy Commissioner
and Chief Scientist
U.S. Food and Drug Administration

Financial/Academic



Lawton R. Burns, PhD
James Joo-Kin Kim Professor;
Professor of Health Care Systems
and Management; Chairperson,
Health Care Systems Department;
Director, **Wharton Center for Health
Management and Economics,
University of Pennsylvania;** Co-author,
*The Business of Healthcare
Innovation: How New Products
Come to Market*



Frederick Frank
Vice Chairman and Director
Lehman Brothers Inc.



Mark Rothstein, JD
Herbert F. Boehl Chair of Law and
Medicine; Director, Institute for Bioethics
Health Policy and Law
**University of Louisville School
of Medicine**

Solution Providers



Jeffrey Cunningham
Chief Technology and Strategy Officer
**Informatics Corporation of America
(ICA)**



Roy Schoenberg, MD, MPH
Chief Executive Officer
American Well Systems



Allen R. Wenner, MD
Vice President
Primetime Medical Software

For a Complete List of Confirmed Speakers, Please Visit www.whitcongress.com



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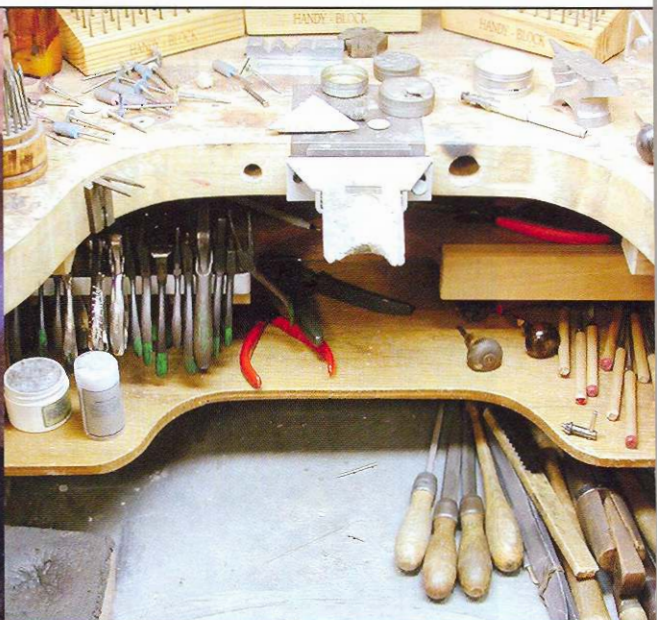
Tuesday, June 24th

8:30 - 9:20 a.m. 50 Minutes	BE A FUNKY CONTROL FREAK – LEAD WITH BALANCE AND POWER » Cheryl Cran Entrepreneur, Consultant & Author – Vancouver, BC, Canada
9:20 - 11:20 a.m.	'HOT TOPIC' or GLOBAL PM REPORT BREAKOUT SESSIONS
11:20 a.m. - 12:10 p.m. 50 Minutes	WHAT GLOBAL FIRMS NEED FROM NORTH AMERICAN IGAF WORLDWIDE MEMBERS » Peter Sterling, Partner (Corporate Relations) Cooper Parry – Derby, UK » Ulrich Britting, Partner GHP Revision GmbH – Frankfurt, Germany
12:10 - 1:35 p.m.	LUNCH
1:35 - 1:50 p.m. 15 Minutes	BUSINESS SESSION – IGAF WORLDWIDE NORTH AMERICA ONLY
1:50 - 2:40 p.m. 50 Minutes	THE WORLDWIDE PRACTICE MANAGEMENT REPORT
2:40 - 3:00 p.m.	BREAK
3:00 - 3:50 p.m. 50 Minutes	SAY WHAT YOU MEAN – MEAN WHAT YOU SAY » Cheryl Cran Entrepreneur, Consultant & Author – Vancouver, BC, Canada
3:50 - 4:40 p.m. 50 Minutes	WHAT COMES NEXT? (... AND WHAT SHOULD YOU DO ABOUT IT?) » Jim Carroll, FCA Consultant, Author & Columnist – Mississauga, ON, Canada

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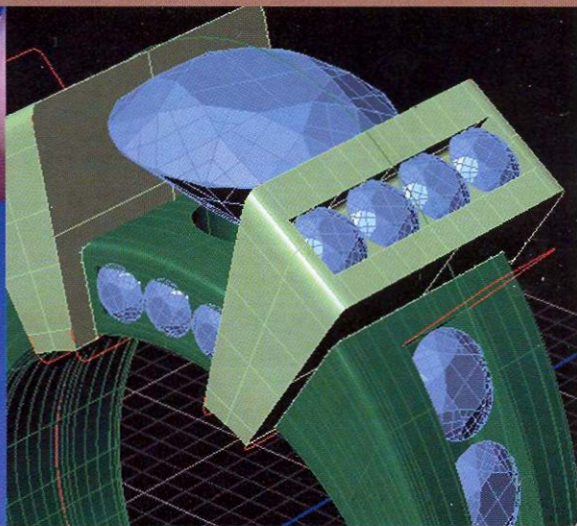
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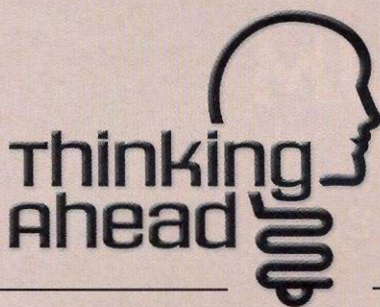
2008 SHOW GUIDE

APRIL 13-15, 2008

Jacob K. Javits Convention Center



THINKING AHEAD INNOVATION SESSIONS



Attend an array of free innovation sessions and discover how you can unlock your business's potential and ensure your ideas translate into profits. All sessions are funded in part by a grant from the JCK Jewelry Industry Fund.

Sunday, April 13

How to Unlock Your Potential in a High Velocity Economy

11 a.m. to 12:30 p.m.

Speaker: Jim Carroll, futurist, trends and innovation expert
Discover the trends that will impact your business in years to come, and how you can succeed by instilling a forward-thinking attitude in all areas of your operation.

MJSA Vision Awards Presentation

12:30 p.m.

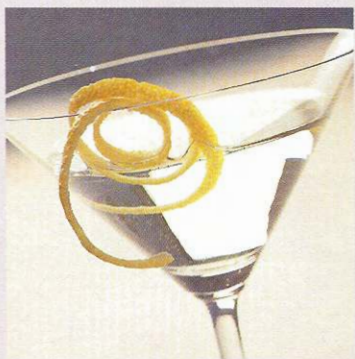
4th Annual MJSA Innovation Awards Presentation

1 p.m.

GOOD LIBATIONS

5 to 6 p.m.

Don't leave the show floor while the show is still in progress! Just stroll over to the Innovation area next to the MJSA booth for a free networking reception. Everyone at



the show is invited to attend "Good Libations," the cocktail party at Expo New York—free of charge! Hors d'oeuvres and refreshments will be served. Attendees will have the opportunity to mingle with sup-

pliers and buyers from around the world.

The Five Faces of Genius

3:45 to 5 p.m.

Speaker: Annette Moser-Wellman of FireMark Inc.

Learn how the thinking styles of genius in the arts and sciences are linked to business breakthrough.

Monday, April 14

Transforming Imagination: Cross-Industry Creativity

11 a.m. to Noon

Speaker: Dave Olson, business consultant

Learn how proven techniques can help you to evaluate if a market is ready to accept your innovation and, if so, how to best communicate its value to potential customers.

Reliability Centered Maintenance: The Bottom Line

12:30 to 1:30 p.m.

Speaker: David vanEsselstyn of CACI International

Learn how the Reliability Centered Maintenance (RCM) analytical process can help companies keep systems running longer, minimize the need for repairs, and reduce down time.

Don't Hide Your Innovation!

3:45 to 4:45 p.m.

Speaker: Andrea Hill of Hill Management Consulting & Training

Don't let your innovation stop with products and processes! Innovate your branding and marketing to capitalize on all the great things you're doing.



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Interactive Learning Shirtsleeves

Thursday 19 July

2:45 p.m. – 5:00 p.m.

Friday 20 July

8:30 a.m. – 10:30 a.m.

Roll up your shirtsleeves and meet with your colleagues in smaller groups to discuss hot issues and topics specific to your areas of expertise and interest. The format is informal and conversational, so bring your experiences and challenges to the table for a lively discussion. This is a valuable time to network with others who can become great resources in the future.

Sessions open to DMO professionals, students and educators only. A shirtsleeves session will also be available for allied members on Thursday; please see the session description on page 11.

CEO – Over US\$6 Million

CEO – US\$3-6 Million

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CM – Convention Sales & Marketing

CO – Communications

CS – Convention Bureau Services

FA – Finance & Administration

MA – Marketing

ME – Membership

RE – Research

SE – Students & Educators

TE – Technology

TM – Tourism Marketing

VS – Visitor Services

See page 4 for more information regarding Shirtsleeves held on Wednesday for University Towns and State & Regional Associations.

Closing General Session

3:00 p.m. – 4:30 p.m.



Jim Carroll
Trends & Innovation
Expert

What I Learned from Frogs in Texas: Saving Your Skin with Forward Thinking Innovation

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We live in an era of unprecedented and relentless change ... the emergence of China as a super-power; hyper-innovation and business market turmoil; constant career change and rapid scientific advances. Competition is changing overnight, and permanence has been torn asunder. We are in a time that demands a new agility and flexibility. Leaders must have the skill and insight to prepare for a future that is rushing at them faster than ever before.

Jim Carroll – a leading international futurist, innovation and business trends expert – will provide concrete guidance on how you and your DMO can face this world of change and turn challenges into opportunity.

Don't miss this intriguing presentation, as Jim shares stories from his book, *What I Learned from Frogs in Texas: Saving Your Skin with Forward Thinking Innovation*, and shows us how to:

- Anticipate future trends that will impact your organization
- Instill an innovative, forward-thinking and decisive culture in your organization
- Develop key leadership skills for the future
- View change as an opportunity to pursue, not as a threat to be feared.

6:00 p.m. – 10:00 p.m.

Closing Party:

Just Can't Get Enough
— The Spazmatics Return
at the Hard Rock

We just couldn't get enough of *The Spazmatics* last year! Join DMAI at the Hard Rock Café in Station Square for an evening of rock 'n' roll flair and tasty fare! The Spazmatics – a new wave 80's rock band – will keep everyone energized with lyrics from *The Cars*, *Billy Idol*, *Bon Jovi*, *The Go-Gos*, *Duran Duran*, *INXS*, *Depeche Mode*, *Wang Chung*, *Men At Work*, *Wham!*, *Prince*, *Cyndi Lauper* and *Madonna* ... to name just a few!

It's a private party at the Hard Rock from 6:00 - 9:00 p.m., with the Café opening up partially to the public at 9:00 p.m. Outside of the Hard Rock, explore Station Square! Pittsburghers know that this is the place to go for dining, entertainment, unique shopping experiences and sightseeing. Plus, on summer Friday nights, Station Square hosts "Street Jam," (for FREE) from 5:00 - 11:00 p.m. so be sure to indulge – prior to (and after) the Spazmatics – in some fun outside by the river where several hot bands will jam live.



The Spazmatics

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keynote speakers

Adam Kahane
Founding Partner
Generon Consulting



Jim Carroll
International Futurist, Trends,
and Innovation Expert



Donna Shalala
President, University of Miami,
Former U.S. Secretary of Health and Human
Services



Adam Kahane

Founding Partner, Generon Consulting

Adam Kahane is a leading designer and facilitator of processes through which business, government, and civil society leaders can solve their toughest, most complex problems. He has worked in more than 50 countries, in every part of the world, with executives and politicians, generals and guerillas, civil servants and trade unionists, community activists and United Nations officials, clergy and artists.

The author of *Solving Tough Problems: An Open Way of Talking, Listening, and Creating New Realities*, Kahane was also the head of social, political, economic, and technological scenarios for Royal Dutch/Shell in London. Previously he held strategy and research positions with Pacific Gas and Electric Company (San Francisco), the Organization for Economic Cooperation and Development (Paris), the International Institute for Applied Systems Analysis (Vienna), the Institute for Energy Economics (Tokyo), and the Universities of Toronto, British Columbia, California, and the Western Cape. In 1991 and 1992, Kahane facilitated the Mont Fleur Scenario Project, in which a diverse group of South Africans worked together to effect the transition to democracy. Since then he has led many such seminal multi-stakeholder dialogue-and-action processes throughout the world. He was one of the 16 outstanding individuals featured in *Fast Company's* first annual "Who's Fast" and is a member of the Commission on Globalization, the Aspen Institute's Business Leaders' Dialogue, the Society for Organizational Learning, the Global Leadership Network, and Global Business Network.

Kahane has a bachelor's degree in physics (first-class honors) from McGill University (Montreal), a master's degree in energy and resource economics from the University of California (Berkeley), and a master's degree in applied behavioral science from Bastyr University (Seattle). He has also studied negotiation at Harvard Law School and cello performance at Institut Marguerite-Bourgeoys. Originally from Montreal, he is a founding partner of Generon Consulting and lives in Boston and Cape Town.

Jim Carroll

International Futurist, Trends, and Innovation Expert

Jim Carroll lives five years in the future. As a leading international futurist, trends, and innovation expert, he dedicates his time to helping people and organizations understand how they can aggressively adopt tomorrow, today. Carroll wakes people up to the trends that will affect them, and challenges them to cope with a world that continues to witness constant, relentless, dramatic change. He is recognized for his critical thinking and business-oriented view of issues relating

to social, consumer, and workplace trends; demographic and lifestyle issues; emerging technologies; as well as economic and business trends. His programs are delivered with his signature humor, high-level energy, deep insight, and challenging observations, and are based on extensive research and customization.

A prolific author, Carroll's works have been sold in the United States, Germany, India, and Canada, with sales exceeding a half-million copies. As a columnist, he has written more than 600 articles for a wide variety of national and international publications. As a media commentator, he has provided his insight in more than 3,000 interviews on radio, television, and in print. He is an award-winning columnist, has been listed as "One of 50 International Names to Know" by the *Online Journalism Review*, and was recently honored with the Lifetime Achievement Award by a major national news media organization.

Donna E. Shalala

President, University of Miami

Former U.S. Secretary of Health and Human Services

Donna E. Shalala, president of the University of Miami, has more than 25 years of experience as an accomplished scholar, teacher, and administrator. She is also a professor of political science, epidemiology and public health, and education. Shalala also served in the Carter administration as assistant secretary for policy development and research at the United States Department of Housing and Urban Development (HUD). Shalala served in the Clinton administration as secretary of Health and Human Services (HHS) for eight years, becoming the longest-serving HHS secretary in U.S. history.

Shalala earned a bachelor of arts degree in history from Western College for Women and a doctorate from the Maxwell School of Citizenship and Public Affairs at Syracuse University. She has more than three dozen honorary degrees and a host of other honors, including the 2002 UCSF Medal, the 1992 National Public Service Award, and the 1994 *Glamour* magazine Woman of the Year Award. In October 2005, *US News & World Report* named her one of "America's 25 Best Leaders." She has been a John Simon Guggenheim Fellow and has been elected to the National Academy of Education, the National Academy of Public Administration, the American Academy of Arts and Sciences, the National Academy of Social Insurance, the American Academy of Political and Social Science and the Institute of Medicine, and the National Academy of Sciences.

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Keynote Speakers



Ray Kurzweil, Futurist and Inventor

Author of the Bestselling Book, *The Singularity is Near*
Founder, Chairman, and CEO, Kurzweil Technologies
Brought to you in part by Penguin Group (USA) 

Ray Kurzweil has been described as “the restless genius” by the Wall Street Journal, and “the ultimate thinking machine” by Forbes. Inc. magazine ranked him #8 among entrepreneurs in the United States, calling him the “rightful heir to Thomas Edison,” and PBS included Ray as one of 16 “revolutionaries who made America,” along with other inventors of the past two centuries.

As one of the leading inventors of our time, Ray was the principal developer of the first CCD flat-bed scanner, the first omni-font optical character recognition, the first print-to-speech reading machine for the blind, the first text-to-speech synthesizer, the first music synthesizer capable of recreating the grand piano and other orchestral instruments, and the first commercially marketed large-vocabulary speech recognition. Ray’s web site KurzweilAI.net has over one million readers.



Jim Carroll, Futurist, Trends and Innovation Expert

Jim Carroll lives five years in the future, and dedicates his time to helping people and organizations understand how they can aggressively adopt tomorrow, today. Jim wakes people up to relevant trends, and challenges everyone to cope with a world that continues to witness constant, relentless, and dramatic change. Jim has a passion for effecting compelling change with lasting results. As a frequent keynote speaker with some 1,000 presentations, Jim delivers a relevant and unique insight.



Mary Humiston

VP, HR Strategy and Transformation
Honeywell International

Mary is currently Vice President, Human Resources Strategy & Transformation For Honeywell International based in Morristown, New Jersey since September 2005.

Prior to this role, Mary led Human Resources for Honeywell in Europe, the Middle East and Africa based in Brussels for three years. Mary joined Honeywell Aerospace in October, 2002, as a Director of Human Resources for Engine Systems & Accessories.

Prior to Honeywell, Mary was the Chief Administrative Officer and Sr. Vice President-Human Resources for PeoplePC, a current division of Earthlink, Senior Director of Executive Staffing globally for Gap, Inc. She began her career at General Electric and spent seven years in Human Resource leadership positions.

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2007 Keynote Presentations

Opening General Session

Monday, May 21, 8:30 am - 9:45 am

Jim Carroll lives five years in the future. As a leading international futurist, and trends and innovation expert, he dedicates his time to helping people and organizations understand how they can aggressively adopt tomorrow. Jim Carroll alerts people to the trends that will affect them, and challenges them to cope with a world that continues to witness constant, relentless, dramatic change. Jim Carroll is recognized for his critical thinking and business-oriented view of issues relating to social, consumer and workplace trends, demographic and lifestyle issues, and emerging technologies, as well as economic and business trends.

An internationally known author, Jim Carroll's works have been sold in the United States, Germany, India, and Canada, with sales exceeding a half-million copies. An award-winning columnist, he has written over 600 articles for a wide variety of national and international publications. A media commentator, he has provided his insight in over 3,000 interviews with organizations such as the ABC News, CNN, INC, American Way Magazine, Association LEADERSHIP, the National Post and PROFIT. Jim Carroll is the author of the book, *What I Learned From Frogs In Texas: Saving Your Skin Through Forward-Thinking Innovation*.

As a frequent keynote speaker, Jim Carroll is recognized as someone who provides presentations that deliver relevant, unique insight. His presentations involve humor, high-level energy, deep insight, and challenging observations, and are based on extensive research and customization. His clients include such organizations as DaimlerChrysler, Caterpillar, Nestle, Motorola, the British Broadcasting Corporation (BBC), KPMG, American Express, CBS/Infinity Broadcasting, Microsoft, SAP, and many more.



Tuesday Luncheon

Tuesday, May 22, 12:30 pm – 2:00 pm

Imagine...

- You are a fifty-year-old veteran and you just found out your new boss is only twenty-four!
- The hotshot graduate you hired, (and overpaid) just quit for no apparent reason!
- A promising candidate you really want to hire turns her nose up at the best benefits package you've ever offered!
- Your HR Department tells you that turnover among your youngest workers is mysteriously skyrocketing - costing you a fortune in training!
- That seasoned long-time employee you just promoted is miserable and wants to quit.

How do you zap the invisible gap and manage your multi-generational workforce?
Never before have there been four different generations in the workforce at the same time.

In 1998 Meagan Johnson was already an experienced professional speaker and trainer, delivering seminars across North America. A "Gen-Xer" herself, Meagan Johnson began to hear consistent complaints among her clients about the wide GAP between the Baby-Boomer/Traditional Generation bosses, and the Generation-X and New Millennium Generation employees coming into the workforce. She began researching best practices of America's top corporations; the solution was not a new form of business structure but good old-fashioned communication skills, conflict resolution-negotiation methods, and stress-management techniques which Ms. Johnson had been perfecting for years! Meagan Johnson delivers these skills to audiences using her experience in adult learning, personal discovery, and most all, hilarious stories that keeps the audience laughing and anchor the learning to excitement and fun. A captivating keynote speaker and a "get-results" seminar leader, her interactive group exercises are a fun and valuable component of "Zap The Gap" sessions.



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Tuesday, January 22, 2008

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Culinary Innovator
Stephen A. Kalil

Demographic Loyalty Experts
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Karl Wachs

Chief Information Officer, Celanese

Hear from Renowned CIOs and Thought Leaders



Ken Brame, *CIO, AutoZone*

Transformation of Software Development at AutoZone

Learn how one large retail company made the transition from “the way we have always done it” method of software development to one that utilizes best practices, improved quality, and allows more projects to be completed on time and on budget. Ken Brame, CIO at AutoZone, will show how they implemented project management and improved their development life-cycle management. Also, find out how AutoZone implemented a quality improvement process that affected all phases of their development process.



David Breashears, *Filmmaker, Adventurer, and Mountaineer*

Leadership at 26,000 Feet

David Breashears' RLF Graduation presentation is a spellbinding blend of first-person storytelling, illustrated by breathtaking and rarely seen images from his co-produced and co-directed 1996 *Everest* IMAX filming expedition, which he was expedition leader for as well. Breashears has combined his climbing and filmmaking skills over the past 35 years to become one of the worlds most acclaimed adventure filmmakers. He has worked on more than 45 film projects ranging from full-length feature films to music videos and is the recipient of numerous awards for achievement in filmmaking, including four Emmy Awards. Breashears reached the summit of Mount Everest for the fifth time in the spring of 2004.



Bobby Cameron, *Vice President and Principal, IT Management, Forrester Research, Inc.*

How CIOs Increase IT's Value

In the CEO's eyes, what do CIOs do well, and where are improvements most needed? Using Forrester's recent research on how CEOs view IT, Bobby Cameron, Vice President and Principal in Forrester's IT leadership team, will discuss the disconnect between CEOs and CIOs. CEOs are generally satisfied with IT and their CIOs, yet they admit to having low expectations of IT's role in the enterprise and their contribution to products and services, innovation, process improvement, and asset management. With only 21% of CEOs characterizing IT as contributing business differentiation, two-thirds of business executives seeing IT as important to the business, and only one-third citing satisfaction with IT's efforts, IT shops need to focus more on IT's business results vs. operational maturity and alignment of costs.



Jim Carroll, *Author, Futurist, and Trends, Creativity and Innovation Expert*

Agility in the High Velocity Economy: What Comes Next, and What Do We Do About it?

Today's pace of product innovation moves the “time to market” in weeks rather than in years. The wide proliferation of mind-grabbing media and massive attention deficits result in increasingly difficult to capture customer mindset. And, as a new generation of change-focused “Gen-Connects” assert their claim on new business models, different corporate structures, and lifestyle needs vs. ladder-gain career models, generational turmoil is emerging in the corner office. In today's fast-paced world, leading-edge organizations are focused on developing the skills, culture, insight, and capability to evolve in this high-velocity economy. Join international futurist, trends, creativity and innovation expert Jim Carroll as he puts into perspective the importance of bold change and how industry leaders are positioning themselves for innovative partnerships, better business visibility, relentless customer-oriented innovation, and forward-oriented leadership insight.

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PROGRAM HIGHLIGHTS

Agility, Insight & Execution: Establishing High Performance Teams in the Multi-Second Economy

Jim Carroll

We live in an era of unprecedented, relentless change; a time of hyper-innovation and business market turmoil; constant career change and rapid business cycles. We're witnessing rapid change in terms of increasing complexity of solutions in our marketplace, and workforce challenges that are unique and perplexing. Our reality is one in which 60 percent of engineers in the future will work on a contingent/contract basis. More than 50 percent of Gen-Connect kids—the next generation set to enter the workforce—believe that self-employment is more secure than a full-time job. HVAC equipment is set to transition to the world of massive, intelligent connectivity as it

becomes a part of the global information grid that now surrounds us. Given such increasing challenges, the way to the future is clear: it is no longer about managing time. It is about successful and rapid skills deployment, based upon a solid, leading edge resource skills management deployment infrastructure. Join international futurist, trends and innovation expert Jim Carroll, as he shares his insight into the key methods by which organizations are preparing for the rapidly changing economy of the 21st century – through skills management strategies that focus on agility, insight and execution.

Labor Trends: Now and in the Future *Solving the Generational, Cultural Differences*

Sean O'Ryan

The construction industry's labor pool is changing dramatically. Generational and cultural differences are making their mark, which often can create stress and reduce productivity on the job site. What are some proven ways to bring your company's workforce together to work toward common goals—despite motivational and cultural differences? For example, how can you get a 50-year-old Caucasian journeyman to work

comfortably with a 35-year-old Hispanic foreman supervisor? Learn from labor expert Sean O'Ryan about what trends and "hot issues" will affect business owners and employees as they experience the changing demographics. The United Association has learned from an extensive study of workers today, and is making predictions about what it sees on the horizon that is realistic for employees and employers in the future.

Speaker Profiles



Jim Carroll

Jim Carroll lives five years in the future. As a leading international futurist, innovation and trends expert, he dedicates his

time to helping people and organizations understand how they can aggressively adopt tomorrow, today. Jim is recognized for his critical thinking and business-oriented view of issues related to emerging technologies, social, consumer attitude, workplace, demographic and lifestyle issues. Jim provides unique insight on how to become a more forward-thinking organization that can anticipate and manage change, instead of reacting to it. Jim is a prolific author, columnist, media commentator and frequent keynote speaker.



Sean O'Ryan

Sean O'Ryan is the Senior Administrative Assistant to the General President of the United Association of

Journeymen and Apprentices of the Plumbing and Pipe Fitting Industry of the United States and Canada (UA). Workforce planning and development initiatives are some of O'Ryan's key responsibilities. Prior to becoming the first Canadian officer assigned to the UA General Office, O'Ryan was the Business Manager of Local Union 46 in Toronto, a position held for 18 years. He is a graduate of the National Labor College and holds a Bachelor of Arts Degree in Senior Leadership.

CCA'S 10TH ANNIVERSARY For over a decade, the Construction Contractors' Alliance has been helping construction and plumbing mechanical new construction businesses look to the future and adapt to construction industry challenges. Join us in Dallas as we celebrate 10 years of support and achievements. CCA – Ten Years of Building Success.



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Montreal, Quebec, Canada

Palais des congrès

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Pre-Conference Optional Sessions

Oct. 2nd , p.m./Oct. 3rd , a.m.

CMA Canada, the American Institute of Certified Public Accountants (AICPA), and the Chartered Institute of Management Accountants (CIMA) invite you to attend the first annual 2007 International Financial Executives Leadership Forum. This one-of-a-kind forum will feature outstanding international keynote speakers, expert panelists from around the world, and a range of plenary and concurrent sessions addressing critical global business issues facing today's financial professionals.

***Note: Each pre-conference session qualifies for 4 CPLD/CPE credits**
The main conference qualifies for up to 14 CPLD/CPE credits (full attendance required)

Earn up to 22 CPLD/CPE credits!!!



Wednesday, October 3, 2007 - Main Conference

1:15 p.m. - 3:00 p.m.	<p>Plenary — <i>Vision, Passion and Direction:</i></p> <p><u>Welcome & Opening and Keynote</u></p> <p>Excelling in a High Velocity Economy: The Financial Leader's Guide</p> <p>Speaker: Jim Carroll, Futurist and Trends Innovation Expert</p> <p>Product innovations occur today at such a pace that "time to market" is now measured in weeks rather than years. A furious pace of technological innovation continues unabated, with the rapid emergence of new technologies that change entire industries. Customer mindset has become increasingly difficult to capture as we become a society with massive attention deficits, due to the wide proliferation of mind-grabbing media. Generational turmoil is emerging in the corner office as a new generation of change-focused Gen-Connects asserts their claim to new business models, different corporate structures, and career models that are based on lifestyle needs rather than ladder-gains. It's a fast-paced world — and that's why leading edge organizations are focused on developing the financial systems that provide the insight necessary for adapting in the high-velocity economy of today. Join Jim Carroll, futurist and trends and innovation expert as he puts it all in perspective.</p>
3:00 p.m. - 3:15 p.m.	<p>Break</p>
3:15 p.m. - 4:30 p.m.	<p>Plenary – Beyond Tone: The Imperative of Ethical Leadership</p> <p>Speaker: Donna Boehme, Leading Corporate Governance, Compliance and Ethics Expert, Principal, Compliance Strategist LLC, Compliance Systems Legal Group (CSLG)</p> <p>From Enron to Siemens, from mutual funds to the public sector, and from the field to the boardroom, no area of corporate focus has evolved as rapidly or dramatically as governance, compliance and ethics. As almost all business becomes global, leading edge organizations have been grappling with the ever-increasing complexity of laws, regulations and standards, and intense scrutiny and expectations of their global stakeholders. In a world growing more transparent by the second, those companies that have built an effective, integrated approach to governance, compliance and ethics will gain the competitive edge for sustainable success. Beyond financial and auditing controls, beyond SOX compliance, financial executives must play a critical role in ethical leadership within their companies that encompasses much more than mere "tone at the top". Join Donna Boehme, thought leader in corporate governance, compliance and ethics, for her perspective on the imperative of ethical leadership.</p>
4:30 p.m. to 5:45 p.m.	<p>Plenary — Panel of Profession Leaders: The Future Role of Finance</p> <p>Speakers: Moderator - Bob Bunting, Deputy President, IFAC; Panelists - Charles Tilley, Chief Executive, CIMA; Steve Vieweg, President and CEO, CMA Canada; Randy Fletchall, Vice Chair, Board, AICPA</p> <p>The Vision of the CFO/Finance Director Role of the Future and how the Member Organizations are Collaborating to Help Prepare for the Future.</p>
6:00 p.m. - 7:30 p.m.	<p>Opening Reception</p> <p>Hosted by the senior leaders of CMA Canada, AICPA, and CIMA, participants are invited to come and network.</p>



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JIM CARROLL

Leading the Future: Leadership in an Era of Innovation and Change

Trends, the future, innovation, creativity -- are the focus of this general session with internationally recognized futurist Jim Carroll.

Rapid times require bold change and new levels of creativity and innovation within every organization. Global economic trends, hyper-innovation, rapid market change, the changing consumer, the skills crisis, the collapse of product lifecycles, managing Gen-connect, corporate agility, avoiding commoditization, and creating high-performance, change-oriented teams are all aspects covered in this thought provoking, engaging presentation.

Jim Carroll has provided his insight in dozens of books, in over 600 articles, and in over 3,000 interviews including media exposure and interviews with ABC News, INC, Fast Company, Texas Meetings and Events, the South China Morning Post (Hong Kong), American Way, CEO Magazine Hungary, Association LEADERSHIP, the National Post and PROFIT.

Mr. Carroll is completely focused on creativity and innovation -- insight that is currently being captured in his next book, *The Masters of Business Imagination Handbook: 100 Ideas for Recharging Your Creativity*. He is also the author of *What I Learned From Frogs in Texas: Saving Your Skin with Forward Thinking Innovation*.

Mr. Carroll provides unique, detailed, customized insight into workplace, business, economic, current event, social and cultural trends, as well as into demographic, lifestyle and technology issues, based on highly original research. He sets the stage for organizations to become more competitive, innovative, adaptable, and more open to the opportunities of the future in a very dynamic and motivational style involving his signature humor, high-level energy, deep insight and challenging observations.

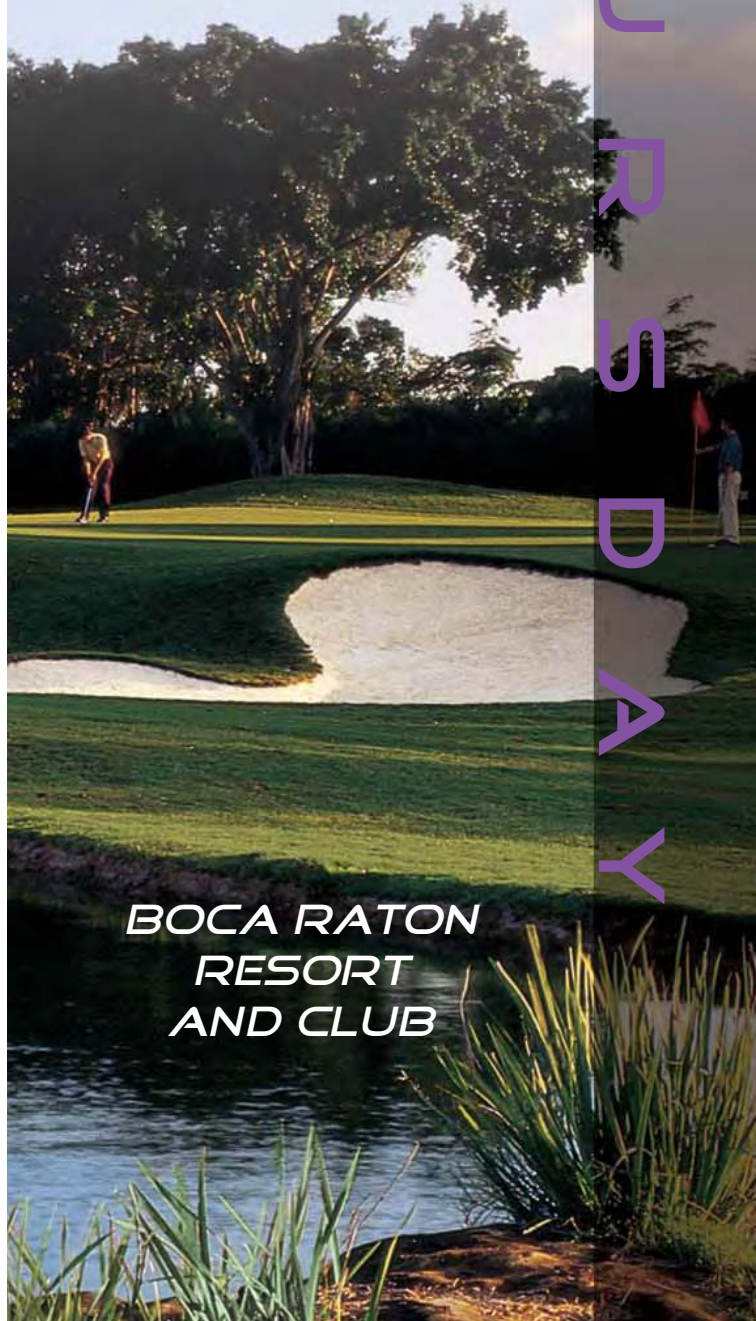
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Golf Outing

In 1997, the course underwent a \$6.5 million complete redesign and reconstruction by acclaimed golf course architect Gene Bates boldly enhancing the beauty, challenge and overall golf experience available on the property. Today, the par-71 course plays 6,253 yards from the back tees and features a variety of elevation changes and 12 surface acres of water including a signature water feature designed by Hugh Hughes. The Resort Course is dedicated to Tommy Armour and Sam Snead, who both served as golf professionals at the Resort from 1926 to 1955 and 1956 to 1969, respectively.

Cost: \$215.00 per golfer
(includes green fees, cart fees, lunch)



**BOCA RATON
RESORT
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WEDNESDAY

THURSDAY

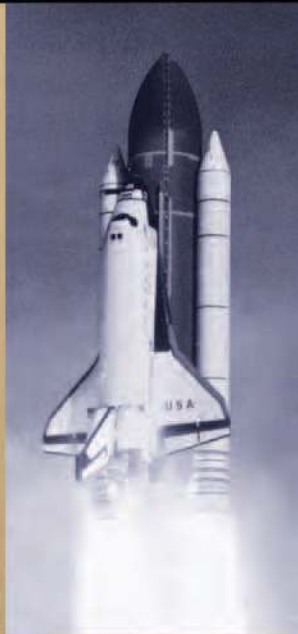
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WEDNESDAY JUNE 13

- 7:00am – 5:00pm **Registration Desk Open**
- 7:00am – 8:00am **BUSINESS MEETINGS**
Medical Directors' Council
Legislative and Regulatory Affairs Committee
Data and Information Committee
- 7:15am – 8:25am **CONTINENTAL BREAKFAST in the EXHIBIT HALL**
- 8:30am – 12:00pm **PLENARY SESSION**
- 8:30am – 8:45am **Welcome to the 2007 Annual Meeting**
Amy Iveson
Vice President of OPO Operations, Donor Alliance;
Planning Committee Chair
- Paul Sodders*
Public Affairs Manager, Iowa Donor Services, Planning
Committee Co-Chair
- Welcome to Dallas**
Burl Osborne
Chairman of the Board, Southwest Transplant Alliance,
Publisher Emeritus and Former Chief Executive Officer of
the Dallas Morning News, Former President of the
Publishing Division of Belo Corporation and Chairman of
the Board for the Associated Press
- 8:45am – 9:45am **Keynote Address – Moving Donation and Transplantation
Within the World of High Velocity Health Care:
What Comes Next?**
James Carroll
Futurist, Trends and Innovation Expert
- 9:45am – 10:00am **President's Address**
Tracy Schmidt
President, Intermountain Donor Services; AOPO President
2006-2007



SGMA's Sports + Technology Convergence is a unique business to business experience for SGMA members and leading technology companies in a next-gen environment that cultivates innovative thinking, fosters relationships and stimulates partnership formation.

At the Sports + Technology Convergence attendees can expect to learn the latest info about how technology will impact and provide new opportunities to create, distribute, sell and market sports products. Attendees will also learn how technology can improve access to and frequency of sport participation.

Sporting goods companies are encouraged to bring corporate teams to immerse in forward thinking **education and interaction** facilitated by technology leader key notes. They will also be encouraged to participate in panels, roundtables and breakouts with thought leaders and experts from the technology industry.

Unique to the Sports + Technology Convergence will be an **Interactive Lab**. Attendees will be able to have hands-on experiences with products that exemplify how technology has impacted and will continue to transform the sports and fitness industry.

Who should attend

- **Product Developers**
- **Marketers**
- **Product Line Managers**
- **Research and Development**
- **Brand Managers**
- **Visionary CEO's**
- **Senior Management**

Overview



John Abel
Senior Vice President,
Membership, Marketing &
Business Development
US Telecom

John Abel comes from USTelecom with a strong reputation as an innovative corporate and trade association leader, particularly in the arena of business development. At USTelecom, he is spearheading innovative efforts to increase the trade association's non-dues revenue in order to expand the resources available to advance USTelecom's advocacy goals. Under Abel's aggressive leadership of internal operations, the National Association of Broadcasters (NAB) annual revenues grew from about \$8 million to over \$40 million. Before joining NAB, Abel chaired Michigan State University's Department of Telecommunication.



Jim Carroll
Author, Futurist, Trends and
Innovation Expert

As a frequent keynote speaker with some 1,000 high profile presentations to his credit over the last 10 years, Jim is recognized worldwide for presentations that involve his signature humor, high-level energy, deep insight and challenging observations. Jim's clients include Microsoft, DaimlerChrysler, the US Army Corps of Engineers, Caterpillar, Nestle, Motorola, the British Broadcasting Corporation (BBC), Verizon, American Express, the US Department of Defense, CBS/Infinity Broadcasting, SAP, and many more. He is an award winning columnist, and he has been listed as "One of 50 International Names to Know" by the Online Journalism Review. Jim Carroll lives five years in the future, and dedicates his time to helping people and organizations understand how they can aggressively adopt tomorrow, today. Jim wakes people up to the trends that will affect them, and challenges them to cope with a world that continues to witness constant, relentless, and dramatic change.



Kim B. Blair, Ph.D.
Sports Technologist/
Founding Director, Center for
Sports Innovation,
Massachusetts Institute
of Technology

As an independent consultant and the Founding Director of the Massachusetts Institute of Technology Center for Sports Innovation (CSI), Dr. Blair brings over a decade of experience utilizing advanced technologies to enhance all aspects of the sporting experience. He provides a wide variety of consulting services to the sports industry, including leading product development projects and creating innovative concepts aimed at enhancing the experience for sports spectators. As a member of the board of advisors for emerging companies, Dr. Blair provides expertise on business and strategic planning, technology assessment and development, strategic alliances, and raising capital.



Jochen Schaefer
Vice President
Hogan & Hartson

Jochen Schaefer joins Hogan & Hartson as a partner in its Munich office. He is well-known and has an established reputation in the area of international corporate law with a special focus on all types of distribution, marketing, intellectual property and property liability. Dr. Schaefer is a regular advisor to the international sporting goods industry, automotive suppliers among others. He has represented both leading international companies (in particular German, U.S., Chinese and Indian clients) in a wide range of cross-border corporate transactions, including M&A activities, joint ventures, etc. and is also specialized in providing preventive risk and brand management advice. He serves as Legal Counsel of the World Federation of the Sporting Goods Industry, the European Sporting Goods Federation and of the German Sporting Goods Federation. Dr. Schaefer brings more than 20 years of extensive experience in private practice. Before becoming a lawyer, he studied law in Heidelberg and Erlangen and was the General counsel of Adidas.

Speakers