

# SCHEDULE AT A GLANCE

TUES SEPT 25	EVENTS
8:00 - 11:00AM	IDEA Industry Standards Committee (ISC) Year-in-Review
1:00 - 1:50PM	iCIMM2 User Group
1:00 - 1:50PM	IDW Manufacturer User Group - Beginner/Intermediate
2:00 - 2:50PM	IDW Manufacturer User Group - Advanced Power Users
3:00 - 3:50PM	IDW Distributor User Group - Beginner/Intermediate
4:00 - 4:50PM	IDW Distributor User Group - Advanced Power Users
5:30 - 9:30PM	Tech Fair and Welcome Reception - <b>Tech Center</b>
WED SEPT 26	EVENTS
7:00 - 8:00AM	Breakfast - <b>Tech Center</b>
7:00AM - 5:00PM	<b>Tech Center</b> - Closed during General Sessions
8:00 - 9:15AM	<b>Opening Keynote:</b> The Art of Vision - <i>Erik Wahl, The Wahl Group</i>
9:15 - 9:30AM	Morning Boost - <b>Tech Center</b>
9:30 - 10:30AM	<b>General Session:</b> Executive Panel: Drawing a Line of Sight from E-Biz to the Corner Office - <i>Moderator: Jim Lucy, Electrical Wholesaling; Executive Panel: Jeff Drees, Schneider Electric; Dave Frazer, Stokes Electric; Bryan Samples, Lowe's; Jason Seger, Border States</i>
10:30 - 11:00AM	<b>General Session:</b> "Reunite. Rethink. Recharge." to Paint a Colorful Future - <i>Bob Gaylord, IDEA</i>
11:00AM - 1:00PM	Networking Lunch - <b>Tech Center</b>
12:00 - 12:50PM	<b>Lunch Session:</b> Technology Speed Dating - <b>Tech Center</b>
"A" Sessions	BREAKOUT SESSIONS
1:00 - 1:50PM	Trading Partner Speed Networking - <i>Barbara Prince, IDEA</i>
	Broad View Data Analytics - <i>Steve Bieszczat and Scot Schaufelberger, Epicor/Vista</i>
	Connecting the Links of the Supply Chain - <i>Jason Archbold, Border States</i>
"B" Sessions	BREAKOUT SESSIONS
2:05 - 2:55PM	What do Standards Mean to You? - <i>Mary Shaw, IDEA</i>
	Connecting with the Data Management Platform (DMP) - <i>Josh Given and Melissa Longnecker, IDEA</i>
	Staying Relevant: New Rules of Engagement - <i>Tom Gale, Industrial Market Information/MDM.com</i>
2:55 - 3:10PM	Afternoon Boost - <b>Tech Center</b>
"C" Sessions	BREAKOUT SESSIONS
3:10 - 4:00PM	Are Your Marketing Attributes Hidden Right Under Your Nose? - <i>Mary Shaw, IDEA</i>
	The Road to Automation & the DMP - <i>Jeff Glaeser, Lorraine Mott and Samer Shehadeh; Cooper Industries</i>
	The Future of the GDSN - <i>Nick Manzo, 1WorldSync</i>

"D" Sessions	BREAKOUT SESSIONS
4:15 - 5:05PM	The Electrical Industry Takes Action Against Counterfeits - <i>Brett C. Brenner, ESFI</i>
	Captivating Buyers with a Visual Experience - <i>Mike King, King Design</i>
	Industry Schema Optimizes Your Web Storefront - <i>David Starr, McNaughton &amp; McKay</i>
6:30 - 9:30PM	Forum Night Out - "Go Big or Go Home"
THUR SEPT 27	EVENTS
7:00 - 8:00AM	Breakfast
8:00 - 9:30AM	<b>General Session:</b> ReThink Your Go-to-Market Strategy - <i>Introduction: Suchit Bachalli, Unilog Content Solutions; Keynote: Michael Brito, Edelman</i>
9:30 - 10:00AM	<b>General Session:</b> Richard Buzun Award Panel and Presentation - <i>Moderator: Mike Wentz, IDEA; Panelists: Jason Archbold and Jason Seger, Border States; Lorraine Mott and Samer Shehadeh, Cooper Industries</i>
10:00 - 10:10AM	Morning Boost
"E" Sessions	BREAKOUT SESSIONS
10:10 - 11:00PM	"There's an App for That" - <i>Barry Carden, Mayer Electric</i>
	How to Sell the Importance of Data - <i>Samer Shehadeh, Cooper Industries; Peter Vient, OSRAM SYLVANIA; Dawn Wright-Perry, Milbank Manufacturing</i>
	Affiliated Distributors/SupplyFORCE/IDEA Attribution Initiative - <i>Mary Shaw and Mike Wentz, IDEA</i>
"F" Sessions	BREAKOUT SESSIONS
11:10 - 12:00PM	NAED's Strategic Technology Task Force - <i>Jeff Skiles, Kirby Risk</i>
	Understanding the Data Behind Pricing - <i>Dan Barlow, epaCUBE</i>
	The Hunt for ROI: Bottom-Line Strategies Based on Effective Business Intelligence - <i>Colin Sherman, MITS</i>
12:00 - 1:00PM	Networking Lunch
"G" Sessions	BREAKOUT SESSIONS
1:00 - 1:50PM	Leverage Ancillary Technologies in Your Business - <i>Joe Bennett, Infor</i>
	Social Media to Social Business - <i>Sal Huerta, NetPricer</i>
	IDX User Group - Make Powerful Connections with EDI - <i>Barbara Prince, IDEA; Dirk Heartman, Epicor</i>
"H" Sessions	BREAKOUT SESSIONS
2:00 - 2:50PM	IRD CERICOMX® User Group - <i>John Etrie, IDEA</i>
	Empower Your Sales Team with "Device Independence" - <i>John Hoelz, RepFiles, LLC</i>
	iConex: IDEA's Text-to-EDI Solution - <i>Mark Toffoli, ecmarket; Mike Wentz, IDEA</i>
2:50 - 3:00PM	Tech Center & Social Media Prize Drawings
3:00PM	Attendees Depart - See you next year in Orlando!