

SPRING MEETING 2008

NEW PATHS TO SUCCESS
The Leadership Imperative

Sunday May 4, 2008	
9:00- 10:30 am	Government Affairs Meeting (Flores 1)
10:30 am- noon	Board Meeting (Flores 2)
12:30- 2:00 pm	BPEF Luncheon (Flores 3)
4:30- 6:00pm	Talent Management- A smaller Publishers Program Stirring the pot... reaching outside traditional venues for tomorrow's leaders Moderator: Bob Dowling , President, The Bob Dowling Group and Former Publisher/ Editor in Chief of The Hollywood Reporter Panelists: David Parsha , VP Interactive Platforms, Cygnus Business Media Dick Ryan , CEO, Zweig White Greg Watt , President/ CEO, Watt Publishing
6:30 pm	Welcome Reception Waterfall Courtyard
8:00 pm	It's a Wonderful Life... Board of Directors New Member Welcome Dinner (invite only) Frank Capra Room
Monday May 5, 2008	
7:30- 8:30 am	Digital Breakfast- Show Me the Money... Real Successes, Real Revenue Hear from companies generating big dollars with video and other assets. (Fiesta Rooms)
	Moderator: Ralph Monti , President, Special Interest Media, Inc. Panelists: Steve Morris , EVP, Advanstar Cimarron Buser , Senior Vice President, Texterity
8:30- 9:30 am	Annual Meeting Your Member- Driven Association - Announcement of new Board Members - Announcement of new Officers - Member Awards

	(Flores Ballroom)
9:30- 10:00 am	David Calhoun , Chairman/ CEO, The Nielsen Company New Leaders for New Times How the new leaders are changing the dynamics of B-2-B information companies
10:00- 10:30 am	Ed Abrams , VP Marketing, IBM General Business- Express Advantage and Business Solutions
10:30- 11:00 am	Networking Break
11:00 am- 11:30 am	Bob Walker , Chairman, Wexler & Walker and former Chief Deputy Republican Whip Hear from ABM's new voice on The Hill discuss the upcoming election and how it will affect our industry.
11:30 am- 12:15 pm	Sustainability as a Business Driver- Eco- Responsibility Doing well, by doing good!
	Moderator: Pete May , President/ Publisher, Greener World Media, Inc. Panelists: Dave Barhmuss , Group Manager, Western Region, Environment & Energy Communications, General Motors Corp. Paul Ligon , Sr. Director, Business Development & Strategy, Waste Management Upstream Angela Nahikian , Director, Global Environmental Sustainability, Steelcase, Inc.
12:15- 1:30pm	Luncheon Speaker Joseph Kasputyz , Chair/ President/ CEO, Global Insight, Inc. Look at America's place in the global economy and its impact on our industry Fiesta Rooms
2:30- 3:30 pm	Salons
	1. Talent Management... The New Hiring Paradigm Flores 1 William H. Harper , VP, Human Resources, The McGraw- Hill Companies Doug Manoni , CEO, BlackRock Information Harry Somerdyk , Senior Director, Global Media Practice, Spencer Stuart Christine Snyder , VP, Talent Attraction, LexisNexis Group
	2. Going Real Green: How to Integrate sustainability into the workplace Pete May , President/Publisher, Greener World Media, Inc. Panelists: Dave Barthmuss , Group Manager, Western Region, Environment & Energy Communications, General Motors Corp. Paul Ligon , Sr Director, Business Development & Strategy, Waste Management Upstream Angela Nahikian , Director, Global Environmental Sustainability, Steelcase, Inc. Flores 2
	3. Technical Hands on: Site Retention Strategies Diane Burley , Industry Specialist, Nstien

	Alec Dann , General Manager, Magazine/Information Group, Hanley Wood, LLC Flores 3
6:30 pm	Networking Reception
7:30pm	Networking Dinner An Evening Under the Stars filled with delights at the Dunes
Tuesday May 6, 2008	
8:00- 9:30 am	Committee and Council Breakfast Don't miss some of the biggest business ideas coming from our Committees and Councils (Fiesta Rooms 8, 10, 13, 14)
9:30- 10:40 am	B-2- B's New Owners Learn whats motivating the industry's new investors
	Moderator: Jeffrey T. Stevenson , Managing Partner, Veronis Suhler Stevenson Panelists: Gordon Crovitz , Former Publisher, The Wall Street Journal Michael Hannon , Managing Director, CCMP Capital Advisors, LLC Philip Thompson , General Partner, Alta Communications
10:40- 11:00 am	Networking Cofee Break
11:00- 11:45 am	Face to Face: A Keystone to a Fully Integrated Program Find out how events can expand your brand
	Moderator: Galen Poss , President, Hanley Wood Exhibitions Panelists: Mary Dolaher , CEO, IDG World Expo Eric Faurot , Sr VP, TechWeb Darlene Gudea , Publisher/Editor, Trade Show Executive magazine
11:45 am- 12:30pm	CEO Roundtable Lean how these leaders are driving business with important new strategic initiatives
	Moderator: Neal Vitale , CEO, 1105 Media Inc. Panelists: Charlie McCurdy , Chairman/ CEO, Cannon Communications David Mather , President, Hoover's Inc Tony Uphoff , CEO, TechWeb
12:30- 2:00 pm	Silicon Valley meets Madison Avenue Luncheon speakers: David Bell , Sr. Advisor to Google and Jean-Philippe Maheu , CDO, Ogilvy North America will be interviewed by David Klein , VP, Publisher/Editorial Director-Ad Age Group, Crain Communications Inc (Fiesta Rooms)

2:30- 3:30pm	Salons
	<p>1. Where Social Media and Publishing Collide to Drive Value Hear leading experts in social media talk about the best practices and actual case studies on how the publishing community is leveraging social media to drive readership and advertising dollars</p> <p>Moderator: Joe Pulizzi, Founder/ Chief Content Officer, Junta24</p> <p>Panelists: Jason Breed, Sr. Director of Sales, Neighborhood America Laura Chavoan, SVP of Digital Media, Imagination Jeremy Morris, Executive Vice President, Director Digital and Custom Publishing, Campbell-Ewald Michael Weisfeld, Senior Internet Strategist, Business Online Flores 1</p>
	<p>2. Rich Data- Business Information Learn how the latest models are driving revenue</p> <p>Speakers: Bill Pollak, President and CEO, ALM Marion Minor, President & CEO, M2Media360 Megan St. John, Managing Director, Infocommerce Group Flores 2</p>
	<p>3. Maximizing your Global Opportunities</p> <p>Speakers: Dieter Flechsenberger, CEO, DVV Media David Hill, President/CEO, Intl. Publishing Services, IDG Chander Rai, President, Cross Border Media, Inc. Flores 3</p>
6:30pm	The Green Guide to the Global Road Networking Reception (Foyer Flores Ballroom)
7:30pm	The Green Guide to the Global Road Networking Dinner (Flores Ballroom)
Wednesday May 7, 2008	
8:00 - 9:30 am	Breakfast (To Stay or to Go)