



Conference Program

Wednesday, 17 September 2008
1:00 p.m. **Registration Opens**

2:00 p.m.-5:00 p.m. **Pre-Summit Workshops** (choose 1 of 3)

Workshop -- Marketing 101

Walt Boyes, Editor in Chief,
CONTROL Magazine and Partner, Spitzer and Boyes

Location: Hanna Room

Walt Boyes, with over 25 years experience in sales and marketing in the automation industry, will provide an overview of marketing specifically for the automation and controls industry. How is marketing done in the automation industry? How is it different than other B2B marketing functions, and how does it differ from consumer marketing? Topics include the differences between:

- Sales
- Marketing
- New Product Development
- New Business Development
- Public Relations
- Marketing Communications

This session is specifically intended for those new to marketing roles in automation and controls companies, and will provide a good introduction to the topics and ideas to be presented at higher levels during the Summit.

Workshop -- Sales 101

John Kuenzler, Director Strategic
Services, ARC

Location: Roxy Room

John Kuenzler, of ARC Advisory Group, will conduct a detailed overview of the sales function in the automation industry, covering topics like the differences encountered in direct sales, manufacturers' rep sales, and stocking distributor sales. He will discuss long-salescycle

strategies, and the principles of solution selling as practiced in the automation industry. Kuenzler will give attendees new to the sales role a thorough grounding in the topic of sales as it is practiced in the automation and controls industry, and prepare attendees for the topics to be presented during the Summit.

Advanced Workshop – Increase Hardware Margins with Better Software Pricing

Jim Geisman, President, MarketShare, Inc.

Location: Embassy Room

As technology becomes more widely available, hardware margins are shrinking. Companies can no longer rely on new hardware products, gee-whiz technology or more advanced features to drive growth. In fact, more companies are relying on software to differentiate their product offerings.

Increased software content in what has traditionally been a hardware product offering can cause several problems. First, software is often given away to get the hardware sale because “everyone knows software doesn’t cost anything to make”. Second, even when software is given away to sustain sales levels, contribution margins are not sufficient to fund the rising cost of software development. Finally, traditional cost-based hardware pricing cannot be applied to software with its low-to-no cost of goods.

In this workshop, Jim Geisman, President of MarketShare, Inc., will focus on how to price software that accompanies the hardware sale.

Some of the topics to be covered include:

- A five-step methodology for setting prices
- Understanding how to link value delivered to prices charged
- Establishing discounts and why monitoring discounts is important
- for profitability
- Decreasing the uncertainty in setting the right price.

Attend this workshop if you feel your company is wasting too much time talking about pricing and, even when it is finished, the pricing is still terrible. After attending, you will get insights and practical tips and tools to help you do a better job of pricing and remove the barriers that stand in the way of growth.

5:00 p.m.-6:30 p.m. **Exhibit Setup and Registration**

Location: Palace East

6:30 p.m.-7:30 p.m. **Reception and Networking** with refreshments
Plus ISA Cleveland Section networking

7:30 p.m.-7:40 p.m. **Welcome:** Peggie Koon, Chair, ISA Management Division
Introduction: Walt Boyes, Conference Chair

Location: State Room

7:40 p.m.-8:30 p.m. **Industry Keynote:** Industry Analyst, Julie Fraser, Principal
Industry Analyst, Cambashi, Inc., **“Bridging the Engineering-IT Divide”**

Location: State Room

Now that you know that engineering, operations, IT, accounting, and more will be involved in the buying cycle, what should your sales and marketing efforts look like? Decades of success by the controls engineering and operations communities to keep IT out of its territory have come to an end. While engineering has lost the battle, you still have an opportunity to make your engineering contacts into heroes. Our research shows that controls engineering and IT are converging in most companies. That has the potential to look like a disaster, or to be a positive step forward. So how can you help your customers – and thus your company – become winners? The migration from product sales into solution sales has been going on for awhile, but IT-controls convergence takes it to a completely new level.

How do you address the new players, scope, motivations, and expectations? How can you help your champions sell to their peers and to their executives? This presentation will give you food for thought and experiences from the manufacturing IT world that can feed your market success.

Thursday, 18 September

7:00 a.m.-8:00 a.m. **Registration and Check-in**

8:00 a.m.-8:05 a.m. **Introduction:** Shari Worthington, Program Chair

Location: Palace West

8:05 a.m.-8:15 a.m. **Opening and Welcome:** Walt Boyes, Conference Chair

Location: Palace West

8:15 a.m.-8:30 a.m. **ISA Welcome:** Kim Miller-Dunn, ISA President, and
Director of Sales Development & Support, Emerson Process
Management, Rosemount Analytical Liquid Division

Location: Palace West

8:30 a.m.-9:45 a.m. **Keynote:** Jim Cahill, Communications Manager and Chief Blogger,
Emerson Process Management, “The Challenges, Perils, and

Opportunities in Web 2.0 for Automation Marketing”

Location: Palace West

9:45 a.m.-10:15 a.m. **Morning Break with Refreshments**

Location: Palace East

10:15 a.m.-11:45 a.m. **Break-out Sessions I** (choose 1 of 2)

Opportunities with Industry Specific Search Engines

Vance VanDoren, Contributing Editor, Control Engineering

Location: State Room

Questions That Sell: The Powerful Process to Motivate Customers to Buy

Paul Cherry, President, Performance Based Results

Location: Allen Room

11:45 a.m.-1:00 p.m. **Lunch Buffet**

Location: Palace East

12:15 p.m.-1:00 p.m. **Lunch Keynote:** Rick Dolezal, Marketing Development Manager, Rockwell Automation, “The Future of Automation: 30 Years Hence”

1:00 p.m.- 2:30 p.m. **Break-out Sessions II** (choose 1 of 3)

Automated Processing of Sales Leads

George Buckbee, VP Marketing & Product Development, ExperTune

Location: State Room

Striking a Balance: Meeting the Informational and Emotional Needs of a Technical Audience

Michael Korf, Director of Sales & Marketing, Siemens Energy Instrumentation & Electrical

Location: Allen Room

Marketing Strategies that Enable Your Sales Force to Succeed

Scott Sommer, Automation Technology Manager, Jacobs Engineering Group, and Juliann Grant, Vice President, Telesian Technology

Location: Embassy Room

2:30 p.m.-3:00 p.m. **Afternoon Break with Refreshments**

Location: Palace East

3:00 p.m.-4:30 p.m. **Break-out Sessions III** (choose 1 of 3)

Getting Prospects' Attention in an Age of Cynicism

Gary Mintchell, Editor, Automation World

Location: State Room

Bring Back That Loving Feeling: Keeping Customers Happy

Don Mack, Senior Marketing Specialist, and Catherine Derkosh,
Marketing Communications Segment Manager, Siemens Energy and
Automation

Location: Allen Room

Write Once, Publish Many: Integrating Conventional and

Web 2.0 Media to Leverage Marketing Efforts

Jeff Cawley, Vice President, Northwest Analytical

Location: Embassy Room

5:00 p.m.–Until **Reception, Networking, and Dinner at the Great Lakes Brewery**

Friday, 19 September

7:00 a.m.-8:00 a.m. **Registration and Check-in, Breakfast, and Networking**

8:00 a.m.–9:30 a.m. **Break-out Sessions IV** (choose 1 of 2)

Communications Solutions to Presenting Technical Information

Jan Jekielek, M.Sc., P.Eng, Managing Partner, Nutshell Models

Location: State Room

Taking Your Search Marketing Program to the Next Level

Shari L.S. Worthington, President, Telesian Technology

Location: Allen Room

9:30 a.m.-10:00 a.m. **Refreshment Break**

10:00 a.m.–12:00 p.m. **Workshop: Channel Marketing II**

Walt Boyes, CONTROL, Moderator

Location: Palace West

Facilitator Walt Boyes will continue (for those who didn't attend last year, we'll bring people up to speed) his exciting workshop on channel management issues. We'll continue our discussion of good reps, bad reps, greedy vendors, and good and bad channel management practices. This will be as good as the attendees make it, so come!

12:00 p.m.-2:00 p.m. **Lunch Buffet**

12:45 p.m.-1:30 p.m. **Lunch Keynote:** Dick Morley, "Marketing: Driving the Future"

Dick Morley is a founder of the Breakfast Club, an angel investment group in New Hampshire. The club is in the business of predicting and harvesting 10 year forecasts. You can expect this soup to contain strong opinions on analysis, predictive success, and a some theory re marketing. Travel in time is dangerous, but history can give us some hints about the future. We shall avoid spreadsheets, autopsies, and market surveys. Most plans seldom survive an autopsy. Maybe we can connect strategy with tactics. Dick strongly suggests that students drink several cups of coffee before this keynote!

2:00 p.m. **Conference Close**