



## **2<sup>nd</sup> Annual ISA Marketing & Sales Summit 2007**

### **DATE**

Wed/Thurs/Fri, September 5-7, 2007

### **LOCATION**

Hyatt Regency O'Hare, Chicago, IL

### **MISSION**

To help marketing and sales execs in the automation markets meet the strategic and tactical challenges of the 21<sup>st</sup> century

### **CONFERENCE PROGRAM**

#### *Wednesday, September 5, 2007*

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|-------------|--|
| 5:00-6:30pm | Exhibit setup & registration   |
| 6:30-9:00pm | <b>Reception and Networking</b> with refreshments in exhibit area  |
| 7:30-7:40pm | <b>Welcome</b> , Peggie Koon, Chair, ISA Management Division<br><b>Introduction</b> , Walt Boyes, Conference Chair |
| 7:40-8:30pm | <b>Plenary Speaker:</b> Industry Analyst Forum,<br>Alison Smith, Senior Research Analyst, AMR Research             |

#### *Thursday, September 6, 2007*

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| 7:00-8:00am | Registration check-in                                     |
| 8:00-8:05am | <b>Introduction</b> , Shari Worthington, Program Chair    |
| 8:05-8:15am | <b>Opening and Welcome</b> , Walt Boyes, Conference Chair |



- 8:15-9:30am **Keynote:** Peter G. Martin, Vice President, Performance Measurement and Management, Invensys Production Management, “Marketing Outside of Ourselves: How to Reach the C-Level Customer and Why We Should”
- 9:30-10:00am **Morning Break** with refreshments by exhibit area
- 10:00am-11:30pm **Break-out Sessions** (choose 1 of 2)
- Marketing Communications: Who is Listening?**  
Joel Blumenthal, NAFTA Area Manager, Endress + Hauser
- David vs Goliath in Process Automation**  
Rick Dolezal, Rockwell Automation, Process Business Marketing
- 11:30-1:00pm **Lunch Buffet**
- 12:00-12:45pm **Lunch Keynote:** Jerry Gipson, Director, Engineering Solutions Technology Center, The Dow Chemical Company
- 1:00-2:30pm **Break-out Sessions** (choose 1 of 2)
- Taking Your Search Marketing Program to the Next Level**  
Shari Worthington, President, Telesian Technology
- Selling from the Other Side of the Desk**  
Larry Thompson, Regional Sales Manager, Wago
- 2:30-3:00pm **Afternoon Break** with refreshments by exhibit area
- 3:00-4:30pm **Break-out Sessions** (choose 1 of 2)
- Marketing KPI’s: What Is Your Value to Your Company?**  
Constantine Lau, General Manager, Marketing, Yokogawa
- Electronic Newsletter Best Practices**  
Rick Zabel, Vice President, Automation.com
- 4:30-6:00pm **Reception and Networking** with refreshments in exhibit area



*Friday, September 7, 2007*

- 7:00-8:00am      **Registration check-in, Breakfast, and Networking**
- 8:00-8:05am      **Introduction**, Shari Worthington, Program Chair
- 8:05am–9:45pm    **The Editors' Forum**  
Gary Mintchell, Automation World  
Walt Boyes, CONTROL  
Renee Robins, Control Engineering  
Greg Hale, Intech  
David Broussell, Managing Automation
- 9:45-10:00am    **Refreshment break**
- 10:00am-11:30pm **Break-out Sessions** (choose 1 of 2)
- How To Be Successful at Selling Nothing But Be a Marketing Success**  
Scott W. Sommer, P.E., C.A.P., Automation Technology Manager,  
Jacobs Engineering Group
- What is the Value of a Value Proposition?**  
John A. Cusimano, Strategic Marketing Manager, Siemens Energy &  
Automation, Inc., Process Automation Systems
- 11:30-1:00pm    **Lunch Buffet**
- 12:00-12:45pm   **Lunch Keynote:** Peter Zornio, Director of Strategy, Emerson
- 1:00-3:30pm      **WORKSHOP: Channel Marketing in the Automation Markets**
- 4:00pm            Conference close