



SMART MONEY SUMMIT XVII 2003 AGENDA

"THE RECIPE FOR SUCCESS"

Thursday, November 13th, 2003

8:00 - 8:30 am **Breakfast**

He that waits upon fortune, is never sure of a dinner.
Benjamin Franklin

8:30 - 8:50 am ***Looking Back to Get Ahead***
Highlights of the Past 12 Months

8:50 - 9:20 am ***The "Cream" of the Crop***
2003 Smart Money Summit Awards

9:20 - 10:20 am ***"Kick It Up a Notch" with Wireless***
Speaker: Kevin Martini from Nextel
Title: Senior Director, High Value Individuals

10:20 - 10:35 am **Break**

When you become a good cook, you become a good craftsman first. You repeat, and repeat and repeat until your hands know how to move without thinking about it.
Jacques Pepin

10:35 - 11:05 am ***The Hispanic Market: Your "Revenue Fiesta"***
Quick Bite: Marketing to Hispanics
 Caminando: Melinda Holt - Charlotte TV
 Familias Celebrando: Cheri Olsen - San Diego TV

11:05 - 11:45 am ***"Making Dough" from Banking***
Speaker: Dennis Bash from US Bank
Title: Vice President of Sponsorship Marketing

11:45 - 12:45 pm ***"Banking Bread" That's Already Been Made***
Panel: Banking
 Wachovia: Julie Caldwell - Charlotte TV
 Washington Mutual: Steve Forsyth - Portland Radio
 Citizens Bank: Donna Kearney - Boston Radio
 Compass Bank: Ann Kearney - Denver Radio

- Fidelity with Borders: Joe Harrington - Boston IMG Radio
- County Bank: Jeanne McNamee - Fresno Radio

12:45 - 1:45 pm **Lunch**

*Bread is the staff of life.
Jonathan Swift*

1:45 - 2:45 pm **“Key Ingredient” from Key Bank**
Speaker: Lynn Wilson from Key Bank
Title: National Field Marketing Director

2:45 - 3:05 pm **“Cooking up a Storm” in Denver**
Quick Bite: Denver Cooks
Ann Kearney from Denver Radio

3:05 - 3:15 pm **Break**

*Happy and successful cooking doesn't rely only on know how; it comes from the heart, makes great demands on the palate and needs enthusiasm and a deep love of food to bring it to life.
George Blanc*

3:15 - 3:40 pm **Raise Your Revenue & Your Glass – “A Toast to Wine”**
Quick Bite: Alcoholic Beverages
 Wine Section: Sharon Garrett - San Francisco Chronicle
 Sutter Home: Steve Forsyth - Portland Radio

3:40 - 4:40 pm **The Prince of “On-Premise”**
Speaker: Lou Gittlin from Schieffelin & Somerset
Title: New Jersey On-Premise Manager

4:40 - 5:00 pm **Wrap Up and Evaluations**

6:00 - 8:00 pm **Cocktail Party**

*Live in each season as it passes; breathe the air, drink the drink, taste the fruit, and resign yourself to the influences of each.
Henry David Thoreau*



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Give me a fish, I eat for a day. Teach me to fish, I eat for a lifetime.

Robert Louis Stevenson

7:30 - 8:00 am **"Visual Appetizer" to Your Day**

Breakfast & Slide Show

8:00 - 8:40 am **"Feasting" on Food & Grocery**

Panel: Food & Grocery

- Shaws: Dana Jackson - Boston Radio
- Albertsons: Michelle Schecht - Miami Radio
- BP: Cindy DeLuca - Pittsburgh TV
- Best Foods: Steve Forsyth - Portland Radio

8:40 - 8:55 am **Break**

Coffee falls into the stomach, ideas begin to move, things remembered arrive at full gallop and the shafts of wit start up like sharp shooters.

Honore de Balzac

8:55 - 9:55 am **"A Gourmet Meal" with General Motors**

Speakers: From GM R*Works and GM Mediaworks

- Joanne DeFalco:** GM Southeast Region Promotional Media Manager
- Debbie Haber:** General Motors Regional Manager

9:55 - 10:30 am **Automotive – Your "Main Ingredient" to Profit**

Panel: Automotive

- Dodge/Home Depot: Joe Harrington - Boston IMG Radio
- Ford: Ann Kearney - Denver Radio
- Clay Chevrolet: Elizabeth Masterson - Boston Radio

10:30 - 10:40 am **Break**

One cannot think well, love well, sleep well, if one has not dined well.

Virginia Wolfe

10:40 - 11:05 am **Automotive – Your "Main Ingredient" to Profit Continued**

- GMC/Best Buy: Sue Novicki - Boston IMG Radio
- GM/Chevrolet: Julie Caldwell - Charlotte TV
- Buick Movie Magic: Jeanne McNamee - Sacramento Radio



11:05 - 11:25 am **“A Healthy Serving from San Diego”**

Quick Bite: Life Lessons

Cheri Olsen from Bay City Television

11:25 - 12:05 pm **“Getting Healthy Returns” from Healthcare**

Panel: Healthcare

Parker-Hughes: Mark Ellis - Minneapolis Radio

Health One Hospital & University of Colorado Hospital

Ann Kearney - Denver Radio

Glaxo SmithKline: Cindy DeLuca - Pittsburgh TV

Marshall Medical: Jeanne McNamee - Sacramento Radio

12:05 - 1:05 pm **Lunch**

A good meal ought to begin with hunger.

French Proverb

1:05 - 1:25 pm **Commitment to Overcome Challenges**

Speaker: Sheila F. Kirby, Morrison and Abraham / Fort Grace Strategies

Title: Chief Executive Officer

1:25 - 1:45 pm **“Whet Your Appetite” with Automotive**

Quick Bite: Pontiac Vibe Launch

Ann Ranson from Interep Marketing Group

1:45 - 2:00 pm **Break**

*To make a good salad is to be a brilliant diplomat –
to know how much oil to put with one’s vinegar.*

Oscar Wilde

2:00 - 2:20 pm **“A Fruitful Summer”**

Quick Bite: Wacky Days of Summer

Stacey Larson from Consumer Effects

2:20 - 3:00 pm **Wrap Up and Evaluations / Recap with Field Consultant**

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Robert Louis Stevenson

