



SMART MONEY SUMMIT XVIII 2005 AGENDA

“WINNING WAYS...YOUR PLAYBOOK FOR SUCCESS”

Thursday, April 28, 2005

8:00–8:30 **Breakfast**

“Champions aren't made in the gyms. Champions are made from something they have deep inside them — a desire, a dream, a vision.”

Muhammad Ali, American Boxer

8:30–9:00 ***“The Champions of 2004”***
Welcome, Introductions & Awards

9:00–10:30 ***“Rebecca Maddox, the Coaches’ Coach...How to Sell and Market to Women”***
Rebecca Maddox, President and CEO, Maddox Smye
 Presentation and Interactive Q&A with Speaker

10:30–10:45 **Break**

“It's the little details that are vital. Little things make big things happen.”
John Wooden

10:45–11:15 ***“All Star Ideas!” – Session I***
 Wine Club – Stacey Ross, Boston Radio
 Eye on Women – Amy Spainhour, Charlotte TV
 World Class Headquarters – Grant Moise, Dallas Newspaper

11:15–12:15 ***“Telecommunications – DONE! with Kevin Martini”***
**Kevin Martini, Senior Director of Individual Segment Marketing,
Nextel Communications**
 Presentation and Interactive Q&A with Speaker

12:15–1:15 **Lunch**

“I've missed more than 9000 shots in my career. I've lost almost 300 games. 26 times, I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed.”

Michael Jordan

- 1:15–1:45 ***“Making Money in a Wireless World”***
 Verizon – Debbie Aguair, Miami Newspaper
 Verizon: Country Thunder – Heidi Shulthess, Chicago Radio
 Cingular: School of Rock – Stacey Ross, Boston Radio
 Boost Mobile – Sheila Kirby, Interep Radio
- 1:45–2:00 ***“The QB of Business Development with Sheila Kirby”***
Sheila Kirby, CEO of Morrison and Abraham / SVP of Interep Innovations
- 2:00–3:00 ***“Learn the X’s and O’s with Ad Agency Guru Geoffrey Klapisch”***
Geoffrey Klapisch, Vice President of Fulgent Media Group
 Presentation and Interactive Q&A with Speaker
- 3:00–3:15 ***“Island Fever – Head to Nassau with Debbie Durben”***
Debbie Durben, President, Interep Marketing Group
 Nassau Tourism
- 3:15–3:30 ***7th Inning Stretch***

“Success is never final, failure is never fatal. It's courage that counts.”
John Wooden
- 3:30–4:30 ***“Drive Past the Competition with Mark Harland”***
Mark Harland, Zone Manager for Buick-Pontiac-GMC, General Motors
 Presentation and Interactive Q&A with Speaker
- 4:30–5:00 ***“Rev Up Your Revenue with the Auto Industry”***
 Lincoln Mercury – Ann Ranson, Interep Radio
 Uniroyal: Healthy 4 Life – Cindy DeLuca, Pittsburgh TV
 Kia: Spring Training – Ilene Thompson, Phoenix Radio
 Land Rover: Ruth Chris – Michelle Schecht, Miami Radio
- 5:00 **Wrap Up & Evaluation**

“Individual commitment to a group effort – that is what makes a team work, a company work, a society work, a civilization work.”
Vince Lombardi



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Friday, April 29, 2005

- 8:00–8:30 **Breakfast**
- “Change before you have to.”*
Jack Welch
- 8:30-8:45 ***“Integrating Elements with Kraft”***
Debbie Aguiar, National Advertising Director, Miami Herald
- Total Health
- 8:45-9:15 ***“All Star Ideas!” – Session II***
- Cadillac: Texas Legends – Amber Brown, Dallas Newspaper
 - Arizona Office of Tourism – Amy Leimbach, Phoenix Radio
 - Strawberries: Rock My Ride – Stacey Ross, Boston Radio
- 9:15-9:45 ***“You Heard it Here, Now Sell it There – Network Successes”***
- Ford – Debbie Aguiar, Miami Newspaper
 - Ruby Wines: Vine Time – Jim Isenberg, Boston Radio
 - YMCA: Keeping Families Strong – Megan Gillespie, Boston Radio
 - Collaborative Consulting: World Class HQ – Megan Gillespie, Boston Radio
- 9:45-10:45 ***“From Olympics to the NFL, Learn from Coach Clark”***
Dockery Clark, Former Senior Vice President of Sports and Sponsorships at Bank of America
- Presentation and Interactive Q&A with Speaker
- 10:45–11:00 **Break**
- “There is no I in TEAM.”*
Unknown
- 11:00–11:30 ***“Get in the Game – Sports Marketing”***
- GMC with Trot Nixon – Jeannine Randolph, Boston Radio
 - Pizza Hut: Race to the Cup – Heidi Shulthess, Chicago Radio
 - Dolphins Ultimate Tailgate – Michelle Schecht, Miami Radio
 - BridgePort Ale Golf Series – Laurie Stroud, Seattle Radio
- 11:30-12:00 ***“Playing with Heart – Healthcare Opportunities”***
- Harvard Pilgrim Health Care – Grace Sage, Boston Radio
 - Blue Cross Blue Shield – Grace Sage, Boston Radio
 - Children's Hospital – Dan Baptiste, Boston Radio
 - Evergreen Healthcare – Laurie Stroud, Seattle Radio



12:00–12:15 ***“Get Serious with Seniors: America’s Quiet Millionaires”***
Wendy Wesley, Director of NTR, New Jersey Radio
 Senior Lifestyle & Health Expo

12:15–1:15 **Lunch**

“Build up your weaknesses until they become your strong points.”
Knute Rockne

1:15–2:00 ***“Move Beyond Spots, Dots, and Column Inches...Resourcefulness = Revenue”***
 Matching Assets to Needs – Wendy Wesley, New Jersey Radio
 Fulton Homes – Katie Olinger, Phoenix Radio
 Dodge: Savings Zone – Megan Gillespie, Boston Radio
 Nascar Guide – Michelle Schecht, Miami Radio
 Scion: Owners Rally – Laurie Stroud, Seattle Radio

2:00–2:15 ***“It’s All About...INTEGRATION”***
Rosemary Tedone, Business Development Coordinator, Boston Radio
 WBZ-AM Takes You Beyond the Airwaves

2:15–2:45 ***“Build Your Revenue with Home Improvement”***
 Reed's Ferry: Love Where You Live – Megan Gillespie, Boston Radio
 Benjamin Moore – Heidi Shulthess, Chicago Radio
 American Standard – Grant Moise, Dallas Newspaper
 York HVAC: Party Like a Rock Star – Wendy Wesley, New Jersey Radio

2:45 **Wrap Up & Evaluations**

“It ain't over till it's over.”
Yogi Berra

