



SMART MONEY SUMMIT XIX 2007
AGENDA

“JAZZ IT UP”

Thursday, April 26th, 2007

8:00–8:30 BREAKFAST

“Invest yourself in everything you do. There’s fun in being serious.”
Wynton Marsalis

8:30–9:00 WELCOME, INTRODUCTIONS & AWARDS

9:00–10:30 SPEAKER PRESENTATION
IRA KORETSKY, THE CHIEF STORYTELLER
 Presentation and Interactive Q&A with Speaker

10:30–10:45 BREAK

10:45–11:15 WHAT’S YOUR STORY?

“It don’t mean a thing if it ain’t got that swing.”
Duke Ellington

11:15–12:15 SPEAKER PRESENTATION
Bill Sullivan, Managing Director for Sales, Southeast Region, Centro
 Presentation and Interactive Q&A with Speaker

“Each man has his own music bubbling up inside him.”
Louis Armstrong

12:15–12:45 DIGITAL PANEL
 Kohler – David Buckley, Boston Globe Media
 J.Lohr – David Buckley, Boston Globe Media
 Comcast Nascar – Jessica Rose, Miami Beasley
 Southwest Florida Ford Dealers – Jessica Rose, Miami Beasley
 Nissan – Ginny Speaks for Seattle

12:45-1:45 LUNCH

“To rise above the crowd, you must discipline yourself unceasingly to the strict demand and realities of your ambition.”
Arturo Sandoval

1:45–2:00

DIGITAL PANEL

- Honda: New Music Showcase – Greg Burns, Phoenix CBS
- Saturn: Spring Break Guide Giveaway – Greg Burns, Phoenix CBS
- McDonalds – Cindy DeLuca, Pittsburgh TV

2:00–2:15

CONSUMER PACKAGED GOODS PANEL

- Stemilt Fruit – Katie Chrisohon, Atlanta ABC
- Gillette – Sue Novicki for Boston WZLX
- Radio Active Drink – Lara Meissner, Chicago ABC
- Invisible Armor – Jeff Marcero, Detroit ABC

2:15–3:15

SPEAKER PRESENTATION

Allison Gardiner Kelly, Vice President of Client Management, GMR Marketing

- Presentation and Interactive Q&A with Speaker

3:15–3:30

BREAK

*“When there's something we think could be better,
we must make an effort to try and make it better.”*

John Coltrane

3:30–3:45

ALCOHOLIC BEVERAGES PANEL

- Heineken Beach House – Matt Spatafora, Detroit ABC
- Pernod Ricard – Deb Ingersoll, Minneapolis ABC
- Peju Winery – Kari Fulton, San Francisco ABC

3:45–4:00

WEIRD BUT GOOD PANEL

- Summer Field Trips – Dave Klement, Dallas ABC
- Sprint – Rob Keegan, Philadelphia Beasley
- Department of Economic Development – Carla Griffin, Washington ABC
- SAIC: Women's History Month – Carla Griffin, Washington ABC

4:00

WRAP UP & EVALUATIONS

*“It is evidently known, beyond contradiction, that
New Orleans is the cradle of jazz”*

Jelly Roll Morton



SMART MONEY SUMMIT XIX 2007
AGENDA – DAY II

Friday, April 27th, 2007

8:30–9:00 BREAKFAST

“One thing about excellence, it’s an exclusive club. And it’s only for those who really want to pay their dues. My daddy told me when I was a boy, ‘The only way you can be different from other people is to do the stuff they don’t want to do.’”

Wynton Marsalis

9:00–10:00 SPEAKER PRESENTATION

Bernadette Slowey, SVP, Director of Bank Support, TCF Bank

- Presentation and Interactive Q&A with Speaker

10:00–10:20 FINANCIAL PANEL

- BBU Bank – Richard Tamborrino, Miami Herald
- Pennsylvania & Clearview Credit Unions– Cindy DeLuca, Pittsburgh TV
- Economics PA – Cindy DeLuca, Pittsburgh TV
- Rock Financial – Jeff Marcero, Detroit ABC
- Key Bank – Ginny Speaks for Seattle

10:20–10:30 BREAK

“If you believe, you will. If you don’t, you won’t.”
Eddie Harris

10:30–11:15 GOING GREEN PANEL

- The Gas Network – David Buckley, Boston Globe Media
- Automotive Clean Air Showcase – Lucille Fortunato, Los Angeles ABC
- California Department of Conservation – Pam Malone, Interep
- Citgo – Richard Tamborrino, Miami Herald
- Eco Live, Green Event – Kari Fulton, San Francisco ABC
- Flex Your Power, Energy Focus – Kari Fulton, San Francisco ABC
- Seattle Public Utilities – Ginny Speaks for Seattle

11:15–12:15 SPEAKER PRESENTATION

Jay Allen, Chevrolet Regional Marketing Manager, South Central Region, General Motors

- Presentation and Interactive Q&A with Speaker

12:15–1:15 LUNCH

“If it sounds good and feels good, then it IS good!”
Duke Ellington



1:15–2:00

AUTOMOTIVE PANEL

- Polaris – Katie Chrisohon , Atlanta ABC
- Toyota – Sue Novicki for Boston WZLX
- Chevrolet – Sue Novicki for Chicago CBS
- Dodge / MADD program – Stephanie Callihan, Dallas ABC
- Yamaha – Lucille Fortunado, LA ABC
- Ford – Jessica Rose, Miami Beasley
- Lincoln Mercury – Carla Griffin, Washington ABC

“A great teacher is one who realizes that he himself is also a student and whose goal is not dictate the answers, but to stimulate his students creativity enough so that they go out and find the answers themselves.”
Herbie Hancock

2:00–2:30

HEALTHCARE PANEL

- Tyco – David Buckley, Boston Globe Media
- Highmark Healthcare – Cindy DeLuca, Pittsburgh TV
- Maryland Regional Cancer Center – Carla Griffin, Washington ABC
- Eaton – Kelly Milloy, Boston WBMX

“I know that I haven't invented anything myself, that I am only a mixture of countless influences, and thanks to that I am able to find my own style.”
Arturo Sandoval

2:30–2:45

WORK THE NETWORK

- Beef Council "What's for Dinner", Miami Beasley
- World Class Headquarters, New Jersey Millennium Radio
- Verity Credit Union, Shift to Saving, Seattle

2:45

WRAP UP & EVALUATIONS

“Life is a lot like jazz. . . it's best when you improvise. . .”
George Gershwin

