



Conference Agenda

Monday, June 2			
8:30-8:45am	Conference Kickoff, Welcome from Chairs Carolina Ballroom		
8:45-9:45am	Keynote Address Larry Lapide, MIT Center for Transportation and Logistic <i>Improving Your Sales and Operations Planning (S&OP) Process</i> Carolina Ballroom		
9:45-10am	Break , Exhibit Hall open		
10-11am	Keynote Address David A. Dickey, North Carolina State University <i>Understanding Nonstationarity and Recognizing It When You See It</i> Carolina Ballroom		
11am-11:15pm	Break , Exhibit Hall open		
11:15am-12:15pm	Keynote Address Michael J. Leonard & Michele A. Trovero , SAS <i>A Structured Analogies Approach for Predicting the Demand of New Products</i> Carolina Ballroom		
12:15-1:30pm	Lunch		
	Track 1	Track 2	Track 3
1:30-2:30pm	Julie Morrison, David Nehme & Michele Meyers, Marriott International, Inc. <i>Intermittent Time Series: Between a ROC and a Hard Place</i> Carolina Ballroom	Dave Davern, IBM & Pete Dillman, SAS <i>Taking Forecast Analytics to the Next Level - SAS & IBM Working Together to Optimize Analytical Tools</i> Tanglewood Pinehurst	Anne G. Robinson & N. Grace Hua, CISCO <i>Leveraging Downstream Data to Improve Upstream Forecasting</i> Biltmore, Hope, Bellamy, Mendenhall
2:30-2:45pm	Break , Exhibit Hall open		
2:45-3:45pm	Lauge Valentin, LEGO Group <i>Measuring and Managing Forecasting Performance in the LEGO Group</i> Carolina Ballroom	Richard Hansen, Maidenform <i>Benefits of Collaboration in the CPFR Process and Implications for S&OP</i> Tanglewood Pinehurst	Carlos Jimenez, Starbucks Coffee Company <i>Forecasting Discipline in a Non-Traditional Environment</i> Biltmore, Hope, Bellamy, Mendenhall
3:45-4:15pm	Break , Exhibit Hall open		
4:15-5:15pm	Tom Reynolds, John Deere Agricultural Marketing Center <i>Challenges in Forecasting and the Pursuit of Accuracy</i> Carolina Ballroom	Vic Richard, SAS <i>Demand Forecasting: What Next?</i> Tanglewood Pinehurst	Kevin McCormack, DRK Research <i>Supply Network Demand and Operations Planning: Integrating Strategic Suppliers into your S&OP Process</i> Biltmore, Hope, Bellamy, Mendenhall
5:15pm	Transportation to Prestonwood Country Club		
6pm	Conference Reception and Dinner (provided as part of registration fee)		



Conference Agenda

Tuesday, June 3			
8:30-8:45am	Welcome to Day 2 from Co-Chairs Carolina Ballroom		
8:45-9:45am	Keynote Address Paul Goodwin, University of Bath, UK <i>Get the Best Value from your Forecasting Software</i> Carolina Ballroom		
9:45-10am	Break , Exhibit Hall open		
10-11am	Keynote Address Nada R. Sanders, Texas Christian University <i>Effectively Combining Managerial and Quantitative Forecasts</i> Carolina Ballroom		
11am-11:15pm	Break , Exhibit Hall open		
11:15am-12:15pm	Keynote Address Kenneth B. Kahn, Purdue University & Charles Chase, SAS <i>Forecasting Performance Measurements: Considerations and Issues</i> Carolina Ballroom		
12:15-1:30pm	Lunch (provided as part of the registration fee)		
	Track 1	Track 2	Track 3
1:30-2:30pm	Prashant Dave, David Nehme, & Julia Morrison, Marriott International, Inc. <i>Improving a Time Series Forecast by Using Partial Forecast Realzation</i> Carolina Ballroom	Brian Dolan, Fox Interactive Media <i>Report This! You Can Stop Using "Business Intelligence" Ironically</i> Tanglewood Pinehurst	Todd Kirk, Middlegame Marketing Sciences, LLC <i>Forecasting Demand through Unobserved Components in Retail Scanner Data</i> Biltmore, Hope, Bellamy, Mendenhall
2:30-2:45pm	Break , Exhibit Hall open		
2:45-3:45pm	Romulo Gayoso, Intel <i>Recent Developments in Alternative Forecasting Methods: Prediction Markets</i> Carolina Ballroom	Peter Mueller, Epicenter Consulting, Inc. <i>Forecasting in the Pharmaceutical Industry</i> Tanglewood Pinehurst	Tom Zougas, SAS <i>How to Run a Successful Pilot</i> Biltmore, Hope, Bellamy, Mendenhall
3:45-4:15pm	Break , Exhibit Hall open		
4:15-5:15pm	Mary Cote, e-Business Consultant <i>The Use of Forecast Performance on Analyzing and Monitoring Safety Stock Levels</i> Carolina Ballroom	Michael J. Leonard & Jennifer Lee, SAS <i>An Introduction to Similarity Analysis Using SAS</i> Tanglewood Pinehurst	Jim Stewart & John Willey, The Cadmus Group, Inc, LLC <i>Shock and Huh? Forecasting Demand with Rapidly Rising, Uncertain, and Astonishing Energy Prices</i> Biltmore, Hope, Bellamy, Mendenhall
5:15pm	Conference Concludes		
Wednesday-Friday, June 4-6			
9:00am - 5:00 pm	Post-Conference Training (optional) SAS Campus; Building F		