

Hear From The
Top RFID & EPC
Leaders:

November 8-10, 2004
The Fairmont,
Dallas, TX

Twice the
number of user
case studies than any
other RFID program
.....
Keynotes from Wal-Mart,
5 of its Top 8 suppliers
and the DoD

RFID link 2004

The Definitive Event On RFID & EPC Implementation And Adoption

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WAL-MART What's next for Wal-Mart and what does that mean for you?

 	<p>These pioneers discuss lessons learned from the six month test and what it means to their roll-out strategy as of January 1, 2005</p>	 	<p>The latest on the DoD mandate</p> <p>What does Boeing know about working with RFID and metal product?</p> <p>What did Dell find out in a closed-loop RFID environment?</p> <p>Experience this international item-level tracking case study</p>
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RFIDexchange • March 8, 2004

An entire day of interactive *roundtable discussions* with your retailer and supplier peers

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Official RFID Association:



From The Producers Of:



For team discounts see page 14!

The goal of RFID Exchange is for highly interactive and hands on discussions to help suppliers and retailers optimize strategies in regards to RFID implementation and EPC adoption. This section of the program is only available to qualified practitioners. RFID Exchange organizes networking into ten thirty minute interactive round-table sessions each focused on a comprehensive topic dealing with RFID implementation and EPC adoption. This structure is unprecedented and a must attend! See Page 5 for details. The following are the topics of the day:

- TABLE 1: Assessing The Practical Realities Of An RFID Implementation
- TABLE 2: Utilizing RFID To Secure And Optimize Your Supply Chain
- TABLE 3: Making A Sound Business Case For RFID And How To Pay For It
- TABLE 4: Understanding What Is Needed To Implement RFID Today!
- TABLE 5: Examining The Critical Success Factors Behind RFID Implementation
- TABLE 6: Understanding The Unique Challenges Of Implementing An Integrated RFID Program
- TABLE 7: Overcoming The Obstacles To An RFID Implementation
- TABLE 8: Focusing On A Lead Market Execution At The Pallet And Case Level In Anticipation Of The Production System



DAY 1: November 9, 2004

Case-studies include an update on the Wal-Mart mandate; 5 of The Top 8 discussing the past 6 months; a Retail Panel Discussion touching on potential future collaboration; bleeding edge case studies from Boeing and Marks & Spencer; Data Synchronization discussions from Wegmans and Ahold; Michelin, Abercrombie & Fitch, and Tyson foods all discussing success with RFID.

- Simon Langford, Chief RFID Strategist, **Wal-Mart**
- Bob Bersani, Chief Global Standards Officer, **Ahold**
- Peter Regen, Visible Global Commerce, Vice President, **Unisys**
- Ian Robertson, Director, RFID Program, **Hewlett-Packard**
- Mike O'Shea, Director-Corporate AutoID/RFID Strategies & Technology, **Kimberly-Clark Corporation**
- Dave Hutchings, Senior Director, B2B, **Kraft Foods**
- Milan Turk, Director of Customer E-Business, **Procter & Gamble**
- Simon Ellis, Director, Supply Chain Strategy/Futurist, **Unilever**
- Kenneth Porad, Program Manager, Automated Identification Program, **Boeing Commercial Airplanes Group**
- James Stafford, Head of RFID, **Marks & Spencer**
- Mark Dinning, RFID Project Leader, **Dell**
- Dr. Patrick F. King PhD, Global Electronics Strategies MARC, **Michelin**
- Neco Can, Senior Director Application Development, **Abercrombie & Fitch**
- Gary Cooper, CTO, **Tyson Foods**
- Bob Bersani, Chief Global Standards Officer, **Ahold**
- Scott Medford, Vice President of Global Business Development, **Intermec Technologies Corporation**
- Mark Weidick, Vice-President/General Manager Collaborative Networks, **Savi**
- Mike Bargmann, Chief Logistics Officer, **Wegmans**
- Dan Mullen, President, **AIM Global**
- Mike Onder, Team Leader Freight Technical Operations, **U.S. Federal Highway Administration**

DAY 2: November 10, 2004

Case-studies include, an update on the DoD mandate; a top level panel discussion on Standardization; a panel discussion on RFID from a senior level perspective; bleeding edge case studies from HP and HD Smith; US Army and Navy insight; next generation talks from IMX, Movie Gallery, Chipco, Hospira, and Abbott Laboratories

- Ed Coyle, Chief of AIT Office, **Department of Defense**
- Henri Barthel, General Manager Business Development, **EAN International**
- Dan Mullen, President, **AIM Global**
- Robert Perez, Director CTPAT, **US Customs**
- Ian Robertson, Director, RFID Program, **Hewlett-Packard**
- Jim Stafford, Head of RFID, **Marks & Spencer**
- Chris Moye, Vice President Strategic Planning Global Supply Chain, **Campbell Soup**
- Fernando Palacios, Vice President Operations, **Land O'Lakes**
- CW4 Stephen M. Moody, RFID Program Coordinator Research, Development & Engineering Command, **U.S. Army**
- Melissa Miller, Predictive Tech. Branch Mgr. & ATOS Program Manager, **U.S. Navy**
- Robert Kashmer, Vice President Information Technology, **H. D. Smith Wholesale Drug Company**
- Julie Bartholomew, M.D., President + Creative Director, **IMX Cosmetics, L.L.C.**
- Richard Langford, Senior Vice President & Chief Information Officer, **Movie Gallery**
- John Kendall, President, **Chipco International**
- Mike Wallace, Director, Process & Package Development, **Abbott Laboratories**
- Laurie Hernandez, Vice President, **Hospira**

Event Highlights

RFID Exchange- November 8

Day 1- November 9

Day 2- November 10



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November 8-10, 2004 • The Fairmont, Dallas, TX

Dear RFID Strategist,

Twice the number of user case studies than any other RFID program

RFID Link 2004 is a 'must attend' RFID & EPC event. An unprecedented number of user case studies will be featured at the show. 31 of your cross-industry colleagues are talking about technology, strategy and the future of how we'll be working together.

RFID Link 2004 is designed with you in mind. Specifically, to help you benefit from the experience and **lessons learned** across a significant range of leading manufacturers and retailers. Your colleagues are presenting concrete results and expert analysis of current and future projects that are shaping the RFID field.

Why This RFID event?

There are some things that don't change at RFID Link 2004: like the extremely senior-level nature of the speaker faculty... or the great networking opportunities. The following are just a few of the great features of the event:

INTERACTIVITY

4 Interactive Panel Discussions and an entire day dedicated to 10 Interactive Roundtable Discussions featuring both Retailers and Suppliers.

- *We are going to promote as much informal conversation as possible. This is where the value lies in any event, specifically one in a rapid growth situation like this one is.*

USER DRIVEN

90% of the program is case studies and panel discussions involving the user.

- *You can get vendor insight by simply sitting at your desk. They are going to call. But experienced industry practitioners like you are not going to call. Gain the expansive insight from a wide variety of these players by attending this event.*

INTERNATIONAL INSIGHT

We will not only feature a number of case studies from abroad, but an International Panel Discussion on industry standards and other issues.

- *Like the expansive end user insight, you cannot attain the international insight featured at this event anywhere else.*

HIGH-LEVEL INSIGHT

Almost all of the RFID programs out there have rightly focused on the implementers. As will we. We will however bring in VP insight through a presentation and a VP Panel Discussion.

- *This instantly brings a higher level feel to this event and demonstrates the value in this event.*

HISTORY

This is an event with a history: Our most recent RFID event had 276 high-level executives in attendance. Speakers included: Wal-Mart, P&G, J&J, DoD, Unilever, Goodyear, Delta, Abercrombie & Fitch

- *This event is three years in the making. The right people will be there for you to listen to, knowledge share and network with and ensure that you bring back solid information and contacts to work with in making the right business decisions in regards to RFID.*

7 Reasons Why RFID Link 2004 Is The Must Attend Event For Logisticians:

1. Industry leaders brought together, presenting and discussing best practice on business critical supply chain themes
2. Learn from others' successes and pitfalls, while sharing and overcoming your own challenges
3. Optimize external and internal collaboration to ensure winning systems and techniques
4. Over 31 hours of solid networking with industry leaders and colleagues
5. Benchmark each topic with financial implications to supply chain so as to highlight not only the investment, but also the return
6. Cross-industry learning to provide you with out-of-the-box solutions
7. RFID Exchange: An entire day of **RFID Link 2004**, focused on developing a product identification strategy, helping you balance both long term and short-term priorities.

RFID Link 2004 is your industry meeting place to update yourself on the very latest developments in RFID implementation and EPC adoption and all the other areas, which are so key to the effective performance of your job. Not only that, but you can learn what has worked and what hasn't for other companies in your industry and catch up with your industry colleagues.

Make sure you don't miss out on the combined expertise of 30 industry practitioners.

Best regards,

Seth Adler
Executive Director
Worldwide Business Research

P.S. Closed room, face-to-face interaction on November 8th!





MAIN PROGRAM DAY 1: November 9, 2004

7.00	Continental Breakfast And Registration	
8.00	Welcome Address And Chairperson's Opening Remarks	
8.10	The Latest Update On RFID Implementation: A Wal-Mart Keynote Simon Langford, Chief RFID Strategist, Wal-Mart	
8.50	How Can We Collaborate On Non-Proprietary Information To Maximize Return For Us And Our Suppliers: A Retail Panel Discussion Featuring Wal-Mart, Ahold	
9.30	Driving Value Creation Through Application Of RFID Across The Extended Supply Chain Peter Regen, Vice President, Visible Global Commerce, Unisys	
10.10	Coffee, Refreshments And Opportunity To Visit The Exhibition Area	
10.50	The Top 8 Panel Discussion: 5 Of The Top 8 Suppliers Discuss Lessons Learned In The Past Six Months Ian Robertson, Director, RFID Program, Hewlett-Packard Mike O'Shea, Director-Corporate AutoID/RFID Strategies & Technology, Kimberly-Clark Corporation Dave Hutchings, Senior Director, B2B, Kraft Foods Milan Turk, Director of Customer E-Business, Procter & Gamble Simon Ellis, Director, Supply Chain Strategy/Futurist, Unilever	
11.30	Focusing On Automated ID And Data Capture Through Bar Codes And RFID Name Plates Kenneth Porad, Program Manager, Automated Identification Program, Boeing Commercial Airplanes Group	
12.10	Proving The Business Case For RFID: Ensuring A Clear Understanding Of Where The Benefits Lie James Stafford, Head of RFID, Marks & Spencer	
12.50	Lunch For All Attendees	
	TRACK A	TRACK B
	Chairperson's Remarks	
1.50	Dell: Determining The Efficiencies Of RFID Within A World Class Supply Chain Mark Dinning, RFID Project Leader, Dell	Leveraging The Expertise You've Developed In Data Synchronization To Accelerate Your RFID Implementation(I) Bob Bersani, Chief Global Standards Officer, Ahold
2.30	What Are The Cold Hard Facts Of RFID Technology For CPG Companies Scott Medford, Vice President of Global, Business Development, Intermec Technologies Corporation	Delivering Real-Time Item-Level Visibility Throughout The Global Supply Chain Mark Weidick, Vice-President/General Manager Collaborative Networks, Savi
3.10	Understanding That The Entire Cost Matrix Of The RFID Chip Is Predicated On Volume Dr. Patrick F. King PhD, Global Electronics Strategies MARC, Michelin	Leveraging The Expertise You've Developed In Data Synchronization To Accelerate Your RFID Implementation(II) Mike Bargmann, Chief Logistics Officer, Wegmans
3.50	Coffee, Refreshments And Opportunity To Visit The Exhibition Area	
4.30	Addressing Today's Retail Challenges And Capitalizing On Tomorrow's Value Creation Opportunities Neco Can, Senior Director Application Development, Abercrombie & Fitch	Ensuring You Are An Industry Forerunner As International Standards For RFID Technology Are Shaped And Deployed Dan Mullen, President, AIM Global
5.10	Tracking Cattle And Other Livestock To Ensure Food Safety And Security While Countering Disease Gary Cooper, CTO, Tyson Foods	Integrating RFID Into Transportation Network Communications Mike Onder, Team Leader Freight Technical Operations, U.S. Federal Highway Administration
5.50	Cocktail Reception	

MAIN PROGRAM DAY 2: November 10, 2004

7.30	Continental Breakfast	
8.00	Welcome Address And Chairperson's Opening Remarks	
8.10	The Latest Update On RFID Implementation: A DoD Keynote Ed Coyle, Chief of AIT Office, Department of Defense	
8.50	Examining The Ultimate Cross-Industry Goal: Building A Groundswell Of Interest And Activity In RFID & EPC Henri Barthel, General Manager Business Development, EAN International Dan Mullen, President, AIM Global Robert Perez, Director CTPAT, US Customs Mike Meranda, President, EPCGlobal US	
9.30	What Lessons Can Be Learned From An Organization That Has Already Implemented And Utilizes Unique Product Codes Everyday Ian Robertson, Director, RFID Program, Hewlett-Packard	
10.10	Coffee, Refreshments And Opportunity To Visit The Exhibition Area	
10.50	Examining RFID As A Global Technology: An International Panel Discussion Henri Barthel, General Manager Business Development, EAN International Jim Stafford, Head of RFID, Marks & Spencer	
11.30	Examining RFID As A Critical Component Of The Supply Chain Function: A Vice President's Panel Discussion Chris Moye, Vice President Strategic Planning Global Supply Chain, Campbell Soup Fernando Palacios, Vice President Operations, Land O'Lakes	
12.10	Lunch For All Attendees	
	TRACK A	TRACK B
	Chairperson's Remarks	
1.15	Solid Information from RFID Testing: A US Army Case Study CW4 Stephen M. Moody, RFID Program Coordinator Research, Development & Engineering Command, U.S. Army	Assessing The Practical Realities Of An RFID Implementation Case Study: Movie Gallery Richard Langford, Senior Vice President & Chief Information Officer, Movie Gallery
1.55	Examining RFID For Monitoring Environment Surveillance Melissa Miller, Predictive Tech. Branch Mgr. & ATOS Program Manager, U.S. Navy	Tackling Tracking, Counterfeit Assets, Theft, Automation, Validation: A Business Case For RFID John Kendall, President, Chipco International
2.35	Coffee, Refreshments And Opportunity To Visit The Exhibition Area	
3.05	Accomplishing Real Time Supply Chain Visibility Through The Implementation Of An RFID Program: A Bleeding Edge Case Study Robert Kashmer, Vice President Information Technology, H. D. Smith Wholesale Drug Company	Reviewing The Current Status Of RFID And EPC Adoption: Lessons Learned By Early Adopters Mike Wallace, Director, Process & Package Development, Abbott Laboratories
3.45	Leveraging RFID Technology To Create A Unique And Effective Customer Experience Julie Bartholomew, M.D., President + Creative Director, IMX Cosmetics, L.L.C.	Understanding The Current RFID Environment And Ensuring That You Are Working With An Investment That Ensures Return Laurie Hernandez, Vice President, Hospira
4.25	Conclusion Of RFID Link	

The goal of RFID Exchange is for highly interactive and hands on discussions to help suppliers and retailers optimize RFID implementation and EPC adoption strategies.

This section of the program is only available to qualified practitioners.

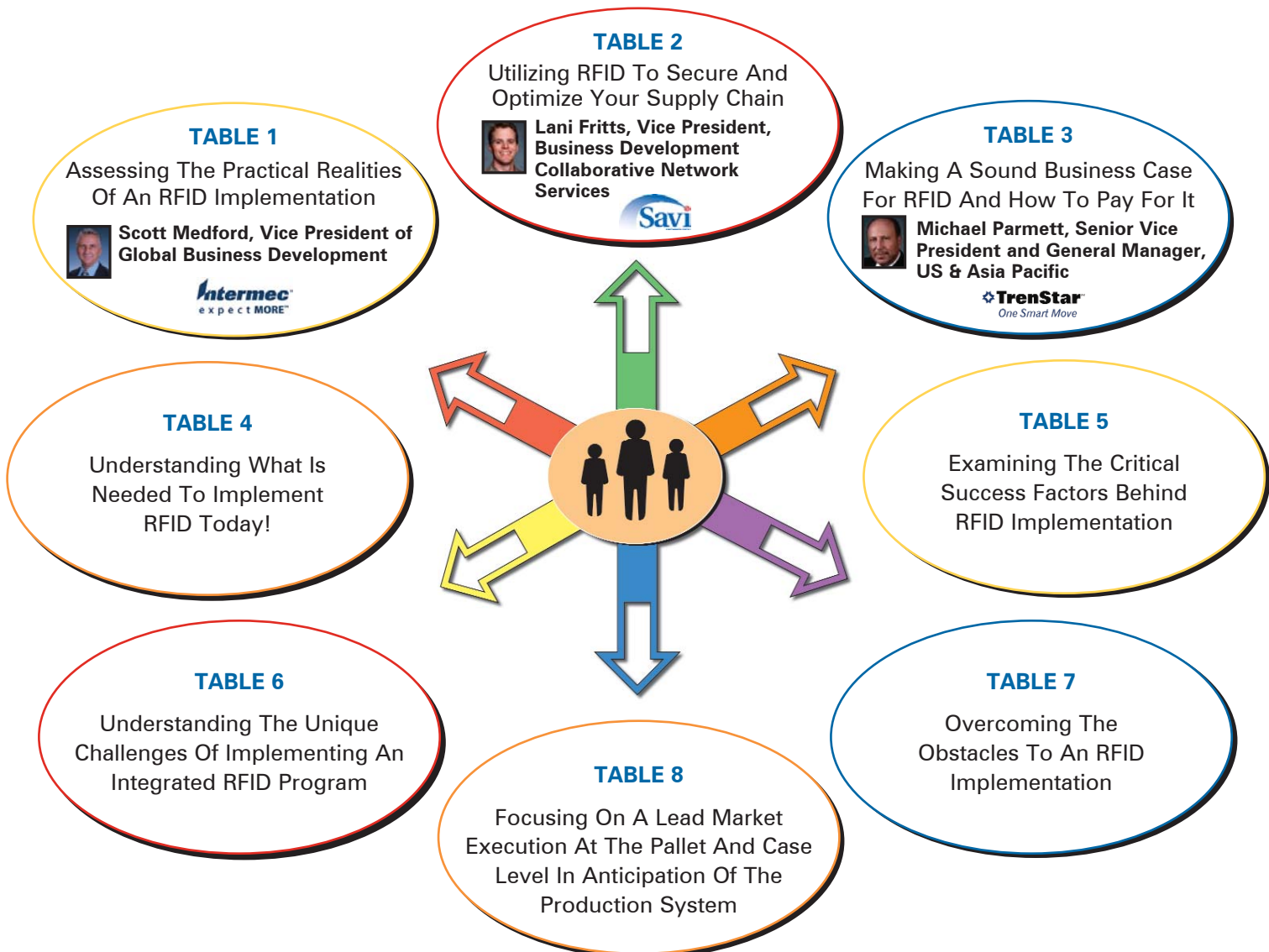
Each table is led by an expert and their retailer or supplier guest - ensuring you get the balance of technical & practical know how!

Each table has set topics for 30 minutes of discussion, at the end of which the experts will rotate. These sessions are highly interactive & hands on.

Feedback from our years of successful supply chain and information technology events finds that the most important aspect of the event is the time spent networking with fellow practitioners.

RFID Exchange organizes networking into ten thirty minute interactive roundtable sessions each focused on a comprehensive topic dealing with RFID implementation and EPC adoption.

This structure is unprecedented and a must attend! The following are the table topics of the day:





7.00 - 8.00

Continental Breakfast & Registration

8.00 - 8.10

Welcome Address & Chairman's Opening Remarks

8.10 - 8.50

The Latest Update On RFID Implementation: A Wal-Mart Keynote



Simon Langford
Chief RFID Strategist
Wal-Mart



April 30 marked the start of the trial of RFID tags and electronic product codes for the Top 100 + 37 suppliers to Wal-Mart. Simon discusses the lessons learned during the past six months, and the Wal-Mart RFID & EPC strategy moving forward towards January 1, 2005 and beyond.

- Examining the physical learnings from the current pilots underway
- Analyzing the data received and gained through RFID and evaluating how best to utilize this data
- Examining the practical obstacles encountered: What can we learn moving forward
- Understanding the minutia involved in complying with your mandate
- Understanding Wal-Mart's plans for expanding RFID within US operations based on lessons learned

Simon is leading the global strategy and managing the deployment of RFID into the Wal-Mart logistics area and Wal-Mart Stores. He is working with technology vendors to drive development of hardware that will be deployable in the supply chain. Simon is a member of the Auto ID Center. His responsibilities include the integration of the EPC into the Wal-Mart Systems and leveraging the benefits of the EPC to deliver ROI.

8.50 - 9.30

How Can We Collaborate On Non-Proprietary Information To Maximize Return For Us And Our Suppliers? A Retail Panel Discussion



Simon Langford
Chief RFID Strategist
Wal-Mart
(Please see bio above)



Bob Bersani
Chief Global Standards Officer
Ahold



As the Wal-Mart pilot gains its initial successes and moves into a second phase, it is now more than ever of paramount importance for retailers to collaborate. Suppliers are working hard to ensure standards are in place and mandates are met. A strong retail coalition ensures the best opportunity for success of all players involved.

- Utilizing informal channels like this event to establish and grow relationships to overcome the competitive mindset
- Ensuring mutual understanding of the objectives of a collaborative strategy through face-to-face interaction
- Achieving organizational visibility through communication with the highest level executives possible
- Engaging in the process that ensures that industry standards roll out on an acceptable timetable while maximizing supplier productivity and minimizing value chain cost
- Securing success through action

Bob is responsible for coordination of global IT initiatives and is actively working with Ahold's European associates to further

advance the company's global development capabilities. Bob also is responsible for numerous external activities as they relate to global data synchronization, RFID and FMI. He is a member of Ahold USA's Office of the Chief Information Officer. He began his career with Ahold USA as a member of the Stop & Shop Supermarket Company Systems and Development organization, where he was responsible for several large-scale development efforts. In 1997, Bob began work on large-scale development for Ahold, leading several company-wide development initiatives.

9.30 - 10.10

Driving Value Creation Through Application Of RFID Across The Extended Supply Chain



Peter Regen
Vice President, Visible Global Commerce
Unisys



Peter was appointed Vice President Visible Global Commerce for Unisys in January 2004. He leads the global pan-Unisys Visible Global Commerce Program, responsible for strategy, offering development, sales and marketing. Peter will be speaking on:

- Best practices from pilots conducted on supply chains from overseas manufacturer to the store
- Integrated approach to tracking and sensing along the extended supply chain
- Key sources and drivers of value for creating adoption

Peter's role is focused on the fast-growing opportunities cutting across the Unisys full end-to-end portfolio and several industries. With more than a trillion dollars' worth of goods moving through thousands of trade lanes, the security and effectiveness of the global supply chain is an economic value imperative critical to leading executives in both the public and private sectors and is one of the key Unisys focus areas for 2004.

10.10 - 10.50

The Top 8 Panel Discussion: 5 Of The Top 8 Suppliers Discuss Lessons Learned In The Past Six Months

Hewlett Packard, Kimberly Clark, Kraft, Unilever and Procter & Gamble began shipping product with RFID tracking capabilities on April 30, 2004. These 5 industry pioneers discuss lessons learned from this six month test, and what it means to their roll-out strategy as of January 1, 2005.



Ian Robertson
Director, RFID Program
Hewlett-Packard



Ian has a long multi-faceted background covering IT, Supply Chain and international large scale program management, and was formerly HP's WW Director of Logistics Strategy, having spent the last 20 years in the HP, Compaq and DEC components of the new integrated HP. He originates from the UK but left 15 years ago to gain international experience from living and working in France, Switzerland, Holland, Germany and the USA, and specializes in taking on complex start up situations where the rules have yet to be written. He has written various papers on change management within large corporations and consults for other parts of the company in this respect.



Mike O'Shea
Director-Corporate AutoID/RFID Strategies & Technology
Kimberly-Clark Corporation



Mike is leading Kimberly-Clark's global efforts as it develops deploys and integrates RFID into its business processes. When Kimberly-Clark joined the Auto-ID Center at MIT, Mike represented

Kimberly-Clark on the Center's Board of Directors. He also led their efforts as part of the Center's Field Trials. In addition to his responsibilities within Kimberly-Clark, Mike has other roles within the global community in the deployment of RFID. He serves as Industry Co-Chair of EPCglobal's Consumer Packaged Goods Action Group. This effort is to define the end user requirements in the CPG value chain. He also has a seat on the EPCglobal Business Steering Committee which reviews and recommends technical standards to be ratified by the EPCglobal Board of Governors.

Dave Hutchings
Senior Director, B2B
Kraft Foods



Dave is responsible for management of Kraft's global B2B programs including EPC/RFID, data synchronization, product identification and collaboration. He also manages Kraft's B2B enablers including messaging hubs, electronic exchange services and master data management. He is responsible for ensuring appropriate participation in various industry committees and standards bodies. At the industry level, Dave has served on the Board of Overseers of the Auto-ID Center. He also serves as Chairman of the Board of the Data Interchange Standards Association. He is a recognized B2B thought leader and devotes a large part of his energy toward helping Kraft and its business partners to implement collaborative processes to better serve consumers.



Milan Turk
Director of Customer E-Business
Procter & Gamble



Milan is responsible for bringing the company's private e-business initiatives and selected public e-marketplace initiatives together with the business building plans of P&G customers. This work has focused on data synchronization processes with customers through the standards based Global Data Synchronization Network. More recently Milan has co-led P&G's learning strategy on the electronic product code (EPC). Milan has worked at P&G for 20 years, with about half that time spent overseas where he most recently served as commercial director in Brazil. He serves on the GSI's GDSN Oversight Committee and Transora's Strategic Advisory Board.



Simon Ellis
Supply Chain Futurist
Unilever



Simon has worked for Unilever since 1985 in a number of different capacities. In 1996, he moved back to Lever's New York office as Manager, Activity-Based Costing/ECR. In 1998, Lever Brothers was merged with Chesebrough-Ponds and Helene Curtis to form Unilever Home and Personal Care USA; at that time Simon was appointed to the position of ECR Director in Trumbull, Connecticut. In 2000, following an organization redesign, he assumed his current position, Director, Supply Chain Strategy/Futurist.

10.50 - 11.30

Coffee, Refreshments And Opportunity To Visit The Exhibition Area

11.30 - 12.10

Focusing On Automated ID And Data Capture Through Bar Coded And RFID Name Plates



Kenneth Porad
Program Manager, Automated Identification Program
Boeing Commercial Airplanes Group

Kenneth focuses on the technology, the importance of RFID, explains the benefits of automatic identification technologies, and focuses on how RFID can reduce the risk of unapproved parts entering the supply chain.

- Realizing the importance of RFID in operations and maintenance

- Developing and deploying international standards
- Proofing the concept of read write passive RFID
- Discussing lessons learned concerning temperature, metals and RFID

Ken is responsible for overall program management for bar coding and marking of parts within the Commercial Airplanes Group and is also the Boeing engineering representative to the Air Transport Association's task force, which developed the industry standard bar code format. His current focus is to establish an aviation industry standard for radio frequency identification of parts and certify their safe use on commercial airplanes. Ken joined the Boeing Company in April 1980 and has held increasingly responsible positions within engineering and management in both the Aircraft & Missile Systems and Commercial Airplanes business units. His formal education includes a Bachelor of Science degree earned at Southern Illinois University and a Master of Science degree earned at the University of Southern California.

12.10 - 12.50

Proving The Business Case For RFID: Ensuring A Clear Understanding Of Where The Benefits Lie



James Stafford
Head of RFID
Marks & Spencer



James has been working on the goals that are paramount to retailers and suppliers in the CPG world: proof of an RFID business case through supply chain visibility.

- Focusing on solidifying the basics
 - Tagging the suits at the suppliers
 - RFID scanning of the stock
 - 100% coverage in the stores
- Proving the business case through visibility
 - Focusing on the business benefits of the information itself
- Generating action in the distribution system and through to the end product
- Ensuring that the RFID system runs entirely integrated with distribution system
 - Focusing on scanning driving the distribution system
- Realizing that stock can be taken to zero
 - Allowing the RFID count to drive replenishment
- Understanding that RFID connects the IT world and the physical world
- Understanding that RFID demands that the stock be made perfect

James has over 25 years experience in the creation and management of Innovation. As Head of RFID he is leading the development of RFID technology to improve supply chain efficiency and customer service in Marks and Spencer. He is a recognized authority in this field and has contributed at many international conferences.

In a competitive retail environment new technology plays a key role in keeping ahead of the competition and Marks and Spencer has a successful track record of developing new products and systems based on major technical advances. James started his career as a Food Technologist and holds an honors degree from Reading University. He subsequently broadened his career into Horticulture, Cosmetics, Footwear, Home Furnishings and Clothing. He has traveled extensively in his various roles, and spent time working in Canada. James believes in leading from the front, and this has given him unique experience in RFID retail implementation.

12.50 - 1.50

Lunch For All Attendees



TRACK A

1.50 - 2.30

Dell: Determining The Efficiencies Of RFID Within A World Class Supply Chain



Mark Dinning
RFID Project Leader
Dell



Mark examines a proven business case for RFID in a closed-loop atmosphere. He explains how this is relevant to you and how you can utilize the lessons learned across your value chain.

- Identifying opportunity areas for initial RFID deployment: How Dell does it
- Tools for building a RFID business case
- RFID applications areas: Where RFID can be used in the short term and which applications should be delayed

Mark Dinning is the RFID Project Leader in the Supply Chain Engineering Group at Dell Inc. He co-authored "Fighting Friction", an article about the applied use of RFID technology, which appeared as the February 2003 cover story in APICS Magazine. Mark has a Masters of Engineering in Supply Chain Management from MIT and his undergraduate degree in Business Economics from UCLA. Mark wrote his thesis in conjunction with the Auto-ID Center, the group responsible for the development and standardization of RFID technology. Prior to Dell Inc. and MIT, he was one of the original employees at Tickets.com. Mark began his career at Deloitte & Touche and is a Certified Public Accountant.

2.30 - 3.10

What Are The Cold Hard Facts Of RFID Technology For CPG Companies?

Intermec is a leading supplier of RFID solutions across many industry segments including Consumer Goods. As a leader in RFID technology and standards development, Intermec has extensive experience helping manufacturers, distributors, logistics providers, retailers, service companies and other businesses implement RFID data collection systems. Intermec also offers a full line of services and products including bar code readers and printers, wireless networking equipment, rugged handheld computers, vehicle-mounted and stationary industrial computers.



Scott Medford
Vice President of Global
Business Development
Intermec Technologies Corporation



- Understanding and being cognizant of current RFID technology and the CPG business:
 - Realizing the status of RFID technology implementation is not stable based on the limitations of the technology within the cost benefit structure of CPG companies
 - Understanding that most CPG manufacturers simply cannot afford to lose a case
 - Asking what can be expected with the appropriate volume and speed in dirty environment
 - Recognizing that there currently is a 70% read rate in a clean environment
 - Arguing that internationally, RFID is not viable based on the issues surrounding standardization
 - Recognizing that three geographic regions have three very different standards
- Working within these constraints and developing strategies to meet your critical short term deadlines

- Leveraging your technology partnerships to drive innovation
- Ensuring your technology platforms are scalable and flexible

Scott is responsible for Intermec's global alliances and business development functions. In this role, he also manages the company's OEM strategy. Scott has over 15 years experience providing technology solutions to businesses.

Join us for a discussion on RFID and ePC implementation factors, implications and application rollout requirements in manufacturing, warehouse, distribution and store receiving operations.

3.10 - 3.50

Understanding That The Entire Cost Matrix Of The RFID Chip Is Predicated On Volume



Dr. Patrick F. King PhD
Global Electronics Strategies MARC
Michelin



- Understanding that the stable packaging is the 'cost of the chip'
- Understanding that what you make with the chip is where the cost lies
- Recognizing that chip anchoring is not robust enough thus cost is added
- Taking a parochial position in regards to technology
- Ensuring that technology works and that standards make sense industry wide, cross industry and globally prior to adoption
- Realizing that companies and industries are already buying and doing what is being debated

Pat is the current leader for global electronics strategies for Michelin. His activities heavily involve external electronics supplier relations as well as product development program support around the world. Prior to joining Michelin, Pat was founder of Technologies ROI, consulting within the Supply Chain Industry, and before that was Vice President of Engineering for Marconi Infochain, an ASP and RFID solutions provider. Pat has over 20 patents in the fields of Auto-Identification, RFID, Imaging, Lasers and Printing.

3.50 - 4.30

Coffee, Refreshments And Opportunity To Visit The Exhibition Area

4.30 - 5.10

Addressing Today's Retail Challenges And Capitalizing On Tomorrow's Value Creation Opportunities



Neco Can
Senior Director Application Development
Abercrombie & Fitch

Abercrombie & Fitch

Abercrombie & Fitch will have launched its Concept 4, which in development was a highly secretive new brand. Neco has applied his lessons learned at The Gap to ensure that this new brand and its stores are RFID compliant from day one.

- Discussing the distinct RFID advantage
- Realizing the RFID vision for a retailer (and what this means to suppliers)
- Examining RFID applications
- Vendor; Warehouse; Receiving; Vendor Audit; Shipping; Store Inventory; Customer Service
- Examining the business case and pilot results
- Launching a new brand that is RFID compliant from the first moment

Prior to A&F, Neco was Director of the Project Management Office of Gap Inc. Direct. He was responsible for the analysis of the supply chain including the process steps from vendor to consumer, leveraging the new technologies to sustain quality growth. During his tenure at Gap, he led the successful RFID pilot throughout Gap Inc. supply chain. Neco also worked as Principal Consultant for Coca Cola Company. His responsibilities included analysis of emerging technologies that would benefit the Coca Cola value chain.

Tracking Cattle And Other Livestock To Ensure Food Safety And Security While Countering Disease



Gary Cooper
CTO
Tyson Foods



Gary takes us through this imperative usage of RFID technology. While meeting mandates and finding the business case for RFID are of the utmost importance, Gary is dealing with something arguably more important.

- Tackling the issues needed to be resolved
- Data privacy
- Liability of those who raise the animals
- Cost and performance of RFID tags and readers
- Ensuring that safeguarding the health of cattle in the U.S. and protecting and enhancing international trade is a primary concern
- Examining the federal vs. state issue: Finding whom is best suited to deal with this critical issue
- Ensuring that each animal has a unique ID number and each pen has a unique premises ID for each location where animals are kept
- Examining the issue of cost to the cattle rancher
- Understanding that despite the obstacles, RFID is the only technology currently available that would enable the beef industry to meet the goal of being able to trace diseased animals within 48 hours

Gary Cooper currently serves as Vice President of Information Systems for Tyson. Prior to his post as vice president, Cooper served as Director of Technical Services. He began working with Tyson Foods, Inc. in 1985. Prior to joining Tyson, he worked for The University Computing Company located in Dallas, Texas. Cooper is working as vice chair of the mpXML, and industry e-business initiative to develop XML standards in the meat and poultry industry. He is a member of Efficient Foodservice Response (EFR) executive committee, and industry initiative dedicated to streamlining business processes in Foodservice. Cooper is dedicated to working with the University of Arkansas Information Technology Research Center. Cooper serves as Vice President and Board Member to the Farmington Board of Education.

TRACK B

Leveraging The Expertise You've Developed In Data Synchronization To Accelerate Your RFID Implementation (I)



Bob Bersani
Chief Global Standards Officer
Ahold



Ahold is investigating RFID for automated retail shelf-management applications and self-checkout. The company believes the potential for productivity improvements in the supply chain alone could amount to "hundreds of millions of dollars per year" for a company Ahold's size.

- Realizing that you are already working with pure data at the corporate level
- Zeroing in on enterprise wide data purity by examining your regional RFID pilots
- Vesting all corporate departments in the data purity push and hence, the RFID payout
- Marketing, Sales, Merchandising Category Management
- Adapting as quickly as retail technology will allow
- Now or never: Examining the proposed retail landscape of 2005, 2006 and beyond and understanding that implementation must occur now

(See bio on page 6)

Delivering Real-Time Item-Level Visibility Throughout The Global Supply Chain



Mark Weidick
Vice-President/General Manager Collaborative Networks
Savi



Savi Technology, the leading provider of real-time RFID networks for container level visibility throughout the global supply chain, builds RFID networks to create a complete RFID supply chain infrastructure. Savi's RFID networks bring your company improved container visibility, reduced in-transit theft, increased on-time shipments for an end result of increased operational efficiency and lower operational costs. Savi's Vice-President/General Manager Collaborative Networks, Mark Weidick will highlight the following in our break-out presentation:

- Savi dedication to create RFID Networks That Deliver Real-Time, Item-Level Visibility Throughout the Global Supply Chain
- Savi's proven methodologies backed by 15 years of RFID Leadership and Proven experience
- Savi commitment to bringing our clients a positive return on their RFID investment.
- Savi is a key member of the Smart & Secure Tradelanes Initiative (SST), the comprehensive supply chain security and productivity initiative addressing global transportation issues for the intermodal community.

Mark Weidick is Savi's Vice President and General Manager of Collaborative Networks, and is responsible for commercial utilization of the company's global network infrastructure and support software. During his time at Savi Technology, Mr. Weidick has played key roles in the rapid expansion of the global network and its involvement in Smart and Secure Tradelanes, the world's largest industry-driven initiative to improve cargo container security and efficiency.

Leveraging The Expertise You've Developed In Data Synchronization To Accelerate Your RFID Implementation (II)



Mike Bargmann
Chief Logistics Officer
Wegmans



Wegmans is working on Supply Chain visibility, envisioning the day it spans fluidly from demand to consumption - in other words, beginning and ending with the consumer. All this requires accurate, timely information, of course, but that information pays other dividends, allowing profits to be understood and managed at the item level.

- Realizing that you are already working with pure data at the corporate level
- Zeroing in on enterprise wide data purity by examining your regional RFID pilots
- Vesting all corporate departments in the data purity push and hence, the RFID payout
- Marketing, Sales, Merchandising Category Management
- Adapting as quickly as retail technology will allow
- Now or never: Examining the proposed retail landscape of 2005, 2006 and beyond and understanding that implementation must occur presently

Mike Bargmann has been with Wegmans for 35 years, and is currently responsible for Distribution, Manufacturing and B2B processes. In his current position he is responsible for all distribution, logistics, manufacturing and executive sponsorship for B2B activities within the company.

Coffee, Refreshments And Opportunity To Visit The Exhibition Area

Ensuring You Are An Industry Forerunner As International Standards For RFID Technology Are Shaped And Deployed



Dan Mullen
President
AIM Global



Standards are being driven by a number of industry groups, associations and individuals. Dan is doing his part to ensure that each aspect of industry is implemented with RFID and adopts the electronic product code.

- Securing your seat at the head of the table in terms of standards conception and construction
- Explaining the principles behind your seamlessly optimized secure organization, and ensuring that your model is used for standards adoption
- Examining common platforms in both supplier and retail organization to ensure best case scenarios in RFID & EPC roll out
- Constantly and consistently updating industry standards by considering the latest technologies and industry thinking

Dan has been with AIM over 10 years, previously serving as Vice President of AIM operations, managing all marketing, finance, and membership development aspects of the association. He earlier served as vice president of technology. In this role he managed the development of industry and national standards efforts. He was the industry's primary liaison with national standards setting organizations such as the American National Standards Institute (ANSI). Dan served as Chairman of AIM ADC1, the U.S. Technical Advisory Group for ISO/IEC SC31, the international standards committee for Automatic Identification and Data Capture. Under his guidance, AIM standards have moved from industry documents to internationally accepted specifications.

Integrating RFID Into Transportation Network Communications



Mike Onder
Team Leader Freight Operations
Office of Freight Management and Operations - FHWA



Mike has responsibility for the development of performance measures related to highway freight movement, and improvement of freight flow through border crossings. Since September 11, 2001 he has also been asked to handle the freight security issues for FHWA and has been incorporating the development of security processes for freight movement as part of the freight operational tests. He has unique insight when it comes to RFID:

- Understanding intelligent transportation systems
- Discussing vehicle to vehicle communication
- Evaluating potential 'gap closers'
- Driving the development of cross-industry standards

Mike currently has the responsibility for oversight of the partnerships with industry to conduct intermodal freight operational tests to determine the effectiveness of technology and information standards in freight mobility. Prior to joining the Office of Freight Management he served as the ITS program manager for commercial vehicle operations and intermodal freight with FHWA.

5.50

RFID Link Gala Cocktail Reception

Join other attendees at this informal networking session!

As well as providing you with hard facts, excellent case studies and worldclass business- critical information, RFID Link strives to make sure that you have fun while meeting and networking with new and old friends. This year will be no different. Take this great opportunity to relax with a drink right in the heart of Dallas. Talk shop in a relaxed atmosphere and cement those business relationships.



CONFERENCE DAY TWO • Wednesday November 10, 2004

7.30 - 8.00

Continental Breakfast

8.00 - 8.10

Welcome Address & Chairman's Opening Remarks

8.10 - 8.50

The Latest Update On RFID Implementation: A DoD Keynote



Ed Coyle
Chief of AIT Office
Department of Defense



In October, the DoD will publish the details of the mandate for suppliers to deliver supplies with passive RFID tags. This provides further detail to suppliers in the requirement to put passive RFID tags carrying Electronic Product Codes on pallets and cases, as well as on single items costing \$5,000 or more, beginning Jan. 1, 2005.

- Examining the physical learnings from the current pilots underway
- Analyzing the data received and gained through RFID and evaluating how best to utilize this data
- Examining the practical obstacles encountered: What can we learn moving forward
- Understanding the minutia involved in complying with your mandate

- Understanding the DoD's plans for expanding RFID based on lessons learned

Mr. Coyle leads the DOD Automatic Identification Technology (AIT) Office with a mission to incorporate automatic information data collection into business processes across DOD's supply chain. He develops policy and coordinates the military services and agencies efforts to use AIT to help transform logistics operations and improve readiness across DOD. Mr. Coyle has been a key player in the DoD's RFID initiatives, he has over 30 years experience in transportation and logistics.

8.50 - 9.30

Examining The Ultimate Cross-Industry Goal: Building A Groundswell Of Interest And Activity In RFID & EPC

Standardization is just as, if not more important than the technology itself. Each of the three panelists has been working with industry leaders to ensure that the standards that dictate technology use are both forward thinking and international in nature.

- Ensuring that the major players and forward thinking organizations are actively engaging in strategy, pilots and implementation
- Examining multiple industries and value chains and evaluating the common business process
- Examining that business process and figuring out the essential directives necessary

- Ensuring that we have the right tools and players in place to effectively drive usage and adoption



Henri Barthel
General Manager Business Development
EAN International

Henri Barthel represents non-US countries in the EPCglobal Joint Venture. He also represents EAN within external institutions such as the United Nations and ISO. He is involved, as chairman or as a member, in a number of committees and projects dealing with automatic data capture and electronic commerce standards. He chairs the ISO working group dealing with RFID standardization for item management.



Dan Mullen
President
AIM Global
(See bio on page 9)



Robert Perez
Director CTPAT
US Customs



Bob Perez joined the US Customs Service in November 1992, and became a member of the Newark, NJ, Contraband Enforcement Team. In 1997 he accepted the position of Program Officer for the US Customs Service, Anti-Smuggling Division in Washington, DC, and was promoted to Program Manager in 1999. Currently, Bob serves as the Director of Industry Partnerships, in the Office of Field Operations at US Customs headquarters in Washington D.C., where he is leading the ongoing development of the new Customs - Trade Partnership Against Terrorism.

Mike Meranda
President
EPCGlobal US



Michael was appointed President on May 31. Prior to the appointment, Michael was Vice President of Strategic Planning and Development of EPCglobal US was named as the successor. Mike Meranda joined EPCglobal US in October of 2003 from RosettaNet, another subsidiary of the Uniform Code Council.

9.30 - 10.10

What Lessons Can Be Learned From An Organization That Has Already Implemented And Utilizes Unique Product Codes Every Day?



Ian Robertson
Director, RFID Program
Hewlett-Packard



Ian had a bit of a head start. He was already tracking product at item level. That said, he has unique insight that includes accomplishments in a closed-loop environment, as well as the information attained over the past six months during the Wal-Mart pilot. Additionally, Ian brings to this presentation a tireless understanding of the international RFID picture.

- Examining a closed-loop environment (like a warehouse operation) to determine a model of the bigger value chain picture
- Realizing that 'It's the data stupid': Understanding that the technology is just the means to the end...as usual
- Examining and learning from the mandates that are in effect, establishing your own mandates for your own suppliers...and learning from them
- Figuring out the benefit opportunity and then your cost of infrastructure
 - Inventory control
 - Security
 - Cleaner/Increased data
- Moving forward with a clear understanding of your corporate goals and ensuring total management buy-in

(see bio on page 6)

10.10 - 10.50

Coffee, Refreshments And Opportunity To Visit The Exhibition Area

10.50 - 11.30

Examining RFID As A Global Technology: An International Panel Discussion

This interactive panel discussion brings to Dallas vast international insight on RFID technology and electronic product code adoption. The panel will discuss lessons learned abroad that can be applied immediately domestically.

- Ensuring that EPCGlobal in fact is global
- Measuring various standards already in place and discussing their successes
- Ensuring that the North American standards that are established adhere to those already established internationally
- Demonstrating internal international successes with alternative standards
- Constantly and consistently ensuring that your business decisions are made with global forethought



Henri Barthel
General Manager Business Development
EAN International
(see bio page 10)



Jim Stafford
Head of RFID
Marks & Spencer
(see bio on page 7)

MARKS & SPENCER

11.30 - 12.10

Examining RFID As A Critical Component Of The Supply Chain Function: A Vice Presidents Panel Discussion

A pilot does not a business case make. Although you might be successful with your pilot, you must integrate the data and processes into your entire enterprise. These Supply Chain Leaders will discuss how they see the technology affecting corporate supply chain and extended value chain functionality in both the short and long terms.

- Understanding how RFID technology will impact your business enterprise and supplemental departments in the long run
- Effectively communicating the advantages and disadvantages associated with slap & ship vs. full scale implementation
- Show me the money! A discussion of the cost benefits of RFID implementations
- Where would you be with RFID if there were no mandates?
- Determining whether your organization should be on the leading edge, a fast follower, or a second phase organization
- Engaging the entire cross-functional team in the RFID conquest to ensure that whatever decisions are made, that the company is successful in roll out



Chris Moye
Vice President Strategic Planning Global Supply Chain
Campbell Soup



During his career, Chris has held senior management positions in sales and marketing, operations and strategic consulting. Prior to joining Campbell, Chris was a Principal at Huron Capital Partners LLC, a private equity fund based in Detroit. Before Huron, he was a Principal with A.T. Kearney, Inc., where he led engagements focused on assessing and improving operating efficiencies through increased asset utilization, strategic sourcing and continuous process improvement.

Fernando Palacios
Vice President Operations
Land O'Lakes

Land O'Lakes, Inc.

Fernando Palacios has over 18 years of experience in the Food/ Packaged Good Industry. He joined Land O'Lakes in 2000 as VP of Operations and Supply Chain. Before joining Land O'Lakes, Fernando was with KPMG as Director of Food and



Beverage Consulting. Prior to KPMG, Fernando had over 15 years of management experience including the position of Vice President of Operations with Haagen-Dazs, Director of Operations and Contract Manufacturing with Pillsbury and key operations assignments with Kraft.

12.10

Lunch For All Attendees



Concurrent Tracks- Choose A or B

TRACK A

1.15 - 1.55

Solid Information from RFID Testing: A US Army Case Study



CW4 Stephen M. Moody
RFID Program Coordinator
Research, Development & Engineering Command
U.S. Army



This is bare bones concrete information about the success of RFID technology. Chief Warrant Officer Moody will take us through the diligent testing procedures and subsequent roll-out strategy for the Combat Feeding Directorate.

- Attaining proof of principle
- Examining a specific case and pallet level test
- Generating lessons learned and applying that knowledge to your future activities
- Moving forward with a clear understanding of your implementation timelines

Chief Warrant Officer Stephen M. Moody has served in the U.S. Army for over 22 years. He is currently assigned as the Team Leader of the Advanced Processing and Packaging Team, and serves as the RFID Program Coordinator at the Natick Soldier Center, Combat Feeding Directorate in Natick, Massachusetts.

1.55 - 2.35

Examining RFID For Monitoring Environment Surveillance

Melissa Miller
Predictive Technical Branch Mgr. & ATOS Program Manager
U.S. Navy



More solid information on RFID applications from our military can be found at the US Navy. Thorough testing has occurred and Melissa has concrete information to report.

- Ensuring thorough testing domestically and off-shore
- Working through a shipboard demo
- Engaging in a performance based acquisition of further technology
- Working through the transition phase and incorporating necessary modifications
- Moving forward in terms of ordinance, contractors inventory and medical applications

Melissa is the Predictive Technologies Branch Manager and the ATOS Program Manager. Prior to this, she has held the positions of lead software engineer, lead system engineer, project engineer, and project manager for the Tomahawk Program, Deputy Program Manager for the Department of the Navy M&S VV&A Program and Technical Manager for the Data Mining Task Group of the DoD Counterdrug Program. She has over eight years experience producing software/hardware simulators, over five years of experience producing computer based training courses, and over three years experience developing Predictive Technologies Systems. She has a Bachelor of Science in Electrical Engineering and a Masters of Science in Technology Management.

2.35 - 3.05

Coffee, Refreshments And Opportunity To Visit The Exhibition Area

3.05 - 3.45

Accomplishing Real Time Supply Chain Visibility Through The Implementation Of An RFID Program: A Bleeding Edge Case Study

Robert Kashmer
Vice President Information Technology
H. D. Smith Wholesale Drug Company



H.D. Smith Wholesale Drug Company, the seventh largest pharmaceutical wholesaler is the first wholesaler to install an EPC RFID system to track controlled substance pharmaceuticals in their distribution center. Pharmaceuticals are tagged with EPC tags as they move into the vault. Currently, when an order is shipped, each item's bar code is scanned to assure accuracy. Using RFID technology, the pharmaceuticals are placed in a tote and passed through an RFID portal.

All items are identified from their EPC tag, simplifying the shipping process. This is the first step in enabling electronic pedigrees, a history of where the drug has been, throughout the pharmaceutical supply chain.

- Understanding the business objectives you are trying to achieve with RFID and what conditions are necessary within your current enterprise
- Focusing on putting a corporate supply chain team in place with appropriate leadership in crucial areas
- Information Technology; Manufacturing; Distribution; Transportation; Warehousing; Marketing; Finance
- Critically assessing your supply chain to identify potential barriers to RFID implementation
- Effectively communicating the financial impact and rewards of your RFID program within each department and ultimately to senior management

Rob directs all IT activity for H. D. Smith Wholesale Drug Company. H. D. Smith's current IT focus is enhancing the security and efficiency of the product supply chain. H. D. Smith has implemented a pilot Radio Frequency Identification (RFID) system to track selected pharmaceuticals (Class II Narcotics). Rob joined H. D. Smith Wholesale Drug Company in 1995. Rob has over 25 years of wholesale drug and retail drug chain experience.

3.45 - 4.25

Leveraging RFID Technology To Create A Unique And Effective Customer Experience

Julie Bartholomew, M.D.
President + Creative Director
IMX Cosmetics, L.L.C.



This unique RFID application examines the technology in the hands of the customer. This is an initial step in understanding a customer's comfort in regards to the privacy issue that affects effective RFID item-level roll-out.

- Utilizing the RFID keyfob as a mix of technology and convenience for your customers
- Examining the use of the RFID self-service kiosk as a way to reduce labor
- Translating this unique customer experience into significant increases in sales through speed and convenience
- Utilizing the same device as part of your loyalty program
- Examining the learnings from these implementations and applying them to your RFID system

Julie is the Creator, Founder, and Chief Executive Officer of IMX Cosmetics. She initially conceived of a process of on-site, automated customization of cosmetics and went on to successfully patent, develop, market and produce a trend-setting line of cosmetics.

1.15 - 1.55

Assessing The Practical Realities Of An RFID Implementation Case Study: Movie Gallery



Richard Langford
Senior Vice President & Chief Information Officer
Movie Gallery



In the first phase of RFID Implementation, Movie Gallery embedded RFID scanners in its drop-off boxes to automate the video-return process. The second phase, which is nearing completion, involves scanning Movie Gallery's monthly in-store inventory. Phase 3 of Movie Gallery's pilot will involve video check-out systems that deactivate security sensors built into the RFID tags once the customer pays for the movie rental.

- Understanding the business objectives you are trying to achieve with RFID and what conditions are necessary within your current enterprise
- Focusing on putting a corporate supply chain team in place with appropriate leadership in crucial areas
- Critically assessing your supply chain to identify potential bottle necks and traffic jams in regards to RFID implementation
- Communicating the financial impact and rewards of your RFID program

Having over 20 years of retail experience, 13 of which in video retail, Richard has held many positions in store operations, finance, human resources, and information systems. Movie Gallery, Inc. is the third largest video retailer in North America.

1.55 - 2.35

Tackling Tracking, Counterfeit Assets, Theft, Automation, Validation: A Business Case For RFID



John Kendall
President
Chipco International



John has been working with RFID technology for over a decade. He's involving the 5 major casino chain operators; Harrah's, MGM, Caesars, Mandalay Bay and Trump in all aspects of RFID functionality. John will discuss how he is successfully working with his partners on tracking, counterfeit assets, theft, automation and validation.

- Examining a company that has been embedding chips for 12 years
- Demonstrating that RFID Technology is possible in a given implementation
- Proving that RFID Technology is viable and verifiable in a given implementation
- Examining the 5 applications
- Tracking, Counterfeit Assets, Theft, Automation, Validation
- Understanding how to apply this knowledge to your organization

Mr. Kendall has been recently described in a business profile article as a "serial entrepreneur." This 55 year old executive is a graduate of the University of New Hampshire. His business career has spanned a wide variety of high tech and low tech enterprises. CHIPCO International is a leading manufacturer of gaming chips, and today supplies casinos all over the world with custom gaming products. CHIPCO has been involved with RFID since 1990.

2.35 - 3.05

Coffee, Refreshments And Opportunity To Visit The Exhibition Area

3.05 - 3.45

Reviewing The Current Status Of RFID And EPC Adoption: Lessons Learned By Early Adopters

Mike Wallace,
Director, Process & Package Development,
Abbott Laboratories



Mike has been working tirelessly with RFID in terms of the various mandates and forward thinking industry group programs that are in effect. He has a top-level broad understanding of how RFID and EPC are working, will work in the short term, and what this means to your long-term business.

- Enhancing the safety and security of the pharmaceutical supply chain
- Exploring the transition challenges from legacy processes and systems to RFID and EPC
- Discovering the larger potential for RFID and EPC
- Expiration-date management
- Product integrity
- Eliminate counterfeits
- Reviewing adoption challenges and early adopters innovative uses for RFID generated data

Mike has been with Abbott Laboratories since 1987. His primary focus as a Director in Research & Development is the management of new process and package development activities for the Ross Products Division. Today, in addition to his R&D responsibilities, Mike is co-chair of the Abbott Laboratories RFID working group. He is consulting with a cross section of groups across Abbott and the supply chain for pharmaceuticals and consumer packaged goods to prepare to implement this emerging technology.

3.45 - 4.25

Understanding The Current RFID Environment And Ensuring That You Are Working With An Investment That Ensures Return

Laurie Hernandez
Vice President
Hospira



Laurie has extensive knowledge of RFID applications through testing, application, re-testing, and re-application. She will take you through not only roll-out, but also re-thinking what you've done and rolling-out a second phase of your program with more success.

- Improving patient safety in hospitals (or your bottom line) by ensuring better identification of your product
- Learning from item level product coding
- Piloting alternative applications for item level coding
- Continuing to look forward in terms of item level identification and tracking

Laurie Hernandez is responsible for providing the strategic marketing direction to the various business units and for the global commercial branding of these businesses and the corporation. Hospira is a global specialty pharmaceutical and medication delivery company dedicated to Advancing Wellness TM by developing, manufacturing, and marketing products that help improve the safety and efficacy of patient care. Created from the global hospital products business of Abbott Laboratories, Hospira is a new company with 70 years of service to the hospital products industry.

4.25

Close of RFID Link 2004



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276 RFID Implementers attended our most recent RFID Link!

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- 5 Excellent opportunity to evaluate potential partners and form strategic alliances
- 6 Increased flow of traffic through the exhibition hall during breakfast, receptions and coffee breaks
- 7 The perfect environment for high quality lead generation

To receive more information about sponsorship or exhibition opportunities, call Joe Koskuba at 212.885.2778 or via email at jkoskuba@wbresearch.com. The event sold out last year and this year will be the same! Book now.

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All RFID Link attendees are entitled to a Room Rate of \$139.00 per night (plus tax). To secure reduced rates, please call the hotel at least four weeks prior to the conference and be sure to identify yourself as an RFID Link participant. We cannot guarantee the reduced rate after October 7, 2004. For reservations, call 214-720-5290.

Airline Information:



We have arranged special discounts with American Airlines. To take advantage of these special discounts, please call American Airlines Meeting Service Desk at 800-433-1790 and refer to reference number 17407 and identify yourself as an RFID Link participant. As our official carrier, American Airlines has provided us with the following discounts:

- 10% off the full published fare
- 5% off the lowest fares
- Book a ticket 60 days or more prior to departure with the above discounts and receive an additional 5% off the fare
- Meeting Zone Fares, with a one-night minimum, waiving the Saturday night stays and they are refundable with a fee

Conference Pricing

Fee includes continental breakfast, lunch, cocktail receptions and conference documentation.

	Qualified Retailers and Suppliers	Other*
A. Two Day Conference Plus RFID Exchange	\$2,398	\$2,998
B. Two Day Conference Only	\$1,699	\$2,099
C. RFID Exchange Only (Only open to retailers and suppliers)	\$699	N/A

*Includes: Any service provider to supplier/retail organizations - Including Software Vendors, Chip Manufacturers, RFID Enabled Manufacturing/Supply Chain/Retail/Warehouse/Enterprise Applications Providers, Middleware Providers, Systems Integrators, Technology Vendors, Solution Providers, Third-Party Logistics Providers, Consultants, or any third party vendors that partner with or provide services to manufacturers/retailers. Worldwide Business Research reserves the right to enforce the rate for non-manufacturers/retailers.

Team Discounts

Special Team Discounts are available. With multiple streams, high-level networking and so much information to be gained, the more members of your team that can attend, the more your organization will benefit. To accommodate this RFID Link 2004 offers you the following special team discounts:

Number of Attendees:	Discount Offered:
1st - 2nd	No discount
3rd - 4th	10%
5th - 6th	15%
7th plus	30%

* Please note that the above discounts only apply to Retailers and Suppliers and do not apply to sponsoring or exhibiting companies. No two discounts can be combined, subject to WBR approval.



Proven RFID. Investment protection. A commitment to open and interoperable standards that provide a clear technology migration path. That's Intermec Technologies Corp.

With years of experience installing complete RFID systems around the world, Intermec (NYSE:UNA) is committed to working with companies to make sure each implementation of RFID technology is successful, today and tomorrow. Intermec RFID products already are being used in a multitude of government and commercial applications around the world from manufacturing, food processing, security and logistics applications in the United States, to retail and logistics applications in Europe, to bio-hazard waste management in Africa and transportation systems in Japan. An active participant of EPCglobal Inc., Intermec supports open standards and global interoperability, ensuring companies' investment protection as RFID global standards continue to evolve. Intermec RFID systems are well-suited for a wide range of applications that include inventory and asset management, access control, compliance tracking, and personnel and vehicle identification. Intermec offers the broadest range of RFID hardware, software and implementation services, all compatible with adopted or emerging standards, ensuring interoperability and providing a clear technology migration path. Intermec has the world's widest range of UHF readers and tags systems, including systems certified for operation in the United States at 915 MHz and 2.45GHz, in Europe at 869 MHz (meeting narrow-band requirements) and in Japan meeting 2.45 GHz frequency regulations.



With over 15 years of logistics infrastructure experience, Savi Technology is the proven leader in building RFID networks that deliver real-time visibility, asset management, inventory optimization, and global supply chain security. Savi provides supply chain asset management, security and collaboration software that

is uniquely integrated with automatic identification and data collection (AIDC) systems to create scalable networks that enable a new generation of real-time logistics solutions.

Savi has more than a decade of experience implementing solutions around the world that have been proven to enhance operational efficiency and deliver substantial cost savings. Since the late 1990s, through investments in research, development and technology acquisitions, the company has designed and developed a networked software platform, Savi SmartChain™, for both the public and commercial sectors that's uniquely integrated with automatic data collection and identification systems to create RFID-based networks, including active tags and readers that deliver real-time supply chain management.



TrenStar's supply chain technology and services heritage has evolved into a pioneering RFID-enabled, "pay-per-use" model of mobile asset management designed to reduce transportation and operating costs for companies invested in containers that move raw materials, work-in-progress and finished goods through the supply chain. TrenStar's three-part asset management, logistics services and supply chain technology solution, integrating RFID and container tracking software, is offered to qualified clients for no up front cost. This solution is intended to benefit multiple companies in an asset-intensive industry participating in TrenStar's distinctive asset pooling operations. TrenStar and its affiliates focus on brewing, beverage, food, synthetic rubber, air cargo, healthcare and other asset-intensive industries. Scottish Courage Breweries, Carlsberg UK, Coors, Kraft and Burberry use TrenStar's products and services. Clients of TrenStar's affiliates include Ford, Toyota, ExxonMobil, DaimlerChrysler and Dow Chemical. Headquartered in Denver, Colorado and recognized as one of the top Denver-area software developers, TrenStar has offices in the United Kingdom, Australia and South Africa. TrenStar is privately held, and the primary shareholders are Trenchor Limited, The Carlyle Group and the Leede Companies. On the Net: www.trenstar.com



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Official RFID Association:



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