

FOX TROT II
OCTOBER 19TH - 20TH, 2006
CHICAGO, IL

Thursday, October 19th

8:00 am	Welcome & Program Introduction	<i>Mark Shannon</i>
8:15 am	How Do They See You and What Can You Do About It?	<i>Margo Jones</i>
9:30 am	BREAK	
9:45 am	Selling in the National Accounts Arena	<i>Frank Galifianakis</i>
11:00 am	CEU's in the Internet World	<i>Daniel Lopez</i>
12:00 noon	LUNCH	
1:00 pm	Market Segmentation for the A & D Rep.	<i>John Monoky</i>
2:45 pm	BREAK (downtime)	
5:00 pm	Depart for Merchandise Mart	
5:15 pm	Co-Marketing w/ Bentley Prince Street	<i>Catherine Minervini</i> <i>Mark Shannon</i>
6:30 pm	DINNER	<i>The Chopping Block</i>

Friday, October 20th

7:00 am	BREAKFAST	
8:00 am	The Porcelain Jungle	<i>Sergio Barro</i>
8:45 am	Glass in Today's Design Environment (Selling)	<i>Svend Hovmand</i>
9:15 am	Prove the Brand	<i>Laurie Lyza</i>
10:15 am	BREAK	
10:30 am	Selling in a Sustainable Environment	<i>Holley Henderson</i>
12:30 pm	Wrap Up/ Departure Message	
12:45 pm	LUNCH	
2:00 pm	Optional Architectural Boat Cruise	<i>Depart @ 1:45 pm</i>