

# Chart the Course for Success

AIM Showcase and Channel Forum  
February 25-27, 2007 ■ Tampa, FL, USA



## Keynote Speakers

Paul Chang, Worldwide Manager, Sensor & Actuator Strategy, IBM

Robert Cresanti, Undersecretary of Technology, US Department of Commerce

## Channel Forum Speakers

Brian Sherman, Executive Editor, *Business Solutions*

Tony Rubleski, President, *Mind Capture Group*

Bud Crouch, Principal, *Tecker Consultants*

## General Session Speakers

Chris Quilty, Senior Vice President, *Raymond James & Associates*

Dr. Gisele Bennett, Director, *Electro-Optical Systems Laboratory, Georgia Tech*

Douglas Farry, Managing Director,  
*McKenna Long & Aldridge Attorneys at Law*

Elliot Maxwell, CEO, *eMaxwell and Associates*

## Application Stories

Mark Pettigrew, *Huhtamaki Americas*

Shane Kelley, *VT Miltope*

Debbie Schumann, *Children's Medical Center Dallas*

Page Siplon, *Georgia's Maritime Logistics Innovation Center*

Jay Crowley, *FDA*

Thomas Werthwine, *Johnson & Johnson*

## Panel Moderators

Chuck Biss, VP, Verification Products, *Hand Held Products*

Brian Sherman, Executive Editor, *Business Solutions*

Mark Roberti, Founder and Editor, *RFID Journal*

## Sponsors:

### Platinum

**ScanSource**  
what's supposed to happen, happens.

### Silver

**LXE**  
**DATAMAX**  
A DOVER COMPANY

**PSC**  
**ONEIL**  
The Most Reliable Portable Printers.  
A DOVER COMPANY

### Bronze

**FEIG**  
ELECTRONICS

**HandHeld**  
PRODUCTS

**Savi**  
A Lockheed Martin Company

**PSION** **TEKLOGIX**

## Sunday, February 25, 2007

Noon—7:00 pm **Registration Desk Open**

5:00—7:00 pm **Welcome Reception**

6:00—9:00 pm **AIM NA Board Meeting**

## Monday, February 26, 2007

**Note that some of Monday's sessions run in parallel; we have color coded the sessions as noted.**

**Channel Forum**  
**Global Forum**

7:30 am—5:00 pm **Registration Desk Open**

Noon—5:30 pm **Exhibit Hall Open - Lunch and Breaks**

8:30—9:00 am **Get Ready to Set Sail - Continental Breakfast**

9:00—10:00 am **Opportunities and Challenges in the Healthcare Market**

Gain insights from a worldwide expert on the use of data collection in the healthcare sector as he defines the challenges and opportunities that are ahead for Automatic Identification and Mobility solutions in the life science field. Learn from his experience working with many global pharmaceutical and medical device companies to implement an automatic identification strategy to drive business value and comply with current and future regulatory requirements.

**Keynote Speaker:** Paul Chang, Worldwide Manager, Sensor & Actuator Strategy, IBM

10:00—10:30 am **Ten Things Resellers Need to Know to be Successful**

Tap the expertise of Business Solutions' executive editor Brian Sherman as he shares the top reasons leading resellers are able to increase sales and improve their business. Topics will include improving profit margins, exploring new technology offerings, and collaborating within the channel. Hear about the best practices other solution providers have followed to grow their businesses and reach new customers.

**Speaker:** Brian Sherman, Executive Editor, *Business Solutions*

10:00—10:30 am **Introduction to Privacy and Automatic Identification**

Headlines throughout the past 12 months continue to make information privacy a hot-button that every vendor and user of data collection technology needs to understand. Hear from a nationally recognized policy expert on the strategic issues involved at the intersection of business, technology and public policy in the automatic identification industry.

**Speaker:** Elliot Maxwell, CEO, *eMaxwell and Associates*

10:30—11:00 am **Power Break**

11:00—12:30 pm **Seven Secrets to Improve Your Marketing and Get More Sales**

Strengthen your marketing knowledge with this customized, interactive workshop packed with useful ways to make the most of your marketing dollars, improve your sales, and expand into new markets.

**Speaker:** Tony Rubleski, President, *Mind Capture Group*

11:00—12:30 pm **Hot Issues Round Table Discussions**

Leverage the changes occurring in our industry to your advantage. Sit down with AIM industry experts and discuss about what's in store for 2007 and ways to navigate the challenges. Topics will include standards, item level tagging, policy and security, the healthcare sector, and the international environment.

**Moderator:** Dan Mullen, President, AIM Global

**Facilitators:** Mike Lowry, *Lowry Computer Products* | Fraser Jennings, *Savi* | Chuck Biss, *Hand Held Products* | Mark Nelson, *Savi* | Tim Heffeman, *Symbol* | Tom Werthwine, *Johnson & Johnson*

12:30—1:30 pm **Lunch in the Exhibit Hall**

1:30—2:00 pm **The Future of Automatic Identification**

Listen as noted analyst for our industry gives a brief overview of where he sees the automatic identification industry headed and how the growth patterns could influence how and where you do business in 2007 and beyond.

**Speaker:** Chris Quilty, Senior Vice President, *Raymond James*

2:00—2:45 pm **Vertical Opportunities for Resellers – Where are the Opportunities?**

Discover new vertical market opportunities for your business. Join industry experts for direct advice on the opportunities and challenges presented by the healthcare, retail, UID, and other vertical markets. If you are looking to grow your business you can't afford to miss this session.

**Moderator:** Brian Sherman, Executive Editor, *Business Solutions*

**Panelists:** Peter Collins, *A2B Tracking* | Howard Finch, *Hand Held Products* | Jeff Tazelaar, *Lowry Computer Products* | Tom Werthwine, *Johnson & Johnson*

2:00—2:45 pm **Standards – Your Company Can't Live Without Them**

Cut through all the bureaucracy, acronyms, and procedures to get an executive view of the latest Automatic Identification standards at the international, national and application level. Understanding the current state and anticipated progress in these areas will be instrumental in positioning your company's products for future success. As only AIM can provide, you will hear directly from leaders in the most active standards bodies affecting bar code, 2D, RFID, RTLS, EPC, UID and conformance/performance standards.

**Moderator:** Chuck Biss, VP, Verification Products, *Hand Held Products*

**Panelists:** Chuck Biss | Craig Harmon, *QED Systems* | John Kessler, *Paxar*

#### 2:45–4:00 pm **How to Execute to Your Strategic Plan**

Based on the adage “Failure to plan is planning to fail,” it is critical in today’s business environment that you have established a clear strategic direction for your company. In a world that features faster, discontinuous change, identifying your business niche, long- and short-term goals, image/brand, and strategies is more important than ever. Join Bud as he educates you on:

- What a strategic plan is for a small company;
- What are key elements; and
- What are key challenges in implementing a strategic plan

**Speaker:** Bud Crouch, Principal, *Tecker Consultants*

#### 2:45–4:00 pm **Global Annual Meeting (Global Members Only)**

Follow up the morning’s issues roundtable with a discussion with the leaders of AIM Global. Engage the AIM Global leadership and express your opinions and interests on how the Association can best serve you, your company and the industry in the coming years.

**Speakers:** AIM Global Board of Directors and AIM Global Members

#### 4:00–4:30 pm **Proceed to Customs - Afternoon Break**

#### 4:30–5:15 pm **Connect the Market Trends to Your Business Plan**

Top industry analysts, representing different segments of the market, gather to share their insights and observations on the evolution of Automatic Identification, RFID and Mobility technologies. Get a realistic view of market data that you can apply to your company’s business plan for 2007 and beyond.

**Moderator:** Mark Roberti, Founder and Editor, *RFID Journal*

**Panelists:** Mike Liard, *ABI Research* | Jeffrey Kessler, *Lehman Brothers* | Chris Quilty, *Raymond James*

#### 6:00–9:00 pm **AIM Industry Awards Gala Reception and Dinner**

*(Business Attire Suggested)*

As the sun sets on Tampa Bay, join us for evening experience honoring you - the leaders and innovators of Automatic Identification and Mobility technology. Join your peers as we celebrate an exciting year of accomplishments; honor the recipients of the Dilling, Percival, Williams and Excellence in Journalism Awards, and look forward to great things in 2007. Tony Rubleski of *Mind Capture Group* will deliver an entertaining keynote – just for your enjoyment.

## **Tuesday, February 27, 2007**

#### 7:00 am–5:00 pm **RFID+ Fast Track Training**

Take advantage of this accelerated learning experience that lets you push the limits of efficiency to gain quality industry certification preparation training in record time. Attendees may stay to take the certification exam on Wednesday or receive a voucher to take the test at another time.

**Training Partner:** RFID4U

## **Automatic Identification in the Real World**

#### 8:30–9:30 am **Maintaining Competitiveness - How Technological Innovation Affects Global Commerce**

From the vantage point of leading the Department of Commerce, Technology Administration (TA), the morning’s keynote will provide a unique perspective about how technology is affecting global commerce. With the TA focused on the competitiveness and innovation of the U.S. technology industry and its contribution to America’s economic growth and global leadership, Mr. Cresanti is uniquely positioned to describe opportunities and challenges ahead for automatic identification technologies.

**Keynote Speaker:** Robert Cresanti, Undersecretary of Technology, *US Department of Commerce*

#### 9:30–10:30 am **RFID - Are you Emotionally Intelligent?**

Listen to different aspects of the discussion on radio frequency identification technology. As vendors tend to focus on the technical details and users on the application, it is also important to consider the emotional angle to RFID adoption. While you might have all of the technical “answers”, there could be an emotional angle to a solution that you cannot neglect.

**Speakers:** Dr. Gisele Bennett, Director, *Electro-Optical Systems Laboratory, Georgia Tech* | Douglas Farry, Managing Director, *McKenna Long & Aldridge Attorneys at Law*

#### 11:00–11:45 am **Huhtamaki Americas Reduces Human Errors/Saves Time**

Specialty packaging organization, Huhtamaki Americas is using bar code labels to manage inventory from receiving to shipping at three sites in North America with a fourth site implementation underway. Through the use of automatic identification technologies, they have been able to reduce headcount required to manage inventory, lower transaction costs, and provide more timely information while reducing working capital. From a food safety perspective, they are using a label printing system that allows them to eliminate human choice errors that could lead to incorrectly labeled food products.

**Speaker:** Mark Pettigrew, IT Project Manager

#### 11:45–12:15 pm **VT Miltope Gets UID Compliant**

*VT Miltope* is a leading U.S. manufacturer of computers and computer peripheral equipment for military, industrial, and commercial tactical and aviation applications that call for reliable performance in the most demanding environmental conditions. With decades of design and development experience, the company excels in the design, testing, and manufacture of equipment that meets the stringent standards of MIL-STD-810, MIL-STD-461, FCC Class B, RCTA DO-160 and IEEE 802.

Now *VT Miltope* can add another standard to that list - MIL-STD-130M. Listen as manufacturing engineer Shane Kelley details how the company has been proactive in meeting the stringent new requirements mandated under new Department of Defense unique identification (UID) policy. UID is mandatory for manufacturers of end item deliverables, contractors with government furnished property (GFP) and military depots and facilities with legacy items.

**Speaker:** Shane Kelley, Project Lead

#### 12:30–1:30 pm **Open Air Networking Lunch**

Enjoy the fresh air and sunshine of Tampa as you dine and network with the captains of industry and morning speakers. The stories have just begun.

**1:30–2:15 pm Children’s Medical Center Dallas Ensures Patient Safety**

Today, caregivers at *Children’s Medical Center Dallas* can view patient data such as allergies, height and weight on mobile handheld computers to provide instant access to medication administration information. Caregivers then use a series of bar codes placed on the patient wristband, labels on individually packaged medications, and their own ID badge to execute a system for medication administration that ensures the “5 Rights” in patient safety are met:

- The right patient receives
- The right medication at
- The right time in
- The right dose via
- The right route

By using a mobile and wireless solution, Children’s has not only streamlined the documentation of medical administration and tasks, but has effectively enhanced the entire continuum of patient safety.

**Speaker:** Debbie Schumann, RN, MBA, Group Manager, Information Systems

**2:15–3:00 pm Georgia’s Maritime Logistics Innovation Center Offers Real-Time Visibility to Ports**

Today in the state of Georgia, participating port and terminal operators will be able to provide customers greater levels of efficiency, real-time visibility and condition for containerized cargo, thanks to the efforts of the *Maritime Logistics Innovation Center* and its partnership with Savi and other leading technology providers.

From the vantage point of executive director of the innovation center, we hear more about the AIDC solutions being used for research and development efforts throughout Georgia’s industries that not only enhance the state’s role as a center of global commerce, but also offer significant benefits to the ports in their network.

**Speaker:** Page Siplon, Executive Director

**3:30–4:15 pm What the Industry Needs to Know about the Unique Device ID System (UDI) for Medical Devices**

Join *Johnson & Johnson* and a senior adviser for Patient Safety from the *Food and Drug Administration* as they talk about the Unique Device ID system (UDI) and how it might reduce medical errors, facilitate recalls and improve adverse event reporting. Implementing UDI would involve the creation of a “uniform, standard system of device attributes - which, when combined, would uniquely identify a particular device at the unit of use.” Gain insights from two perspectives on ways that the system might integrate automatic identification technologies such as bar code and RFID, and ways that our industry can support this effort.

**Speakers:** Thomas Werthwine, Manager, Data Standardization, *Johnson & Johnson* and Jay Crowley, Senior Advisor for Patient Safety, FDA

**4:15–4:30 pm Closing Remarks**

As the day winds down, we’ll recap what we’ve heard over the two days and make plans to network with peers at the reception that follows.

**5:00–6:30 pm Networking Reception**

Join us in a final toast to industry’s finest - all those who provided insights and advice about the automatic identification opportunities and challenges. Make plans now to follow up with the people you’ve met and navigate successfully in 2007.

**Committee Meetings**

8:30–9:00 am **Continental Breakfast**

9:00 am–Noon **RFID+ Training Exam**

9:00–5:00 pm **RFID Experts Group Meeting**

9:00 am–Noon **AIM Global Board Meeting**

**Exhibit Hall Hours of Operation:**

**Monday:** Noon–5:00 pm

**Tuesday:** 8:00 am–1:30 pm (during breaks and lunch)

**Sponsor Display Tables**

*Datamax/ONeil* | *FEIG Electronics* | *Hand Held Products* | *LXE* | *PSC* | *Psion Teklogix* | *Savi*

**Chapter Corner**

Visit the AIM Chapter corner to learn about the activities of AIM chapters around the world.

**Association Table**

*AIM Global* | *CompTIA* | *AIDC Technical Institute*

**Media Bins**

Thanks to our Media Sponsors - complimentary publications are available in the registration area.

**Research Sponsor:**

*ABI Research*

**Media Sponsors:**

*Business Solutions*

*Data Collection Online*

*Integrated Solutions*

*RFID Journal*

*RFID Product News*

*RFID Solutions Online*

*UID Journal*

*Vertical Systems Reseller*

**Brought to you by:**



125 Warrendale-Bayne Road, Suite 100, Warrendale, PA 15086 USA  
[www.aimglobal.org](http://www.aimglobal.org) | [www.rfid.org](http://www.rfid.org)



125 Warrendale-Bayne Road, Suite 100, Warrendale, PA 15086 USA  
[www.aim-na.org](http://www.aim-na.org)

# The AIM Showcase and Channel Forum

February 25-27, 2007

Renaissance International Plaza  Tampa, FL, USA



'07 AIM Annual Showcase

## Registration Form

Name on Badge:		
Title:		
Company:		
Address:		
City:	State/Region:	Zip/Postal:
Country:		
Phone:	Fax:	
Email:		

Registration Option	AIM Member	Non-member
Two-day Showcase Registration	<input type="checkbox"/> \$1195	<input type="checkbox"/> \$1395

Includes two full days of education, conference materials, exhibit access, and meals.

Note: Additional registration options are available. visit <http://showcase.aimglobal.org> or call 724-934-4470.

### Payment Options *Please indicate the form of payment (in U.S. currency only):*

Check # \_\_\_\_\_

Credit Card:     AMEX     MasterCard     VISA

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name (as it appears on card): \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

### Three Ways to Register

Online: Visit <http://showcase.aimglobal.org>

Fax: Print form and fax +1 724.934.4495

Mail: AIM NA, 125 Warrendale-Bayne Road, Ste. 100, Warrendale, PA 15086

### Hotel Information

Visit <http://cwp.marriott.com/tpaim/2007aimconference/> or call +1 813.877.9200

and ask to be included in the **AIM Meeting block**. Block is valid through February 1, 2007.

**Clear Form**