



## 2008 AeA National Executive Retreat

June 9-11, 2008

### Barton Creek Resort

8212 Barton Club Dr.

Austin, Texas 78735

## Conference Agenda

### Monday, June 9

re:ception

5:30 p.m.

**Conference Registration and Welcome Reception**

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7 – 9 .m.

**Opening Night President's Dinner**

### Tuesday, June 10

re:charge

7 a.m.

**Continental breakfast buffet**

re:marks

9:15 – 10 a.m.

#### **General Session**

Welcome and Opening Remarks

Chris Hansen, President & CEO of AeA

Keynote Address, "**How Technology is Revolutionizing Healthcare**"

Reed Tuckson, Executive VP and Chief of Medical Affairs, UnitedHealth Group

re:sults

10:25 – 12:00 p.m.

#### **Breakout Sessions**

##### **Track 1: Buying and Selling Companies**

###### **Preparing for the Sale**

Geralyn DeBusk, President, Halliburton IR

Bill Venema, Partner, Epstein Becker Green; Author,

The Strategic Guide to Selling Your Company: Lessons from a Veteran Deal Warrior

##### **Track 2: Creating Value in Your Company**

###### **How to Value and Protect Your Intellectual Property**

Karl Renner, Fish & Richardson, Washington D.C.

Ed Cavazos, Fish & Richardson, Austin

##### **Track 3: Maintaining Profitability**

###### **Managing Healthcare Costs**

Tom Quirk, CEO, UnitedHealthcare of Texas

Matt Robbins, Manager of Benefits, Sabre Holdings

Travis Sartain, Employee Benefits Expert, MHBT

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### Tuesday, June 10 cont'd

re:group

12 noon

#### **Networking Lunch**

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1:25 – 3 p.m.

#### **Breakout Sessions**

##### **Track 1: Buying and Selling Companies**

##### **Grooming Your Company to be an Attractive Acquisition**

[Reese Schroeder](#), Managing Director of Motorola Ventures

Bill Nay, Sr. Vice President, Bridge Bank

##### **Track 2: Creating Value in Your Company**

##### **Human Capital: Attracting, Retaining and Growing Talent**

[Richard A. Goldman](#), Chief Operating Office, Birkman International

##### **Track 3: Maintaining Profitability**

##### **Managing IT and Telecom Costs**

[Kevin DiLallo](#), Partner, Levine, Blaszak, Block & Boothby, LLP

[Keith Cook](#), Senior Consultant, TechCaliber Consulting, LLP

re:turns

3:25 – 5 p.m.

#### **Breakout Sessions**

##### **Track 1: Buying and Selling Companies**

##### **What it Takes to do a Successful Integration**

[John Koob](#), Principal, Global Leadership Team, Towers Perrin

##### **Track 2: Creating Value in Your Company**

##### **21st Century Marketing and Branding | The Age of Engagement**

Moderated by [Pam Watkins](#), VP of Business Strategy, M/C/C

Panelists:

[Kerri Lusk-Barnes](#), VP of Marketing, ShockWatch

[Jim Terry](#), VP of Account Services, M/C/C

[Mike Guillory](#), WW Marketing Communications Mgr, DLP Technology, Texas Instruments

Marketing to customers has radically changed in recent years. Gone are the days when companies define when, where and how customers engage with their messages. Customers are now in control, and they make those decisions for themselves. The challenge for marketers has changed from how to intercept customers to how to be intercepted by customers. This session will explore how companies are leveraging new strategies to embrace and engage customers and to utilize new communications channels from Google searches to blogs. Also, it will provide a checklist for creating positive customer experiences in this new age.

##### **Track 3: Maintaining Profitability**

##### **Executive Compensation: What's Your Exit Strategy?**

[John Ellerman](#), Managing Principal, Towers Perrin



## 2008 AeA National Executive Retreat

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### Dinner on your own in Austin

AeA will provide options for attendees to sample classic Austin venues for dinner and entertainment.

### Wednesday, June 11

re:charge

7 a.m.

### Continental breakfast buffet

re:wards

8:30 – 10 a.m.

### General Session

#### Human Capital: The ROI of Investing in a People Strategy

[Thomas O. Davenport](#) author and Principal, Towers Perrin

re: executive issues

10:30 – 11:30 a.m.

**Business Development:** Connecting Executives to create new business relationships. Sign up at registration for the group that's right for you.

re:nowned speaker

11:45 – 1 p.m.

### Lunch Program

[Reuben Steiger](#), Founder and CEO, Millions of Us; Co-creator of Second Life

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