

SESSIONS AVAILABLE

MONDAY, OCTOBER 27TH

- 1 ADM/ADP Joint General Session Welcome**
Herb Gordon, ADM President & CEO
- 2 President's and Chairman's Remarks**
Herb Gordon, ADM President & CEO
Chris Cummings, ADM Board Chair and CEO, Marquette Group
- 3 Keynote Speaker**
Tom McCarthy, Peak Performance Strategist
- 4 Publisher Speaker**
Scott Pomeroy, President & CEO, Local Insight Media
- 5 Workshop: The Art and Science of Search Engine Marketing**
Mike Marshall, Principal of North Carolina Search Engine Marketing Academy
- 6 Workshop: YP Research in a New Media World**
Stacy McWhorter, Sr. Account Executive-Client Services, Burke, Inc.

TUESDAY, OCTOBER 28TH

- 7 Welcome**
Herb Gordon, ADM President & CEO
- 8** Keynote Speaker**
Daniel Burrus, Technology Futurist & Business Strategist
- 9 National Advertiser Panel**
Moderator: Steve Pollyea, Retired VP-Marketing, Roto-Rooter Services
Panelists: Kristin Clark, Director-Media & Marketing Planning, Brinks Home Security
Jennifer Kielemeyer, Web & Emerging Technologies Strategic Marketing Manager, Belron US
Jim Saladin, Manager-Corporate Communications, Ferrellgas
Joseph Silva, Director of Marketing, DS Waters
Lisa Wellington, Sr. Manager-Marketing Planning, Midas International Corp.
- 10 IYP & Local Search Panel**
Moderator: Charles Laughlin, SVP and Managing Editor, The Kelsey Group
Panelists: Indevex; R.H. Donnelley/Dex; YELLOWPAGES.COM
- 11 Workshop: Building a Power Brand**
Tom Monroe, CEO & Chief Alchemy Officer, FKM
- 12 Workshop: Social Media Panel**
Moderator: Charles Laughlin, SVP and Managing Editor, The Kelsey Group
Panelists: BooRah; Center'd; Yellowbook
- 13 Workshop: What Yellow Pages Sales Reps Need to Know to Compete with Other Media**
Peggy Yervanian and Michael Gross, Principals, Paragon Media
- 14 Workshop: ADP Publishers' Partnering Strategies – Yesterday, Today & Tomorrow**
Moderator: Kathy Haynes, National Sales Manager, Valley Yellow Pages
Panelists: Bill Duggan, Sr. Vice President, Association of National Advertisers
Janice Lucente, Marketing Manager, Allstate Insurance Company
Patrick Marshall, Chief New Media Officer, Yellowbook
Sharon Sweeney, Executive Vice President, Nationwide Media

**Session 8 is only available for orders purchased on site. Post conference orders will not include this session.