



**September 27-29, 2004  
Boston, Massachusetts USA**

***THE* Conference Where Forecasting Professionals  
Converge to Share Knowledge and Ideas**



**Contributions from:**

- ✓ Berlex Laboratories
- ✓ Brooks Sports
- ✓ Cass Business School
- ✓ City of Mesa
- ✓ College of William and Mary
- ✓ Federal Reserve Bank of Boston
- ✓ Hewlett Packard Company
- ✓ International Paint
- ✓ J. R. Simplot Company
- ✓ Lamson & Sessions
- ✓ Oberto Sausage Company
- ✓ Oliver Wight Americas
- ✓ Pfizer, Inc.
- ✓ SAS
- ✓ University of Bath
- ✓ University of Tennessee
- ✓ The Wharton School
- ✓ and others



**September 27-29, 2004  
Boston, Massachusetts USA**

**THE unique event to:**

- ✔ **Learn best practices from leading forecasting practitioners**
- ✔ **Review the latest developments in forecasting research**
- ✔ **Exchange ideas and share knowledge about forecasting**
- ✔ **Network with forecasting professionals**
- ✔ **Discover how to improve your forecasting process with state-of-the-art software solutions**

In today's business environment, it's critical for forecasting professionals to **keep up with best practices, share experiences and learn** about the latest developments in forecasting. Recognized as *the* premier event for forecasting practitioners, **Forecasting Summit 2004** offers a unique opportunity to meet with and learn from fellow forecasters and world-class forecasting experts representing a wide range of industries and disciplines.

**Forecasting Summit 2004** is presented in cooperation with the **International Institute of Forecasters (IIF)**. The Summit provides a unique opportunity for forecasting practitioners to hear the renowned experts of the IIF share their forecasting research and insights. You will also learn from seasoned practitioners who, by sharing their real-world experiences, provide a perspective on forecasting that only comes from being "in the trenches."

**Forecasting Summit 2004** offers a variety of session formats—keynote presentation, seminars, tutorials, hands-on software sessions, case studies, practitioner presentations, open discussions and pre-conference workshops—so that you can **tailor the conference to meet your own needs**.

We hope you can join us in Boston in September.

---

**Keynote Speaker**

---



*Forecasting Summit 2004 is presented by Business Forecast Systems in cooperation with the International Institute of Forecasters*



**Dr. Jeffrey C. Fuhrer**, Senior Vice President and Director of Research at the Federal Reserve Bank of Boston, will present the keynote address entitled "*The Domestic Economic Outlook*." Dr. Fuhrer's presentation will set the stage for the conference, by providing a broad view of current economic conditions and an outlook of what lies ahead for the U.S. economy.

## Networking

- ✓ *Share real-world experiences*
- ✓ *Exchange ideas*
- ✓ *Connect with other forecasting professionals*

**Forecasting Summit 2004** is the ideal forum to meet with other forecasting professionals to share knowledge and ideas. In addition to offering "open discussion" sessions, which are designed to encourage active interaction among the attendees, the Summit provides several opportunities for networking:



Daily **breakfasts** and **luncheons**.



A **welcome reception** overlooking the spectacular Boston Harbor, featuring drinks and hearty hors d'oeuvres.



A **private wine and cheese social at the breathtaking New England Aquarium** which features an amazing 200,000 gallon "Caribbean Coral Reef" tank as its centerpiece—a unique place to unwind and socialize following the first day of the conference!



## Here's What Past Summit Attendees are Saying

*"Overall, I found the whole Summit to be three productive learning days. It opened my eyes about what other industries' styles of forecasting are and was a great forum for networking."*

*"The Summit is great for both beginner and experienced forecaster."*

*"I was very impressed with the breadth of content offered at the Summit—the variety of industries represented, strategic vs. supply chain topics and theoretical vs. practical presentations."*

*"Attending Forecasting Summit gave me the chance to get new perspectives that generate new ideas for me to become more effective as a forecaster."*

*"This is the first time I have attended a conference which is perfectly balanced in terms of technical and practical material and that will actually be useful in my job."*

*"Networking was an important part of the Summit because it allowed me to form relationships with people that are dealing with the same issues that I face."*

*"This is the best conference that I have ever attended."*

## Conference Sponsors

**ForecastPRO**

**DemandWorks**

**sas**

[www.forecasting-summit.com](http://www.forecasting-summit.com)



## Sales Forecasting Benchmarks and Best Practices

*Kenneth B. Kahn*  
Associate Professor of Marketing, The University of Tennessee

In this session, the results of an extensive benchmarking research program on sales forecasting practices are reported along with a framework for how managers can evaluate the sales forecasting process within their respective companies. This framework specifies four dimensions for sales forecasting—functional integration, approach, systems and performance measurement—with each of these dimensions having four levels of sophistication. Using this framework, a protocol for how to conduct a sales forecasting process audit will be discussed. Topics to be covered:

- ◆ Definition of the sales forecasting process
- ◆ Sales forecasting benchmarks
- ◆ Protocol for a sales forecasting process audit
- ◆ Industry examples of better, if not best, practices related to sales forecasting and demand planning management



## Presenting Forecasts to Management: The Good, the Bad and the Ugly

*Dr. Roy L. Pearson*  
Chancellor Professor of Business, College of William and Mary

Dr. Pearson illustrates that presenting forecasts to management requires the telling of a story—forecasts must be “sold” to the audience. If the audience doesn’t find the story to be believable and interesting, the forecast is not likely to be used or even remembered. This session focuses on the interpretation of forecasts and how they relate to company planning and covers key considerations about what information to show and how to show it.



## New Product Forecasting Considerations and Issues

*Kenneth B. Kahn*  
Associate Professor of Marketing, The University of Tennessee

Forecasting new products is different than forecasting established products. This session overviews key considerations and issues for how one might think about and approach new product forecasting—a difficult but necessary endeavor. Included in the presentation are industry benchmarks on the new product forecasting process and new product forecast accuracy.



## Panel of Experts: Meeting Forecasting Challenges

*Moderator: Dr. Len Tashman*  
Professor Emeritus, University of Vermont

This session gives you the opportunity to ask direct questions of a panel of internationally-recognized researchers and experienced practitioners in business forecasting. Here is a small sample of questions raised at the last Forecasting Summit:

- ◆ How do you effectively set up a forecasting team? Where is the best place for the forecasting function to reside—marketing, finance, operations?
- ◆ Our company is trying to work from a single forecast for all groups—marketing, sales, finance and supply-chain. Is this realistic? What are the pitfalls?
- ◆ Upper management supplies a sales target. How do you forecast to avoid a “self-fulfilling prophecy”?
- ◆ How can a forecaster avoid being blamed for the failure of product sales to meet plan?

Attendees will be given the opportunity to submit questions to the panel prior to the session.



## Neural Networks and Thick Modeling

*Professor Roy Batchelor*  
HSBC Professor of Banking & Finance, Cass Business School

Neural networks have a mixed reputation in forecasting. In large data sets of variables subject to complex interactions, neural networks have a lot to offer, and for that reason there has been intense interest in their application to financial forecasting problems—stock-picking, bankruptcy prediction and trader support. For smaller business data sets with less obviously nonlinear structure, it is unclear whether neural networks can add value. This session explains the principles of modeling with neural networks, illustrates these with applications from finance and business environments and reviews thinking on the combination of forecasts from sets of neural networks (and other forecasting systems), a process recently labeled “thick modeling.”



## How to Integrate Management Judgment with Statistical Forecasts

*Dr. Paul Goodwin*  
School of Management, University of Bath

Management judgment and statistical methods can bring complementary benefits to the forecasting process. For example, statistical methods are superior at finding patterns in large volumes of data, while management judgment can play a useful role in taking into account special events, such as promotion campaigns. This talk will first look at the biases associated with the use of management judgment in forecasting. It will then demonstrate a range of methods that are designed to allow judgment to play an effective role in improving the accuracy of statistical forecasts. These methods will include those which are intended to obtain reliable judgments from groups of managers and those which will detect and remove biases from judgmental estimates.

## Combining New Product Forecasting with Promotional Resource Estimation

*Sandy Balkin, Ph.D., Senior Manager, Global Market Analytics, Pfizer, Inc.*

*Yilian Yuan, Ph.D., Director, Marketing Analytics*

*David Jones, Ph.D., Practice Manager, Promotion Management*

*IMS Management Consulting*



Introducing a new pharmaceutical product is very expensive. Business planning and decision making require accurate forecasts based on the level of promotional support. In this session, a new product forecasting methodology integrating historical data from analogous products and expert opinion on the effect of market events is presented. In particular, we focus on the selection criteria for product analogues and market events, creation of a baseline forecast and various types of statistical models for forecasting and estimating promotional requirements.



## Intermittent and Lumpy Demand: A Forecasting Challenge

*Dr. John E. Boylan*  
Buckinghamshire Chilterns University College

Typically, a large percentage of stock-keeping units held by an organization will be demanded infrequently. These items are often important from a service perspective, but yield relatively little in sales volume, while requiring a large stock investment, with a high risk of obsolescence. In recent years, there has been a revival of interest in forecasting such demand; these research findings will be analyzed and their practical implications discussed, along with the results of Dr. Boylan’s recently completed two-year research program. The following areas will be covered:

- ◆ Categorizing demand patterns
- ◆ Croston’s method: its strengths and weaknesses
- ◆ Enhancements to the Croston’s method
- ◆ Alternative approaches, based on a “bootstrapping” approach
- ◆ Implications for accuracy, service levels and stock holdings

## One Forecast to Rule Them All: Forecast Collaboration Across Functional Silos

Emmet Jones

Senior Marketing Forecaster, Hewlett Packard Company



This session will examine how Hewlett Packard World Wide Ink Supplies is resolving the issue of what the "Plan of Record" is and how agreement is reached between its major functional organizations. Collaboration is essential since HP's Ink Supply Chain uses SAP while Supplies Marketing uses FIJI (Essbase). At issue are the short-term demand planning statistics used in SAP and the long-range consumer behavior causal model used by Marketing. The "Plan of Record" is passed to Finance for extending units into dollars. Discover how HP links the systems and people in five worldwide market regions and six global factories.

## Quieting the Non Value-Added Noise of Consumer Goods

Eric L. Kapinos

Director, Forecasting & Planning, Oberto Sausage Company



With many different channels of distribution, double-digit growth and a global supply chain, Oberto is a very noisy, demanding place in which to forecast. This session examines how SKU optimization, collaboration, sales force forecasting and system tools can be uniquely integrated to quiet the non value-added noise of a consumer goods environment. We will examine a quadrant analysis of demand variability and volume to determine the best way to maximize ROI from the forecast process/function.

Supporting a complex forecast and planning environment, the very lean team at Oberto has seen the results of their efforts—turn and service is up, while obsolescence is down.

## Focusing on the Future: Integrating Projections into Business Reports

Jason Jones, Ph.D.

Director of Business Analytics, Berlex Laboratories



Most business performance reports contain measures such as current month sales, moving annual totals and/or indicators of growth such as current versus prior year-to-date. A primary goal of these metrics is to help people develop a sense of the levels and trends in their marketplaces. The Business Analytics group at Berlex is in the process of placing baseline projections in almost every report business users have access to. Pervasive projections such as these do not replace the formal forecasting process, which involves a fair amount of intervention and expertise to impose unprojectable trend deviations. However, the projections are designed to:

- ◆ more reasonably indicate future performance than guessing or laying a ruler on a piece of paper,
- ◆ handle unnecessary math such as accounting for seasonality,
- ◆ provide projections with a granularity and speed not handled by the formal forecasting process,
- ◆ reinforce a focus on the future and what needs to be done to achieve objectives.

## From Judgment to Statistics: The Forecasting Evolution at Brooks Sports

Thomas Ross

Financial Analyst, Brooks Sports



Founded in 1914, Brooks Sports designs and markets a line of high performance running shoes, apparel and accessories in more than 80 countries worldwide. This presentation will discuss the evolution of Brooks' sales forecasting process—from a purely judgmental method to an integrated process utilizing time-series forecasting, event modeling and management judgment—and the impact it has had on product sales and corporate strategy.

## Statistical Forecasts: Review, Report and Improve

Rob Dhuyvetter

Management Science Analyst, J.R. Simplot Company



How can the effectiveness of statistical forecasts be improved? Learn how the formal review process used in the Food Group of the J. R. Simplot Company addresses this issue. This session describes the statistical forecasting process and investigates traditional and alternative accuracy measurements along with ways to utilize the results to improve the statistical baseline forecasts. We will explore systems developed to aid in the monitoring of forecasts along with triggers put in place to alert users if the gap between forecasts and actual sales is approaching unacceptable values. We will also discuss some of the difficulties encountered, how they were dealt with and some of the objectives that are yet to be achieved.

## Political and Practical Issues of Governmental Revenue Forecasting

Jamie Warner

Budget Director, City of Mesa



Forecasting revenues in a governmental environment has unique ramifications. In this session, some key issues will be addressed including:

- ◆ How can politics influence revenue forecasts as well as the different methods of revenue forecasting?
- ◆ What options are available for obtaining resources and acceptance from administrators and elected officials?
- ◆ What are the distinctions between short-range revenue forecasting (annual) versus long-range revenue forecasting (multiple years)?

## Bridging the Communication Gap Between Practitioners and Executive Management

Donald Tynes

Business Analyst, Lamson & Sessions



Forecasts need to be communicated to a nontechnical managerial staff in an understandable way which elicits a high level of confidence in the results. This presentation will give practitioners tools for communicating with an executive staff about the forecasting process and will focus on a major problem—measuring forecast error and the effect that forecast error has on customer service levels and excess inventory costs. A method which measures the financial impact of forecast error will be discussed that has a common-sense appeal to executives. It is much better suited for communicating error to senior management than are statistical measurements like M.A.D. or the Standard Error of the Estimate. These latter measurements are often very high when summed up at the product family level, leaving management with the unwarranted impression that the forecast is poor.

## Creating a Collaborative Forecasting Process

Olivier Gonzalez

Supply Supervisor, International Paint



Sustaining forecasting improvement in a rapidly changing environment is a challenge for any organization. The key objective is to create a collaborative process that facilitates the input of quality information and increases customer service. This session showcases the forecasting and planning process at International Paint—a division of AKZO NOBEL, the world leader in the manufacture and distribution of Marine and Protective Coatings—that has:

- ◆ facilitated the reduction of aggregate inventory,
- ◆ reduced the impact of aged and obsolete product and
- ◆ improved International Paint's ability to have the right product, in the right place, at the right time.

## Forecasting Seminar



*Dr. Len Tashman  
Professor Emeritus  
University of Vermont*

The Forecasting Seminar features education sessions on various forecasting approaches, detailing both how they work and how they are applied. Topics are presented using a combination of lecture and real-world examples drawn from a wide range of industries. Len consistently receives rave reviews for his ability to relate forecasting concepts to business practitioners and has received numerous awards for excellence in teaching.

**Don't miss out on anything at the main conference!** By attending the Basics of Time Series Forecasting pre-conference workshop, you can cover the majority of the Forecasting Seminar topics (all but Box-Jenkins and dynamic regression) prior to the main conference, giving you the freedom to attend other sessions during the main conference.

### Introduction to Business Forecasting

Properties of data ♦ Overview of methods ♦ Selecting an appropriate forecasting method

### Forecast Accuracy and Evaluation

Out-of-sample evaluation ♦ Error measurement statistics ♦ Findings from forecasting competitions

### Exponential Smoothing Models

Pros and cons ♦ The Holt-Winters family of models ♦ How the models work ♦ Parameter optimization ♦ Model diagnosis

### Event Models

Modeling promotions, strikes and other aperiodic events ♦ How and when to use ♦ How the models work ♦ Customizing event variables to best suit your needs

### Forecasting a Product Hierarchy

Data characteristics ♦ ABC (Pareto) classification of data ♦ Measuring accuracy across multiple time series ♦ Product vs. geographical hierarchies ♦ Top down vs. bottom up approaches ♦ Other reconciliation strategies ♦ Adjustment for seasonality ♦ The role of forecasting in DP and SCM

### Box-Jenkins

Pros and cons ♦ How and when to use ♦ Automatic identification procedures ♦ Differencing ♦ Model diagnostics

### Dynamic Regression (Parts I & II)

Pros and cons ♦ When to use ♦ The model building process ♦ Ordinary least squares ♦ Leading indicators ♦ Lagged variables ♦ Cochrane-Orcutt models ♦ Hypothesis testing ♦ Dummy variables

## Pre-Conference Workshops



**Basics of Time Series Forecasting**  
*Full-day workshop*

*Dr. Len Tashman  
Professor Emeritus  
University of Vermont*

This workshop provides an overview of time series forecasting, including a review of various forecasting models and how they are applied. For a detailed description of the topics covered, please see the sidebar on the left.



**Basics in Causal Modeling and Forecasting**  
*Full-day workshop*

*Charlie Chase  
Market Strategy Manager  
Applied Econometrics and Forecasting  
SAS*

This workshop will provide an overview of causal methods using time series data for forecasting, including a review of various causal forecasting models and how they are applied in real-world situations using actual data. Such methods as dynamic regression, ARIMA modeling with interventions and regressors and a new method gaining popularity known as Unobserved Component Models (UCM) will be covered. SAS tools/applications will be used to demonstrate the power of causal modeling and forecasting.



**Managing Uncertainty in Demand**  
*Full-day workshop*

*Colleen "Coco" Crum  
Managing Principal  
Oliver Wight Americas*

It's widely known that forecasts of demand are never 100 percent accurate. It's also known that a forecast, or demand plan, is a model, and as Einstein said, "All models are wrong, some are useful." This tutorial will focus on how to develop useful models of demand and how to manage uncertainty in the demand plan. Topics that will be addressed include: best practices of multiple view demand planning; the statistical forecast as one view in a multiple view demand planning process; monthly demand planning consensus process; performance measurements; tactics for determining and communicating uncertainty in demand; and methods for managing changes in demand plans. This tutorial will include hands-on breakout sessions to apply concepts that are presented.



**Forecasting Repeat Buying for New Products and Services**  
*Half-day workshop*

*Dr. Peter S. Fader  
Professor, The Wharton School*

Models of repeat buying lie at the heart of any model for forecasting a) the sales of a new frequently-purchased product, or b) the buying behavior of a firm's customer base. This workshop will focus on the development of simple models that can be used to generate aggregate-level and individual-level forecasts of repeat buying.

Part I of the tutorial introduces the "depth of repeat" framework, including its conceptual underpinnings, basic data requirements and its diagnostic capabilities. Part II focuses on models that can be used to make individual-level forecasts of buying behavior. In both parts of the tutorial, models that can be implemented entirely within Excel are developed, and the managerial diagnostics that arise from them are discussed.



**Forecast Pro XE Training Workshop**  
*Full-day workshop*

*Bob Leonard  
Corporate Trainer  
Business Forecast Systems, Inc.*

In this workshop, expert Forecast Pro instructors will lead you step-by-step through structured forecasting problems, giving you the chance to develop a thorough understanding of the features and capabilities of Forecast Pro XE in a hands-on computer lab setting. The workshop uses real-world examples, featuring data drawn from a wide range of industries. Topics include: data input/output; batch forecasting; exponential smoothing; Box-Jenkins; dynamic regression; event models; multiple level forecasting; and out-of-sample testing.



**Forecast Pro Unlimited Training Workshop**  
*Full-day workshop*

*Eric Stellwagen  
Vice President  
Business Forecast Systems, Inc.*

In this workshop, expert Forecast Pro instructors will lead you step-by-step through structured forecasting problems, giving you the chance to develop a thorough understanding of the features and capabilities of Forecast Pro Unlimited in a hands-on computer lab setting. The workshop uses real-world examples, featuring data drawn from a wide range of industries. Topics include: data input/output; batch forecasting; exponential smoothing; Box-Jenkins; weighting transformations; event models; multiple level forecasting; out-of-sample testing; command-line operation; and forecast collaboration.

## Monday, September 27, 2004

8:00 - 9:00 AM

Registration and Continental Breakfast

### Full-Day Pre-Conference Workshops (9AM - 5PM):

- ◆ Basics of Time Series Forecasting
- ◆ Basics in Causal Modeling and Forecasting
- ◆ Managing Uncertainty in Demand
- ◆ Forecast Pro XE Training Workshop
- ◆ Forecast Pro Unlimited Training Workshop

**Half-Day Pre-Conference Workshop (1-5 PM):** Forecasting Repeat Buying for New Products and Services

6:00 - 8:00 PM

Registration

7:00 - 9:00 PM

 **Welcome Reception Overlooking Boston Harbor** 

## Tuesday, September 28, 2004

7:00 - 9:30

Registration and Buffet Breakfast

8:00 - 9:30

**Breakfast Keynote: The Domestic Economic Outlook**

### Forecasting Seminar

### Tutorials and Perspectives

### Practitioner Presentations

9:45 - 11:00

Introduction to Business Forecasting

Sales Forecasting Benchmarks  
and Best Practices

Hewlett Packard

11:15 - 12:30

Forecast Accuracy and Evaluation

Presenting Forecasts to Management:  
The Good, the Bad and the Ugly

Oberto Sausage Company

12:30 - 1:30

Lunch

1:45 - 3:00

Exponential Smoothing Models  
(1:45 - 3:15)

New Product Forecasting  
Considerations and Issues

Berlex Laboratories

3:30 - 4:45

Event Models

Panel of Experts:  
Meeting Forecasting Challenges

Brooks Sports

6:45 - 8:45



**Wine and Cheese Social at the New England Aquarium**



## Wednesday, September 29, 2004

8:00 - 9:00

Continental Breakfast

### Forecasting Seminar

### Tutorials and Perspectives

### Practitioner Presentations

9:00 - 10:15

Forecasting a Product Hierarchy

Neural Networks and Thick Modeling

J.R. Simplot Company

10:30 - 11:45

Box-Jenkins

How to Integrate Management Judgment  
with Statistical Forecasts

City of Mesa

12:00 - 1:00

Lunch

1:15 - 2:30

Dynamic Regression Part I

Combining New Product Forecasting with  
Promotional Resource Estimation

Lamson & Sessions

2:45 - 4:00

Dynamic Regression Part II  
(2:45 - 4:30)

Intermittent and Lumpy Demand:  
A Forecasting Challenge

International Paint

Visit our Web site for detailed up-to-the-minute conference information. Schedule subject to change.

**www.forecasting-summit.com**

2004

# Forecasting Summit

**September 27-29, 2004  
Boston, Massachusetts USA**



### Attendee Information:

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

### Registration Fees:

#### Conference Sessions, September 28-29, 2004

One Attendee.....\$1,395

or

One Attendee with Early Bird Discount.....\$1,345

or

One Attendee with Team Discount.....\$995

Sign up 3 or more attendees *at the same time* and pay only \$995 per attendee.

Names of the other attendees must be listed below to receive this price:

#1 \_\_\_\_\_ #2 \_\_\_\_\_

I wish to bring a guest to the Welcome Reception and the Wine and Cheese Social at the New England Aquarium (\$25 guest fee).

Guest's Name: \_\_\_\_\_

**Plus** \_\_\_\_\_

#### Pre-Conference Workshops, September 27, 2004

Half-Day Workshop.....\$395

or

Full-Day Workshop.....\$595

Workshop Title: \_\_\_\_\_

*(you must indicate the workshop you plan to attend)*

**Plus** \_\_\_\_\_

### Payment Method:

Check or Money Order attached

Purchase Order attached (available for U.S. companies only)

Visa     MasterCard     American Express

Card # \_\_\_\_\_ Expiration Date: \_\_\_\_\_

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

*(Please fill out one form per attendee, copy if necessary)*

**TOTAL:** \_\_\_\_\_

**Code:** \_\_\_\_\_

### Venue

Forecasting Summit 2004 will be held at The Seaport Hotel, located on the spectacular Boston Waterfront. A reduced room rate is available through September 3, 2004. Call 877-732-7678 or 617-385-4000 to book your reservation and mention that you are attending Forecasting Summit 2004 to receive the reduced room rate. You may visit the hotel Web site at [www.seaporthotel.com](http://www.seaporthotel.com) for more information, but **you must make your reservation via telephone to receive the special rate.**

### Registration

Seats are limited. The conference registration fee is \$1,345 if payment is received by August 20, 2004 and \$1,395 after that date. Fee includes all sessions, conference documentation, breakfasts, luncheons and networking receptions. Team discounts are available. *Discounts may not be combined.*

### Substitutions/Cancellations

Personnel substitutions may be made at any time. The registration fee is fully refundable on cancellations made prior to August 27, 2004. Cancellations between August 27 and September 10 are subject to a \$195 administrative charge. Registrants who fail to attend or who cancel after September 10 are responsible for the entire conference fee. In case of conference cancellation, BFS liability is limited to refund of conference registration fee only. Program content subject to change

### To Register

Fax in this registration form or contact us at:

Forecasting Summit 2004

BFS - 68 Leonard Street

Belmont, MA 02478 USA

Phone: (617) 484-5050

Fax: (617) 484-9219

E-mail: [info@forecasting-summit.com](mailto:info@forecasting-summit.com)

Web: [www.forecasting-summit.com](http://www.forecasting-summit.com)

## **Past Summit Participants Include:**

American Italian Pasta Co. Krispy Kreme Doughnuts Sandoz Inc.  
Anheuser-Busch Cos. Lancaster University Sankyo Pharma, Inc.  
Aventis Behring Lane Ltd. Serono, Inc.  
Bell Canada Lifescan, Inc. Shell  
Benjamin Moore & Co. McNeil Consumer Healthcare Siemens  
Best Brands Corp. Merck-Medco Managed Care LLC Sigma Delphi Ltd.  
Blistex Inc. Milwaukee Electric Tool Corp. Sprint  
Briggs & Stratton Minnesota Timberwolves Standard Products Inc.

Brinks Home Security  
Bristol-Myers Squibb  
Capital One  
Carnival Cruise Lines  
City of Norfolk  
Coca-Cola Enterprises  
Colorado Springs Utilities  
ConEdison Solutions  
Duke University  
Everfast, Inc.  
Fantasy Diamond Corp.  
FedEx Services  
First Energy  
The Gillette Co.  
GlaxoSmithKline  
Global Insight

Harrah's Entertainment, Inc. Motorola St. Joseph Health System  
Heineken USA National Starch & Chemical Co. TAP Pharmaceuticals, Inc.  
Hertz New York Life Insurance Co. Taro Pharmaceuticals USA  
Hills Pet Nutrition, Inc. Norfolk Southern Corp. Tennant Co.  
Hobart Corp. Northrop Grumman Tilia, Inc.  
Honda R&D Co., Ltd. Ocean Spray Cranberries, Inc. T-Mobile USA  
Horizon Organic Dairy Palm, Inc. Tom's of Maine  
Hormel Foods Corp. Pepsi Bottling Group TransUnion LLC  
Hyundai Motor America Pergo, Inc. University of Connecticut  
Imation Corp. Ping Golf University of Massachusetts  
ISO New England Polaroid Corp. US Bureau of Labor Statistics  
Kissimmee Utility Authority Progressive Insurance Vista Bakery, Inc.  
Kohler Co. Puma North America Wells Fargo Home Mortgage  
KPMG Consulting Radio Shack Corp. Weston Bakeries Ltd.  
Kraft Foods Inc. Roche Diagnostics Wyeth-Ayerst Pharmaceuticals



## **Upcoming Event**

Forecasting Summit  
February 14-16, 2005  
Renaissance Orlando Resort  
at SeaWorld  
Orlando, Florida USA

## **Exhibitors**

Barloworld Optimus  
Demand Works  
Forecast Pro  
McConnell Chase Software Works  
Oliver Wight Americas, Inc.  
SAS  
StrataView



## **About the IIF**

The International Institute of Forecasters (IIF), a non-profit organization founded in 1981, has dedicated itself to developing, distributing and applying knowledge on forecasting.