



Forecasting Summit



The Conference Where Forecasters Converge to Share Knowledge and Ideas



Presentations from:

AMR Research	Oliver Wight
AstraZeneca	Seats, Inc.
Cass Business School	TransUnion LLC
College of William and Mary	University of Bath
Lucent Technologies, Inc.	University of Tennessee
Michelin Mexico	and others

Renaissance Orlando Resort at SeaWorld ♦ Orlando, Florida USA ♦ February 13-15, 2006



Welcome

With all the demands on your time, it can be difficult **to keep up with best practices, share experiences and learn** about the latest developments in forecasting. At the same time, it's critical to stay abreast of the field to improve your forecasting, learn new skills and advance your career. Recognized as *the* premier event for forecasters, **Forecasting Summit 2006** 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 2006 is presented in cooperation with the **International Institute of Forecasters (IIF)**. The Summit provides a unique opportunity for forecasters to hear the respected 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 2006 offers a variety of session formats—seminars, tutorials, 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 sunny Orlando in February!



THE unique event to:

- ⚡ Hear about best practices from leading forecasting practitioners and renowned experts
- ⚡ Learn new skills that will help you advance your career
- ⚡ Gain insights for dealing with real-world issues such as determining how to structure the forecast process, presenting forecasts to management and navigating the political waters
- ⚡ Exchange ideas and share knowledge about forecasting
- ⚡ Network with other forecasters



Forecasting Summit 2006 is presented in cooperation with the International Institute of Forecasters (IIF), a non-profit organization founded in 1981 which has dedicated itself to developing, distributing and applying knowledge on forecasting.

Networking

Forecasting Summit 2006 is the ideal forum to **meet with other forecasters** to share knowledge and ideas—our attendees tell us that making connections with other forecasters at the conference is one of the most valuable facets of the Summit. All Forecasting Summit sessions are designed to encourage active interaction among the attendees. In addition, the Summit provides several informal opportunities for networking including:



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



A **poolside reception sponsored by Forecast Pro** featuring drinks and hearty hors d'oeuvres on Tuesday evening. This tropical setting is perfect for socializing and chasing away the winter blues!



Here's What Recent Forecasting Summit Attendees are Saying

"The Summit provided me with a better understanding of what other companies are doing and what is possible. It was great that I could ask questions from each person who gave a presentation."

Stephanie Lambert
Bell Canada

"The Summit is valuable for making connections with key players in the field and bumping ideas off of others who can make intelligent suggestions and comments."

Steve Horne
TransUnion LLC

"While I am responsible for forecasting and planning, the Forecasting Summit brought me much needed information to do it better. The conference was very worthwhile—I'll be back."

Darwin Huber
Honeywell

"Finding out what I didn't know was helpful. This will give me targets for the development and direction of my team. I also learned a variety of methods for communicating with my internal customers."

Andrew Sarratt
Capital One Bank

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

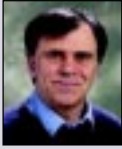
Ben Deyi, Merck & Co., Inc.

Sponsors

Forecast**PRO**[®]

Demand**Works**

sas[®]



Making the Best Use of Management Judgment in Forecasting

Dr. Paul Goodwin
School of Management, University of Bath

Management judgment can play an important role in improving forecast accuracy. For example, it can enhance the accuracy of statistical forecasts by taking into account the effects of special events, such as promotion campaigns. This talk will first look at the biases that are associated with the use of management judgment in forecasting. It will then demonstrate a range of methods that are designed to reduce or remove these biases. These methods will include those which are intended to obtain reliable judgments from groups of managers, those which will detect and remove biases from judgmental estimates and those which are designed to allow judgment to be effectively integrated with statistical forecasts.



Case Study: Consensus Forecasting at a Consumer Electronics Manufacturer

Dr. Rogelio Oliva, Associate Professor
Mays Business School

Forecasting biases and proposed mechanisms to avoid them, are well documented in the literature. When looking at corporate forecasting, however, it is rare to find processes that account for the social, political and economic pressures responsible for these biases. In this case study, you will hear how a company implemented a consensus forecasting process—incorporating input from product planning, sales, finance and operations. In describing the information gathering and sharing protocols, the meetings, and the feedback incorporated into this process, Dr. Oliva explicitly identifies how functional and individual biases are addressed. The resulting process increased the firm's forecast accuracy from 25% to 87% in fifteen months. The case study reveals forecasting as a social and political process, beyond the application of statistical models, and illustrates how coordination efforts affect the behavioral decision making of individuals.



Sales & Operations Planning (S&OP): The Keys to Success

Lora Cecere, Research Director
AMR Research

Whether your company already has a Sales & Operations Planning (S&OP) process in place or is considering implementing S&OP, you'll gain valuable insights at this session. Based on interviews with nearly 80 executives from a wide range of industries, this presentation reports on actual corporate experiences implementing S&OP, revealing the benefits these companies realized and the pitfalls to avoid. Topics addressed include:

- ✓ What are the business drivers that lead organizations to implement or improve S&OP?
- ✓ What organizational structure provides the best results?
- ✓ What are the bottom-line results from implementing S&OP?



In Search of "Forecastability"

Dr. Kenneth B. Kahn, Associate Professor of Marketing
University of Tennessee

Most companies continue to pursue forecast accuracy, as directed by senior management. This pursuit almost always begins with reviews of benchmark data—from both published and unpublished sources—to establish forecast accuracy standards. Their validity should be questioned, though, because it may not be possible to readily apply these benchmark standards across divergent market segments, company structures and industries. As a possible supplement to "external" forecast accuracy benchmarks, this session proposes an "internal" benchmarking methodology for consideration. Now in use by several companies, the methodology is based on the evaluation of the natural variability in demand data to provide a "forecastability" metric. Through use of case data, the methodology and its management implications are illustrated.



Forecasting Process Improvement: What Gets in the Way, and How to Overcome Those Barriers

Dr. Mark A. Moon, Director
Sales Forecasting Management Forum, University of Tennessee

Forecasters often know that they need to improve their processes. They are faced with uninterested salespeople, unhappy downstream forecast users, and senior managers who can't seem to understand why the numbers don't match up with their financial targets. In this session, we will first articulate some of the goals of forecasting process improvement—in other words, explore what's possible. Then, we will discuss some of the common barriers to achieving these goals and explore proven strategies for overcoming those barriers. Examples will be drawn from research with more than 400 companies, most of which have faced challenging obstacles to process improvement and many of which have overcome them, realizing impressive gains in forecast accuracy, reduction in costs and improvements in customer service.



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 leading researchers and experienced practitioners in business forecasting. Here is a small sample of questions raised at recent Forecasting Summit conferences:

- ✓ 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?
- ✓ How do you forecast to avoid a "self-fulfilling prophesy" when management supplies a sales target?
- ✓ How can a forecaster avoid being blamed for the failure of product sales to meet plan?



Creating Credible Forecasts: Some Tips and Tricks the Textbooks Don't Tell You

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

A forecast will not be used unless it has information the users need, understand and conclude is credible. This presentation describes some key issues and ways to resolve them in preparing credible forecasts. When causality matters, the selection of independent variables, their lags, accessibility and forecast error are important issues. Most businesses forecast for higher frequencies than annual, so seasonality and the role of dummy variables come into play. Beyond model selection, other components are critical for a credible forecast: describing the forecasting method chosen; explaining what the model says; presenting the forecast; and providing an assessment of the probable forecast error. Examples illustrate some common mistakes as well as recommended practices, derived from a variety of sources.



Neural Networks and Thick Modelling

Dr. Roy Batchelor, HSBC Professor of Banking and Finance
Cass Business School

Neural networks are now regularly used in many business applications including sales forecasting, inventory management and financial management. Recent competitions have shown that neural networks add value to conventional linear forecasting methods, and should be part of any forecaster's toolkit. Through a series of case studies, this session aims to demystify the process of forecasting with neural networks, illustrating their benefits and drawbacks for business users. Neural networks work best in a data-rich environment, while business forecasters are often constrained by a short time series or limited set of analogies on which to make predictions. However, "thick modelling" techniques—data bootstrapping, and model combining—can be used to exploit neural networks in many unpromising environments.

Overcoming the Pitfalls of the “Sales Force Composite” Forecasting Approach

*Dwight Thomas, Sr. Manager, Sales Forecasting Process Planning
Lucent Technologies, Inc.*



The Sales Force Composite forecasting approach is often cited as one of the most popular methods for supply chain forecasting, yet is also acknowledged to be one of the most unsatisfactory. This presentation identifies the strengths and weaknesses of this approach, suggests criteria to determine if a Sales Force Composite approach is appropriate, and proposes a number of solutions to avoid the classical pitfalls during deployment. Practical suggestions on the following will be included: overcoming bias; improving cycle time; using metrics effectively to drive forecast improvement; working with globally-deployed forecasting organizations; mitigating the inappropriate influence of sales targets on forecasts; motivating sales organizations to participate; collaborating with major customers; and integrating the approach into a robust S&OP process.

Forecasting Sales Based on Economic Indicators

*Steve Horne, Senior Manager, Market Research
TransUnion LLC*



For most companies, the overall state of the economy has a substantial impact on sales. In this session, you will learn about various methodologies for predicting sales of products or services based upon multiple economic indicators. The techniques that TransUnion uses to understand the relationship between product sales and the U.S. economy will be demonstrated. Basic approaches (such as intuitive charting and straight correlations), as well as more advanced techniques (such as Dynamic Regression and Neural Network models) for explaining the causal relationship will be reviewed. Finally, you will learn how to select the most predictive indicators and describe how changes to those indicators directly impact business.

Achieving Forecast Accuracy Across Multiple Product Lines

*Vicky Turgeon, Inventory Analyst
Seats, Incorporated*



Seats Inc. manufactures a wide array of seating for industrial, recreational, and transportation applications in addition to manufacturing self-propelled electric and gasoline powered vehicles. How can Seats schedule with any accuracy in a high product mix, low volume environment and maintain high inventory turnover while meeting customer lead times? Discover what Seats has learned by facing this challenge for 50+ years. Determining an accurate vehicle mix is critical, since each product has some unique qualities despite similarities. The presentation will discuss the issues encountered in creating the forecasts and review the development of integrated programs that link the forecasts to the master schedule, allowing the company to plan their build on a daily basis.

Case Study: Forecasting a Portfolio of Telecommunications Products

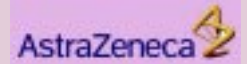
*Márcio Luzardo Webber, B2C Senior Planning Manager
Carlos Brandão, B2C Senior Planning Manager
Telemar*



As an innovation pioneer in the Brazilian telecom market—offering fixed, wireless, broadband and ISP services—Telemar’s financial goal is to optimize overall revenue and margins. This requires the company to consider the whole business and the telecommunications portfolio from a household point of view, accounting for particular trade-offs in terms of costs, product collision and traffic redistribution. Operating in this unified business structure requires Telemar’s to estimate both the “most probable” and ideal levels of market penetration for each product. In this context, Telemar forecasts traffic and market penetration in the retail market, using dynamic regression models and consolidating the results to provide forecasted revenue to support the budget cycle. In this session, you will hear how the company built an integrated simulation platform based in Excel to create consolidated forecasts for four classes of customers spanning more than 3,000 cities and 42 products.

Facing the Challenges of Merging Two Forecasting Groups: Practical Lessons and Principles Learned

*Anthony Lee, Ph.D., Senior Manager
AstraZeneca Pharmaceuticals LP*



Soon after the existing firms Astra and Zeneca merged to create the pharmaceutical firm AstraZeneca US, it became clear that a new forecasting environment was needed to support the new organization. This session will:

- ✓ Explain the stark differences that existed between the two pre-merger environments in terms of the processes, systems and organizations. For example, the forecasting process for one organization was ad hoc while the other was very structured and collaborative.
- ✓ Show how a solution was developed and integrated the two environments. To design that solution, the team first collaboratively developed a set of principles to serve as a guide.
- ✓ Discuss principles and lessons learned.

The principles established by the team are still relevant today, continuing to serve as a guide for ongoing improvements being made to the forecasting environment.

A Case Study in Collaborative Forecasting

*Mary Socorro Alonzo, Demand Planning & Supply
Michelin Mexico*



In the presentation, you will learn how Michelin Mexico has developed a collaborative forecasting process with one of its key mass merchandisers to improve planning. Michelin prepares a forecast for the client on a monthly basis, followed by a face-to-face meeting where the forecast is reviewed and adjusted. At these meetings, other important information is shared—including details of future promotions, new store openings and sell outs—which is factored into future forecasts. The success of this team effort has been dramatic—the merchandiser has progressed from having the worst fill rates to the best, prompting Michelin to begin implementing the model with eight other key clients.

Using Geographic Information Systems (GIS) to Forecast Customer Behavior

*Jack Kern, Director of Research
Archstone-Smith Trust*



Customers can behave in somewhat erratic, irrational ways, often with conflicting goals in mind. Using geographic information systems (GIS) and demographic and psychographic clusters, we can develop an understanding of probable markets and submarkets to assess the likely decision patterns customers will exhibit. This fast-paced, interactive session offers a glimpse into new tools which show visually the way customers think. As the principal researcher at one of America’s largest and most successful development companies—with operations in most states and products that cross traditional marketing boundaries—Mr. Kern will present new ways of understanding customer decision theory to help research professionals react to an ever-changing target.

Balancing Supply and Demand in a Rapidly Growing Company

*W.L. “Walt” Fuller III, Purchasing/Supply Chain Manager
Zinsser Co., Inc.*



Zinsser, a leading supplier of primers, wall coatings and related products for more than 150 years, has grown from \$10m in annual sales to nearly \$250m over the last fifteen years. Infrastructure and systems improvements were required to survive such rapid growth and, as with many companies, the improvements primarily focused on financial and order processing systems. With a strong sales and marketing mandate to always have product available in case of customer need, balancing supply and demand has been a continual challenge for the supply chain. In this session, you will hear about Zinsser’s journey as they have tackled these issues and their plans as they move forward.

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

Box-Jenkins

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

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

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
*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.



New Product Forecasting Tips and Tools
*Dr. Kenneth B. Kahn
Associate Professor of Marketing
University of Tennessee*

While new product forecasting is certainly a challenge, it should NOT be viewed as mysterious. This course introduces the concept of new product forecasting to demystify the topic and exemplify how systematic thinking and a process approach can be manifested to achieve meaningful new product forecasts. Accordingly, the course begins with a discussion of key issues and considerations that make new product forecasting unique from regular product forecasting. We then demonstrate qualitative and quantitative techniques that can be applied to the new product forecasting context using case studies and case data. The course ends with a discussion of company experiences and industry benchmarks for the new product forecasting process. Hands-on application and forecasting management will be emphasized throughout the course.



Managing Uncertainty in Demand
*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; consensus planning; tactics for determining and communicating uncertainty in demand; and methods for managing changes in demand plans. Behavioral issues in managing uncertainty in demand will also be covered. This tutorial will include hands-on breakout sessions to apply concepts that are presented.



Basics in Causal Modeling and Forecasting
*Terry Woodfield
Statistical Services Specialist
Educational Division
SAS*

This workshop provides 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.



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. The IIF organizes the "Tutorials and Perspectives" track at the main conference, including selecting the topics to be presented and recruiting qualified speakers to share their research and insights on these crucial forecasting subjects.

Monday, February 13, 2006

8:00 - 9:00 AM

Registration and Continental Breakfast

Pre-Conference Workshops (9AM - 5PM):

- ◆ Basics of Time Series Forecasting
- ◆ Managing Uncertainty in Demand
- ◆ New Product Forecasting Tips and Tools
- ◆ Basics of Causal Modeling and Forecasting

Tuesday, February 14, 2006

7:00 - 9:00 AM

Registration and Buffet Breakfast

8:45 - 9:00 AM

Welcome and Opening Remarks

Forecasting Seminar

Tutorials and Perspectives

Practitioner Presentations

9:00 - 10:15 Introduction to Business Forecasting

Making the Best Use of Management Judgment in Forecasting

Lucent Technologies, Inc.

10:30 - 11:45 Forecast Accuracy and Evaluation

Case Study: Consensus Forecasting at a Consumer Electronics Manufacturer

TransUnion LLC

11:45 - 1:00

Lunch

1:00 - 2:15 Exponential Smoothing Models (1:00 - 2:30)

S&OP: The Keys to Success

Seats, Inc.

2:45 - 4:00 Event Models

In Search of "Forecastability"

Telemar

4:15 - 5:15

Solutions Showcase

6:30 - 8:30 PM



Poolside Reception Sponsored by Forecast Pro



Wednesday, February 15, 2006

8:00 - 9:15 AM

Continental Breakfast

Forecasting Seminar

Tutorials and Perspectives

Practitioner Presentations

9:15 - 10:30 Box-Jenkins

What are the Barriers to Forecasting Process Improvement?

AstraZeneca

10:45 - 12:00 Forecasting a Product Hierarchy

Panel of Experts: Meeting Forecasting Challenges

Michelin Mexico

12:00 - 1:15

Lunch

1:15 - 2:30 Dynamic Regression Part I

Creating Credible Forecasts: Tips and Tricks

Archstone-Smith Trust

2:45 - 4:00 Dynamic Regression Part II (2:45 - 4:30)

Neural Networks and Thick Modeling

Zinsser

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

www.forecasting-summit.com



**Orlando, Florida USA
February 13-15, 2006**



Attendee Information:

Name: _____

Title: _____

Company: _____

Address: _____

City/State/Zip: _____ Country: _____

Phone: _____ Fax: _____

E-mail: _____

How did you hear about the conference? _____

**Registration Fees:
Conference Sessions, February 14-15, 2006**

**REGISTER BY
JANUARY 13, 2006
AND SAVE!**

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 _____

Pre-Conference Workshops, February 13, 2006

Workshop.....\$595

Workshop Title: _____ **Plus** _____

Payment Method:

- Check or money order attached
- Purchase Order attached (available for U.S. companies only)
- Visa MasterCard American Express

TOTAL: _____

Card # _____ Expiration date: _____

Signature: _____

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

Venue

Forecasting Summit 2006 will be held at the beautiful Renaissance Orlando Resort at SeaWorld. Reduced room rates are available through January 23, 2006. If booking a room online at www.renaissanceseaworld.com, enter FVSFVSA in the "Group code" box. You may also reserve a room by calling (407) 351-5555 or (800) 327-6677; make sure to mention that you are attending Forecasting Summit 2006 to receive the special rate.

Availability is limited, so please book your reservations early.

Registration

The conference registration fee is \$1,345 if payment is received by January 13, 2006 and \$1,395 after that date. Fee includes all sessions, conference documentation, daily breakfasts and luncheons, 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 January 14, 2006. Cancellations between January 14 and January 27 are subject to a \$195 administrative charge. Registrants who fail to attend or cancel after January 28 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 without notice.

To Register

Fax in this registration form or contact us at:
Forecasting Summit 2006
BFS - 68 Leonard Street
Belmont, MA 02478 USA
Phone: (617) 484-5050
Fax: (617) 484-9219
E-mail: info@forecasting-summit.com
Web: www.forecasting-summit.com

Past Participants Include

<i>AFLAC</i>	<i>DaimlerChrysler AG</i>	<i>Hyundai Motor America</i>	<i>Novartis Pharma</i>	<i>Siemens</i>
<i>Agilent Technologies</i>	<i>Deere & Company</i>	<i>Imation Corp.</i>	<i>Ocean Spray Cranberries, Inc.</i>	<i>Sprint</i>
<i>American Italian Pasta Co.</i>	<i>Discover Financial Services</i>	<i>Intel Corp.</i>	<i>Pacific Gas and Electric Co.</i>	<i>Standard Products Inc.</i>
<i>Anheuser-Busch Cos.</i>	<i>Duke University</i>	<i>International Paint</i>	<i>Palm, Inc.</i>	<i>Sterling Jewelers Inc.</i>
<i>Aventis US</i>	<i>eBay, Inc.</i>	<i>Kissimmee Utility Authority</i>	<i>Pepsi Bottling Group</i>	<i>Taro Pharmaceuticals USA</i>
<i>Bell Canada</i>	<i>Electrolux Home Care Products</i>	<i>Kohler Co.</i>	<i>Pergo, Inc.</i>	<i>T-Mobile USA</i>
<i>Benjamin Moore & Co.</i>	<i>Everfast, Inc.</i>	<i>KPMG International</i>	<i>Ping Golf</i>	<i>Tom's of Maine</i>
<i>Berlex Laboratories</i>	<i>FedEx</i>	<i>Krispy Kreme Doughnuts</i>	<i>Polaroid</i>	<i>TransUnion LLC</i>
<i>Best Brands Corp.</i>	<i>GlaxoSmithKline</i>	<i>Lancaster University</i>	<i>Progressive Insurance</i>	<i>Tyson Foods</i>
<i>Blistex Inc.</i>	<i>Global Insight</i>	<i>Lane Ltd.</i>	<i>Puma North America</i>	<i>University of Connecticut</i>
<i>Briggs & Stratton</i>	<i>Goodwill Industries</i>	<i>Lifescan, Inc.</i>	<i>Radio Shack Corp.</i>	<i>University of Massachusetts</i>
<i>Brinks Home Security</i>	<i>Harcourt Inc.</i>	<i>Marriott International Inc.</i>	<i>Roche Diagnostics</i>	<i>US Bureau of Labor Statistics</i>
<i>Bristol-Myers Squibb</i>	<i>Harrar's Entertainment, Inc.</i>	<i>McNeil Consumer Healthcare</i>	<i>Sandoz Inc.</i>	<i>Vista Bakery, Inc.</i>
<i>Brooks Sports Inc.</i>	<i>Heineken USA Inc.</i>	<i>Merck & Co., Inc.</i>	<i>Sankyo Pharma, Inc.</i>	<i>Wells Fargo Home Mortgage</i>
<i>Capital One</i>	<i>The Hertz Corporation</i>	<i>Milwaukee Electric Tool Corp.</i>	<i>SC Johnson</i>	<i>Weston Bakeries Ltd.</i>
<i>Carnival Cruise Lines</i>	<i>Hills Pet Nutrition, Inc.</i>	<i>Minnesota Timberwolves</i>	<i>Serono, Inc.</i>	<i>The Wharton School</i>
<i>City of Mesa, Arizona</i>	<i>Hobart Corp.</i>	<i>Motorola Inc.</i>	<i>Shell</i>	<i>Wyeth Pharmaceuticals</i>
<i>City of Norfolk</i>	<i>Honda R&D Co., Ltd.</i>	<i>National Starch & Chemical Co.</i>		
<i>Coca-Cola Enterprises</i>	<i>Honeywell Aerospace</i>	<i>New York Life Insurance Co.</i>		
<i>Colorado Springs Utilities</i>	<i>Horizon Organic Dairy</i>	<i>Norfolk Southern Corp.</i>		
<i>ConEdison Solutions</i>	<i>Hormel Foods Corp.</i>	<i>Northrop Grumman Corp.</i>		

Exhibitors

- ✓ *Demand Works*
- ✓ *Forecast Pro*
- ✓ *McConnell Chase Software Works*
- ✓ *Oliver Wight*
- ✓ *SAS*



Upcoming Conference

Forecasting Summit ♦ September 25-27, 2006
The Seaport Hotel ♦ Boston, MA USA