



FORECASTING SUMMIT:

***THE* Conference Where Forecasters Converge to
Share Knowledge and Ideas**



ACNielsen BASES
Amgen, Inc.
Coca-Cola Enterprises, Inc.
College of William and Mary
Comar, Inc.
Federal Reserve Bank of Boston
Hewlett-Packard
Nufarm Americas, Inc.
Oliver Wight
Osram Sylvania, Inc.
SAS
University of Bath
University of Tennessee
Warner Home Video
Wells Fargo Home Mortgage
and others

Boston, Massachusetts USA

**The Seaport Hotel
September 26-28, 2005**

www.forecasting-summit.com



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 2005** 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 2005 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 2005 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 Boston in September!



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 2005 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. 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.

Networking

Forecasting Summit 2005 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:



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



The Tuesday evening **reception sponsored by SAS**. As baseball fans are in the final throes of pennant fever, you can socialize and relax harborside while enjoying ballpark favorites, micro-brewed beer, cocktails and other treats.

Keynote



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.

Here's What Past 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

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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.



Organizational Politics of Forecasting: Strategies for Overcoming Bias in the Forecast Process

Dr. Elaine Deschamps, Senior Forecaster
Caseload Forecast Council, State of Washington

A technically sound forecast goes nowhere if it is not accepted by those in power, whether they are politicians or upper management. Often the forecast gets manipulated to satisfy political ends or meet targets and plans. This presentation addresses some common problems that organizations face—and provides strategies that allow the technically sound forecast to prevail over politics—including:

- ◆ How can we identify and eliminate bias in the forecast?
- ◆ How can we improve usability and acceptance of the forecast by those in power?
- ◆ Where should the forecasting function reside?
- ◆ How can we improve collaboration among players with conflicting interests?



Forecasting Support for the Supply Chain—How to Integrate Judgment and Statistical Forecasts Successfully

Dr. Robert Fildes
Professor, Lancaster Centre for Forecasting, UK

While valuable statistical baseline forecasts are often overridden by forecast managers, a controversial question remains—do these adjustments improve accuracy? Based on new supply chain data from ten companies, the Lancaster Centre for Forecasting has been studying the effects of combining statistical forecasts and managerial expertise. The results show how valuable an effective combination can be in improving accuracy, provided that a well-designed forecasting support system is in place. This session addresses the benefits that can be achieved by successful adjustment and describes how well-designed forecasting support systems can help ensure such benefits can best be achieved.



Forecasting Sales for New Consumer Packaged Goods: The Keys to Success

Jim Miller, Senior Vice President
Global Client Service, BASES

New products are key to the long-term success of consumer packaged goods manufacturers; however, the reality is that more than 80% of new product introductions end in failure. Sophisticated tools exist for understanding new product sales potential prior to introduction, and this tutorial will discuss the main components of a pre-market forecast, which ones have the greatest impact on sales volume and how marketers can control them to the benefit of their new product initiative. The discussion will focus on both consumer acceptance, as well as the execution of marketing plan elements such as advertising, distribution, promotion and in-store features and displays.



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.



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 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 prophesy?”
- ◆ 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.



Monte Carlo Simulation and Forecasting: Sound Principles for Risk Analysis

Dr. Sam O. Sugiyama
CEO, EC Risk USA & Europe

Financial analysis of the uncertain future is increasingly performed using Monte Carlo simulation software and Excel to capture variation in an organization's bottom-line. This session discusses what Monte Carlo simulation is, why it should be used and the role forecasting plays. Principles for construction of ad hoc Monte Carlo simulation forecasting components from any of the following forecasts are presented—ad hoc forecasts, time series forecasts and dynamic regression forecasts. The session also provides a road map for performing risk analysis using Monte Carlo simulation.



Nano-Forecasting: Tips and Techniques for Forecasting Short Time Intervals

Jay Mimmucci
Vice President, Consulting, Incoming Calls Management Institute (ICMI)

Call centers and other organizations that deal in “real time” environments have to be able to forecast down to days, hours, and even minutes. This session will focus on methods to successfully plan for these small time increments. Topics to be covered include the effect of time horizons on data cleaning techniques—accounting for the impact of the calendar on forecasts—and how to integrate reality with the theoretical assumptions inherent in queuing calculations. Participants will leave the session with action steps to help increase forecast accuracy for these crucial short time intervals.

Practitioner Presentations

Forecasting Consumer Needs: A Moving Target

Thomas Tileston

Executive Director of Data Management & Data Mining
Warner Home Video



In this session, Mr. Tileston will discuss the challenges of variable selection and model development for forecasting consumer demand of a high-tech, fashion item: the theatrical DVD. By evaluating consumer behaviors and product movement, certain assumptions can be made and then applied to a forecasting model to produce a reliable methodology for product planning and inventory analysis. For example, in order for Warner Brothers to expand its DVD category, it must know how and why consumers make particular movie selections. This session will examine the forecasting techniques, processes and applications that Warner Home Video uses to meet this goal.

Best Practices in New Product Forecasting in the Pharmaceutical Industry

Farong Li, Ph.D.

Director of Forecasting
Amgen, Inc.



The dramatic growth in the pharmaceutical industry has created high expectations by management to deliver robust and promising forecasts. This session will address the ever-growing challenges facing new product forecasters and review best practices for building and managing a new product forecasting function including how to:

- ◆ Create accurate expectations
- ◆ Build a realistic forecasting process
- ◆ Hire and train the best people
- ◆ Balance science-based methods with pragmatic solutions

A Beginner's Tour Guide to Forecasting: A Practitioner's View

Carmel Nadav, Ph.D.

Senior Forecaster, Forecasting & Capacity Planning
Wells Fargo Home Mortgage



A solid understanding of data characteristics, forecast requirements and goals is essential for efficiently achieving meaningful forecast results. The reality for practitioners, however, is that the number of statistical techniques and model specifications tested is inversely related to our understanding of these key factors. That is, the less we know the more likely we are to engage in multiple techniques and explore multiple models. This session will guide attendees from the "Why?" to the "How To" in demonstrating how to reduce the amount of wasted effort on the road to creating successful forecasts.

Implementing a Collaborative Demand Planning Process in a Business-to-Business Environment

Tom Sine

Sales Operations Manager
Comar, Inc.



Comar, a leading manufacturer of custom-molded, precision-made plastic and glass containers and components, operates in a challenging international market characterized by frequent new and replacement products. The company recently transformed its demand planning business process by incorporating sales intelligence, enabling cooperative planning with key customers and implementing statistical forecasting techniques. The objective was to improve forecast accuracy and as a result, facilitate better production, inventory and financial planning. This session describes how Comar has tackled these issues through a combination of new systems and business processes.

The World is Not Enough: Forecasting Consumer Products in Asia

Emmet Jones

Senior Marketing Forecaster
Hewlett-Packard

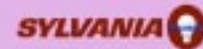


This case study illustrates the processes used to forecast and track performance of country-level shipments for a printer and ink cartridge in Asian countries from a regional and global view. A multi-dimensional, multi-causal consumer behavior model that outperforms some of the best statistical methods will be presented. The method uses primary market research on market share, consumer usage and printer life—as well as collaboration with local sales—to drive to the best-informed model and plan for the business. The process is also applicable to Europe and Latin America.

Integrating Market Forecasts into the Strategic Planning Process

Mike Borgos

Senior Market Research Analyst
Osram Sylvania, Inc.



In the light bulb industry, market share is highly stable while industry demand varies dramatically from year to year, making accurate industry forecasts by product category a critical component of the strategic planning cycle. The session reviews how Osram Sylvania generates market forecasts internally using dynamic regression methodologies. The challenge of selecting economic series for use as independent variables where the dependent variables are both volatile and highly irregular—as in the light bulb industry—will be addressed. The market forecasts are reviewed during in-house workshops in which senior executives consider competitive threats and opportunities, channel dynamics, technological innovations and pricing trends within the context of market expectations. The resulting sales forecasts are then measured against the market forecasts to provide a crucial reality check of anticipated market shares.

The Value of a Structured Forecasting Process

Joe Smith

Director, Forecasting and Promotional Effectiveness
Simon Clarke
Manager, Uniform Forecasting and Planning
Coca-Cola Enterprises Inc.



How has Coca-Cola Enterprises Inc. (CCE), the world's largest marketer, distributor, and producer of bottled and canned liquid nonalcoholic refreshment, designed its forecasting process? This session will focus on the creation and adoption of a structured forecasting process at CCE to drive accurate forecasts. The process is designed to foster disciplined internal collaboration among more than 2,000 forecasters in a highly volatile promotional environment. Learn how a large decentralized organization relies on structured process to productively manage user participation and improve accuracy.

Implementing a Comprehensive Forecasting and Planning System

Bill Steinke

Demand Manager
Nufarm Americas, Inc.



This session will present Nufarm America's experience in implementing Demand Planning (DP), Distribution Requirements Planning (DRP), and Sales and Operations Planning (S&OP) systems all at once. Topics to be covered include design of the database hierarchy to support the integrated forecasting and planning process, data preparation, rollout and training to super-users and the sales force, and performance measurements. Nufarm Americas, a growing agricultural chemical company, implemented integrated forecasting and planning to meet its customer service and cost goals for having the right products 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

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.



Sales Forecasting Audit: How You Can Audit Your Own Forecasting Processes

*Dr. Mark A. Moon
Associate Professor of Marketing
University of Tennessee*

In many organizations, sales forecasting is seen as a very tactical activity, often without a clearly defined process to give it significance and structure. After 25+ years of research, the Sales Forecasting Research team at the University of Tennessee has developed and articulated a vision of World Class Forecasting, and how it is a prerequisite to World Class Supply Chain Management. In this workshop, Dr. Moon will both detail that vision of World Class Forecasting, and provide participants with a set of tools that will allow them to audit the forecasting management processes at their own organizations. Topics will include:

- ♦ Forecasting as a management process
- ♦ Combining quantitative and qualitative forecasts
- ♦ How salespeople should contribute to the process
- ♦ How forecasting fits into an organization-wide Sales and Operations Planning (S&OP) process
- ♦ How to get from where you are today to where you'd like to be tomorrow



Basics in Causal Modeling and Forecasting

*Charlie Chase
Market Strategy Manager
Applied Econometrics and Forecasting
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.



Supply Chain Collaboration: Implementing CPFR®

*Ron Ireland
Managing Principal
Oliver Wight*

Many companies have discovered that a good Supply Chain Collaboration program can help to increase sales revenue and, at the same time, reduce operating expenses within the entire supply chain. This one-day class on CPFR® reviews, in detail, what it takes to start a Supply Chain Collaboration program. The class is based on the leading industry standard on collaboration—CPFR® (Collaborative Planning Forecasting and Replenishment). You will learn about the standard used by companies who have successfully created Supply Chain Collaboration programs. We will discuss why CPFR is important to your organization, what CPFR really is, and most importantly how to implement CPFR to improve your company's operational performance and strengthen its relationship with trading partners.



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.

Monday, September 26, 2005

8:00 - 9:00 AM

Registration and Continental Breakfast

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

- ◆ Basics of Time Series Forecasting
- ◆ Sales Forecasting Audit: How You Can Audit Your Own Forecasting Processes
- ◆ Basics in Causal Modeling and Forecasting
- ◆ Supply Chain Collaboration: Implementing CPFR®

6:00 - 8:00 PM

Evening Registration

Tuesday, September 27, 2005

7:00 - 9:30 AM

Registration and Buffet Breakfast

8:00 - 9:30 AM

Breakfast Keynote: The Domestic Economic Outlook

Forecasting Seminar

Tutorials and Perspectives

Practitioner Presentations

9:45 - 11:00

Introduction to Business Forecasting

Creating Credible Forecasts:
Tips and Tricks

Warner Home Video

11:15 - 12:30

Forecast Accuracy and Evaluation

Organizational Politics of Forecasting:

Amgen, Inc.

12:30 - 1:30

Lunch

1:30 - 2:45

Exponential Smoothing Models
(1:30 - 3:00)

Forecasting Support for the Supply Chain

Wells Fargo Home Mortgage

3:15 - 4:30

Event Models

Forecasting Sales for
New Consumer Packaged Goods

Comar, Inc.

4:45 - 5:45

Solutions Showcase

6:45 - 8:45 PM



Reception Sponsored by SAS



Wednesday, September 28, 2005

8:00 - 9:15 AM

Continental Breakfast

Forecasting Seminar

Tutorials and Perspectives

Practitioner Presentations

9:15 - 10:30

Box-Jenkins

Making the Best Use of
Management Judgment in Forecasting

Hewlett-Packard

10:45 - 12:00

Forecasting a Product Hierarchy

Panel of Experts:
Meeting Forecasting Challenges

Osram Sylvania, Inc.

12:00 - 1:15

Lunch

1:15 - 2:30

Dynamic Regression Part I

Monte Carlo Simulation and Forecasting

Coca-Cola Enterprises, Inc.

2:45 - 4:00

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

Nano Forecasting: Tips and Techniques

Nufarm Americas, Inc.

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

www.forecasting-summit.com



**Boston, Massachusetts USA
September 26-28, 2005**



Attendee Information:

Name: _____
Title: _____
Company: _____
Address: _____

City/State/Zip: _____ Country: _____
Phone: _____ Fax: _____
E-mail: _____

**Registration Fees:
Conference Sessions, September 27-28, 2005**

One Attendee.....\$1,395
or
 One Attendee with Early Bird Discount.....\$1,345
by August 26, 2005
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 _____

**REGISTER BY
AUGUST 26, 2005
AND SAVE!**

Pre-Conference Workshops, September 26, 2005

Workshop.....\$595
Workshop Title: _____
(you must indicate the workshop you plan to attend) **Plus** _____

Payment Method:

Check attached **TOTAL:** _____
 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)

Venue

Forecasting Summit 2005 will be held at **The Seaport Hotel**, located on the spectacular Boston Waterfront. **Reduced room rates are available through September 6, 2005.** Call 877-732-7678 or 617-385-4000 or send an e-mail to hotelres@seaport.com to book your reservation and mention that you are attending Forecasting Summit 2005 to receive the reduced room rate. You may visit the hotel Web site at www.seaporthotel.com for more information *but you must make your reservation via telephone or e-mail to receive this special rate.*

Registration

Seats are limited. The conference registration fee is \$1,345 if payment is received by August 26, 2005 and \$1,395 after that date. Fee includes all sessions, conference documentation, breakfasts, luncheons and networking reception. Team and academic 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, 2005. Cancellations between August 27 and September 9 are subject to a \$195 administrative charge. Registrants who fail to attend or cancel after September 9 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 2005
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

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



Upcoming Event

Forecasting Summit ♦ February 13-15, 2006

Renaissance Orlando Resort at SeaWorld ♦ Orlando, FL USA