



Conference and Preconference Agendas

Updated March 31

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RFID Journal LIVE! 2005

Real Users. Real Issues. Real Solutions.

April 10 to 12 • Sheraton Chicago Hotel & Towers

Sunday, April 10th

The EPC Developers Conference Sponsored by VeriSign													
10:00 AM	Registration and Continental Breakfast Mike McLaughlin, Senior Vice President, VeriSign												
10:30 AM	Welcome and Introduction												
10:40 AM	Overview of a Real-World Implementation: The innovators in this market will set the early standard for development of a comprehensive and forward-looking Solution Architecture. The cross company team that designed and implemented a full network-enabled solution will present the details of that implementation and the key business metrics they expect to impact.												
11:30 AM	EPCglobal: Update on Architecture and Standards												
12:15 PM	Break												
12:30 PM	Lunch and Keynote Address: Tom Kelley Tom Kelley is general manager of IDEO, a design consultancy specializing in innovation and product development. He has helped manage the firm as it has grown from 20 designers to a staff of over 350. IDEO's work has ranged from design of the Treo 180 to the TiVo remote control to TaylorMade golf clubs. IDEO worked on the Prada dressing rooms in its "epicenter" store in New York, which include RFID readers that provide product information.												
1:15 PM	Dessert, Coffee Break and Book Signing Tom Kelley will sign complimentary copies of <i>The Art of Innovation</i> .												
1:45 PM	Track Session Opening Remarks												
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%; text-align: left;"> Track 1: Technical Architecture for the Next Generation Supply Chain Solutions </th> <th style="width: 50%; text-align: left;"> Track 2: Building a Practical Roadmap for Supply Chain Process Evolution </th> </tr> </thead> <tbody> <tr> <td> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20px; vertical-align: top;">1:50 PM</td> <td> Data Management on a Distributed Network Effective management of distributed data requires a reliable, scalable central directory service. Based on the Internet's Domain Name System (DNS), the Object Naming Service (ONS) is used to locate information across the network using an EPC. 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3:30 PM	Break												
3:45 PM					--	--		Technologies for Securing the Networked Supply Chain Many of the practical security needs for sharing supply chain information can be addressed through current technologies. This session will provide a review of the proposed security recommendations and architectures that extend or can enhance network security.	Targeting Processes with the Greatest ROI Potential For market leading companies, RFID Pilots have transitioned from compliance to an ROI-driven plan that goes beyond the warehouse and the four walls of the enterprise. Learn examples of processes that benefit from enhanced visibility and automation delivered by RFID, and hear how businesses approach targeting these processes to satisfy expectations for ROI.		--	--	
4:30 PM	**Interactive Q&A**												
5:30 PM	**Closing Remarks.**												

Sunday, April 10th (continued)

Preconference Seminars

11:15 AM	General Session: RFID Basics Alan Thorne, Associate Director, The Auto-ID Lab at the University of Cambridge					
11:55 AM	General Session: RFID Business Benefits Mark Roberti, Founder and Editor, <i>RFID Journal</i>					
12:15 PM	Seminars continue in breakout rooms with working lunch					
	RFID Journal University (Understanding RFID technology) Presented in co-operation with The Auto-ID Lab – University of Cambridge	RFID in the Health Care Industry Sponsored by Unisys Presented in co-operation with the Healthcare Distribution Management Association	Investing in RFID	Packaging and Printing Presented in co-operation with the Packaging Machinery Manufacturers Institute	RFID in Commercial Aviation Presented in cooperation with Boeing and Airbus	Intellectual Property and RFID Presented in co-operation with the Intellectual Property Society
5:30 PM	Preconference Seminars end					

RFID Journal LIVE! 2005 Executive Conference

6:00 PM	Welcome Address Mark Roberti, Founder and Editor, <i>RFID Journal</i>
6:05 PM	Opening Keynote Address: The Role of Technology in Protecting the Homeland Tom Ridge, former Secretary of Homeland Security
6:55 PM	Welcoming remarks by Accenture , Cornerstone Sponsor of RFID Journal LIVE! 2005
7:00 PM	Opening Reception in Exhibit Hall (until 9:00 pm), Sponsored by Accenture

Monday, April 11th

7:30 AM	Continental Breakfast in Exhibit Hall							
8:30 AM	Welcome and Introduction Mark Roberti, Founder and Editor, <i>RFID Journal</i>							
9:00 AM	DOD Marches Toward Adoption Alan Estevez, Assistant Deputy Undersecretary for Supply Chain Integration, U.S. Department of Defense							
9:45 AM	The European RFID Experience John Clarke, Chief Technology Officer, Tesco							
10:30 AM	Refreshment break							
11:00 AM	The State of EPC Adoption Mike Meranda, President, EPCglobal US							
11:45 AM	Exhibit Hall opens Lunch served							
1:45 PM	Exhibit Hall closes							
1:50 PM	Breakout Sessions							
	TRACKS	Retailing Room 1 <i>Can RFID Reduce Out-of-Stocks?</i>	Manufacturing Room 2 <i>Compliance vs. Internal Benefits</i>	Supply Chain/ Logistics Room 3 <i>Case Study: BP Senses New Opportunities</i> Track Sponsors: Oracle and Intel	Business Case Room 4 <i>Live Request for Proposal</i> Track Sponsor: Deloitte Consulting	Technology Room 5 <i>RFID Standards Update</i>	Payment Systems Room 6 <i>MasterCard PayPass</i>	
2:30 PM		Movement from room to room						
2:40 PM	RFID in Focus: Sponsored Breakout Sessions							
	TRACKS	Symbol Technologies Room 1 <i>Realities of RFID in the Retail Supply Chain</i>	Zebra Technologies Room 2 <i>Steps to Reaping ROI in an RFID-Enabled Manufacturing Supply Chain</i>	Oracle and Intel Room 3 <i>RFID and Information Technology for Business Transformation</i>	Deloitte Consulting Room 4 <i>Moving Beyond the Mandates: Turning Costs into Benefits and Value</i>	SAP Room 5 <i>RFID: Enabling Adaptive Business Networks</i>	Sun Microsystems Room 6 <i>RFID Case Study: Air Transportation</i>	Intermec Technologies Michigan Room <i>RFID Pays Off for Metro</i>
3:20 PM		Refreshment break in Promenade						
3:40 PM	Breakout Sessions							
	TRACKS	Retailing Room 1 <i>EPC/RFID in Action at Best Buy</i>	Manufacturing Room 2 <i>Case Study: Conros Corporation</i>	Supply Chain/ Logistics Room 3 <i>Securing Global Trade</i> Track Sponsors: Oracle and Intel	Business Case Room 4 <i>Developing a Sound Business Case</i> Track Sponsor: Deloitte Consulting	Technology Room 5 <i>Managing RFID Data</i>	Payment Systems Room 6 <i>RFID in the National Football League</i>	
4:20 PM		Movement from breakout rooms to general session						
4:30 PM	The RFID Journey – Cracking the Code Lyle Ginsburg, Partner, Accenture							
5:15 PM	Welcoming remarks by IBM , Signature Sponsor of RFID Journal LIVE! 2005							
5:30 PM	Reception Sponsored by IBM (Exhibit Hall)							
6:45 PM	Dinner with Entertainment by Big Fun, featuring Jake & Elwood , Sponsored by IBM							

Tuesday, April 12th							
8:00 AM	Continental breakfast served in Exhibit Hall Hot breakfast served in sponsored breakout rooms						
8:00 AM	RFID in Focus: Sponsored Breakout Sessions						
	Printronix Room 1 <i>ROI in Solution Implementation, Lessons Learnt through Early Adopters</i>	Paxar Room 2 <i>Optimizing Smart Label Performance for Maximum ROI in Your RFID Process</i>	ObjectStore Room 3 <i>Implementing an RFID Data Infrastructure</i>	Power Paper Room 4 <i>The Benefits of Battery-Assisted Labels in Challenging Environments: Case Study Evidence</i>	Avery Dennison Room 5 <i>A Supply Chain Superhero: The Role of the 100% Readable Tag in the RFID Marketplace</i>	IBM Room 6 <i>Real World RFID: The Pragmatic Practical Steps to ROI</i>	
8:45 AM	Movement from breakout rooms to general session						
9:00 AM	Lessons Learned Simon Langford, Manager, Global RFID Strategy, Information Systems Division, Wal-Mart Mike O'Shea, Director-Corporate AutoID/RFID Strategies & Technology, Kimberly-Clark						
9:45 AM	Movement from general session to breakout rooms						
9:55 AM	Breakout Sessions						
	TRACKS Retailing Room 1 <i>Can RFID Reduce Retail Shrink?</i>	Manufacturing Room 2 <i>RFID as an Anti-counterfeiting Tool</i>	Supply Chain/Logistics Room 3 <i>RFID in Transportation</i> Track Sponsors: Oracle and Intel	Business Case Room 4 <i>Future Trends: RFID 5 Years Out</i> Track Sponsor: Deloitte Consulting	Technology Room 5 <i>EPC Tag Performance</i>	Case Studies Room 6 <i>RFID in Action: Beaver Street Fisheries</i>	
10:35 AM	Exhibit Hall opens Lunch served						
12:30 PM	Exhibit Hall closes						
12:40 PM	RFID in Focus: Sponsored Breakout Sessions						
	Manhattan Associates Room 1 <i>RFID Implementation in the Retail Value Chain</i>	Acsis Room 2 <i>RFID in Manufacturing – Gaining Value beyond Compliance</i>	Oracle and Intel Room 3 <i>RFID Best Practices: Putting the Pieces Together</i>	Deloitte Consulting Room 4 <i>Application and Data Architecture Cleanup for RFID Can Help ROI</i>	Texas Instruments Room 5 <i>Value, Volume and a New Vision of the UHF Gen 2 Supply Chain</i>	RedPrairie Room 6 <i>RFID Case Studies</i>	OATSystems Michigan Room <i>ROI from RFID: Case Studies</i>
1:20 PM	Movement from room to room						
1:30 PM	Breakout Sessions						
	TRACKS Retailing Room 1 <i>RFID: The Importance of Privacy</i>	Manufacturing Room 2 <i>Case Study: Michelin</i>	Supply Chain/Logistics Room 3 <i>Active Tagging in Iraq</i> Track Sponsors: Oracle and Intel	Business Case Room 4 <i>Pilot Results: RFID and the Logistics Service Provider</i> Track Sponsor: Deloitte Consulting	Technology Room 5 <i>Sharing EPC Data</i>	Case Studies Room 6 <i>RFID in Action: The Social Security Administration</i>	
2:10 PM	Movement from breakout rooms to general session Refreshments served in the Promenade						
2:25 PM	Deploying RFID in Commercial Aviation: The Boeing-Airbus Story Jens Heitmann, Senior Manager, System/Equipment Standardization Process and Methods, Airbus Kenneth Porad, Program Manager, Automated Identification Program, Boeing Commercial Airplanes Group						
3:10 PM	Closing Keynote: RFID and the Future of Business Paul Saffo, Research Director, Institute for the Future						
3:55 PM	Closing Remarks Mark Roberti, Founder and Editor, <i>RFID Journal</i>						

Sunday, 10 April: Preconference Speakers and Panelists

THE EPC DEVELOPERS CONFERENCES

Sponsored by VeriSign

10:30 AM

Welcome and Introduction | **Mark McLaughlin**, SVP, VeriSign

10:40 AM

Overview of a Real-World Implementation

Jeffery L. Wells, President & CEO, Franwell

Jean Pierre Emond, Ph. D., Professor, University of Florida

11:30 AM

EPCglobal: Update on Architecture and Standards

Bernie Hogan, Senior Vice President & Chief Technology Officer
Uniform Code Council (UCC)

TRACK 1

1:50 PM

Data Management on a Distributed Network

Michael Mealling, CEO & President, Refactored Networks

2:30 PM

Panel: Applying the Network Model for Data Sharing in the Supply Chain

John Radko, Chief Technology Strategist, GXS

Sanjay Sarma, Chief Technology Officer, OATSystems

Brian Tracey, Vice President, Engineering, GlobeRanger

Kenneth Traub, Ph.D., Chief Technical Officer, ConnecTerra

Moderator: **Kiran Dandekar**, Director of EPC Product Development,
VeriSign

3:45 PM

Technologies for Securing the Networked Supply Chain

Graham Gillen, Senior Product Manager, VeriSign

TRACK 2

1:50 PM

Enterprise Asset Management through

Network-level Information

Puneet Sawhney, Global Program Manager, RFID Program, CHEP

2:30 PM

Paul Strzelec, Director, EPC Services, VeriSign

Ann Grackin, CEO, ChainLink Research

Sean Campbell, Partner & Global RFID Leader, Distribution Sector,
IBM Business Consulting Services

Moderator: **Mark Roberti**, Founder and Editor, *RFID Journal*

3:45 PM

Targeting Process with the Greatest ROI Potential

Speaker to be announced

RFID JOURNAL UNIVERSITY

12:15 PM

Welcome and Introduction.

Alan Thorne, Associate Director, The Auto-ID Lab at the
University of Cambridge

12:30 PM

The Physics Behind RFID. **Alan Thorne**

1:15 PM

Live Demo: RFID in the Real World.

Alan Thorne, **John Eckhouse**, Contributing Editor, *RFID Journal*

1:45 PM

Legislation and Standardization In RFID. **Alan Thorne**

2:30 PM

Real-World Considerations. **Alan Thorne**

3:15 PM

Building An RFID Business Case.

Joseph Tobolski, Associate Partner, Accenture

4:15 PM

Building On RFID With The EPC Network. **Alan Thorne**

RFID IN THE HEALTH CARE INDUSTRY

12:20 PM

Welcome and Introduction.

Lisa Clowers, Senior Vice President, Industry Relations,
Healthcare Distribution Management Association

Todd Skrinar, Partner, Enterprise Transformation Services, Unisys

12:30 PM

Drug Pedigrees and the Shifting Regulatory Environment.

Scott Melville, Senior Vice President, Government Relations,
Healthcare Distribution Management Association

1:15 PM

RFID Costs & Benefits.

John Cass, Director of Operations,

RFID Research & Adoption, AmerisourceBergen

Bob Schwartz, Vice President Operations & Industry Affairs,
H. D. Smith Wholesale Drug

Moderator: **I. Mun**, Ph.D., Director, Bio-Medical Research
Aventura Hospital & Medical Center

2:15 PM

RFID in the Hospital Environment.

Daniel Engels, Ph.D., Director of Research, MIT Auto-ID Labs
I. Mun

3:15 PM

Panel: Creating an Electronic Pedigree.

Ronald (Ron) Bone, Senior Vice President Distribution Support, McKesson

Shabbir Dahod, President & CEO, SupplyScape

Gary D. Dolch, Ph.D., Executive Vice President,

Quality and Regulatory Affairs, Cardinal Health

Moderator: **Todd Skrinar**

4:00 PM

A Guide to a Successful RFID Deployment. **Todd Skrinar**

4:45 PM

Case Study: Purdue Tags Bottles.

Mike Celentano, Associate Director, Supply Chain and RFID Systems,
Purdue Pharma

Chuck Nardi, Information Officer, Commercial Systems, Purdue Pharma

Sunday 10 April: Preconference Speakers and Panelists continued

INVESTING IN RFID

12:15 PM

Welcome and Introduction

Mark Roberti, Editor, *RFID Journal*

12:30 PM

Panel: *The Startup Landscape*

Jeff Evanson, Senior Research Analyst, Equity Capital Markets,
Dougherty & Company

Edward Schneider, Director, Quan Ventures

Dave Shrigley, Partner, Sevin Rosen Funds

Moderator: **Bob Metcalfe**, Ph.D., General Partner, Polaris Venture Partners

1:30 PM

RFID in 2010

Daniel Engels, Ph.D., Director of Research, MIT Auto-ID Labs

Arno Penzias, Venture Partner, New Enterprise Associates

Sanjay Sarma, Ph.D., Chief Technology Officer, OATSystems
and Co-founder of The Auto-ID Center at MIT

Moderator: **Bob Metcalfe**, Ph.D., General Partner, Polaris Venture Partners

2:30 PM

Panel: *Startups vs. Incumbents*

Reik Read, Senior Research Analyst, Robert W. Baird & Co.

Rick Segal, Principal, J. L. Albright Venture Partners

Moderator:

Mike Hirshland, General Partner, Polaris Venture Partners

3:15 PM

Startup Strategies

Brian Ascher, Senior Principal, Venrock Associates

Terry Rock, General Partner, CenterPoint Ventures

Moderator: **Mike Laird**, RFID Practice Director,
Venture Development

4:15 PM

New RFID-Driven Business Models

William Colleran, Ph.D., President & CEO, Impinj

Stav Prodromou, CEO, Alien Technology

Piyush Sodha, General Manager/Vice President, RFID,
Symbol Technologies

Moderator: **Mike Laird**

PACKAGING AND PRINTING

12:25 PM

Welcome and Introduction

Ben Miyares, Vice President, Industry Relations, Packaging Machinery
Manufacturers Institute

12:30 PM

Panel: *RFID - The Package Is the Tag*

Richard Fox, President & CEO, Fox IV Technologies

Romona Jackson, Marketing and Commercial Manager,
Smart Packaging, International Paper

Bob Pernice, Director of RFID, Nashua Corporation

Larry Shutzberg, Vice President & CIO, Rock-Tenn Company

Moderator: **Ben Miyares**

1:30 PM

Panel: *Smart Packaging: Adding Value*

Stina Ehrensward, Vice President of Marketing, Cypak

Mike Haldane, Manager of Sales, Marketing & Alliances,

3M Integrated Packaging Management

Michael Petersen, Chief Operating Officer, Information Mediar

Moderator: **Chris Hook**, Wireless Technologies Practice Manager,
Deloitte Consulting

2:45 PM

Panel: *Solving the Antenna Problem*

Chuck Edwards, General Manager, Printable Electronics and Displays, Cabot

Michael Fein, Senior Engineer, Precisia

Steve Ludmerer, President, Parelec

Moderator: **Michael Kleper**, Professor,

Rochester Institute of Technology School of Print Media

3:30 PM

RFID as an Anti-Counterfeiting Tool

Robin Koh, Chief Strategy Officer, SupplyScape

Thorsten Staake, Anti-Counterfeiting Special Interest Group (SIG),
Auto-ID Lab St. Gallen/Zurich

4:30 PM

A Plan for the Future

Daniel Engels, Ph.D., Director of Research, Auto-ID Labs of MIT

RFID IN COMMERCIAL AVIATION

12:30 PM

Welcome and Introduction

Jens Heitmann, Senior Manager, System/Equipment Standardization
Process and Methods, Airbus

Kenneth Porad, Program Manager, Automated Identification Program,
Boeing Commercial Airplanes Group

12:45 PM

Understanding Commercial Aviation Industry Specifications: SPEC 2000

Ken Jones, Director, Electronic Data Standards, SPEC 2000,
Air Transport Association

W. David Meyer, LCD Manufacturing Program Manager,
Rockwell Collins

Facilitator: **Jon Andresen**, President, Technology Solutions

2:00 PM

Explaining Boeing and Airbus RFID Supplier Requirements

Jens Heitmann, **Kenneth Porad**

3:00 PM

FAA Certification and RFID Use on Commercial Airplanes

John Dimtroff, Electrical Engineer (Electromagnetic Effects), Avionic
Systems Branch, Aircraft Engineering Division, Federal Aviation Administration

3:30 PM

Pilot Program Progress and Findings

James (Butch) G. Ford, Ph.D., Manager, AOD Engineering Support,
Federal Express

Judy Harrison, Analyst, Engine Maintenance, Regulatory Compliance,
Delta Air Lines

Patrick F. King, Ph.D., Global Electronics Strategies, MARC,
Michelin America R&D

Moderator: **Mark Roberti**

4:15 PM

Deployment Strategies: The IT Framework

Jinan AbouShakra, President and CEO, CODEplus

Sunday 10 April: Preconference Speakers and Panelists continued

4:45 PM

Aviation Issues: RFID FAQs, Roll-Out Plans and Next Steps

Jens Heitmann

Kenneth Porad

Daryl Remily, Deputy Program Manager,

Automated Identification Program, Boeing Commercial Airplanes Group

INTELLECTUAL PROPERTY AND RFID

12:20 PM

Welcome and Introduction

Patrick Reilly, Partner, McDonnell Boehnen Hulbert & Berghoff

12:30 PM

International Standards and Patent Policies

Bradley J. Hulbert, Partner, McDonnell Boehnen Hulbert & Berghoff

1:00 PM

RFID Patent Update

Roger Stewart, Chief Technology Officer, Intellexflex

1:30 PM

Exploring a Patent Landscape

Patrick Reilly

2:00 PM

Developing a Strong RFID Patent Portfolio

Robert J. Irvine, Partner, McDonnell Boehnen Hulbert & Berghoff

2:30 PM

Patent Licensing & Negotiation Options

Steven G. Parmelee, Partner, Fitch, Even, Tabin & Flannery

3:15 PM

Minimizing Exposure to Patent Lawsuits and Defense

Patrick Reilly, CEO, Intellectual Property Society

3:30 PM

RFID Standards Bodies and IP Practices

William Colleran, Ph.D., President and CEO, Impinj

4:00 PM

Patent Pools

Patrick Reilly

4:15 PM

Open Discussion: How Serious is the RFID Patent Problem?

Discussion leader: **Roger Stewart**

Monday, 11 April: Speakers and Panelists

8:30 AM

Welcome and Introduction

Mark Roberti

9:00 AM

DOD Marches Toward Adoption

Alan Estevez, Assistant Deputy Undersecretary for Supply Chain

Integration, U.S. Department of Defense

9:45 AM

The European RFID Experience

John Clarke, Chief Technology Officer, Tesco

11:00 AM

The State of EPC Adoption

Mike Meranda, President, EPCglobal US

1:50 PM TRACK BREAKOUT SESSIONS

RETAILING Room 1

Panel: *Can RFID Reduce Out-of-Stocks?*

Bill C. Hardgrave, Ph.D., Director, RFID Research Center,

University of Arkansas

Simon Langford, Manager, Global RFID Strategy

Information Systems Division, Wal-Mart

Milan Turk, Director, Global Customer eBusiness, Procter & Gamble

Moderator: **Jonathan Collins**, Senior Editor, *RFID Journal*

MANUFACTURING Room 2

Panel: *Compliance vs. Internal Benefits*

Mike Bargmann, Senior Vice President and Chief Logistics Officer,

Wegmans Food Markets

Gary Cooper, Chief Technology Officer, Tyson Foods

Mark Engle, Senior Director IT, Campbell USA

Ed Matthews, Director Information Systems, Pacific Cycle

Moderator: **Ed Hess**, Executive Editor, *Integrated Solutions*

SUPPLY CHAIN/LOGISTICS Room 3

Track Sponsors: Oracle and Intel

Case Study: BP Senses New Opportunities

Ken Douglas, Technology Director - Sensory Networks, BP

BUSINESS CASE Room 4

Track Sponsor: Deloitte Consulting

Live Request for Proposal

Anthony Higginbottom, RF Implementation Leader, Deloitte Consulting

Patrick J. Sweeney II, CEO, ODIN technologies

Moderator: **Mark Roberti**

TECHNOLOGY Room 5

RFID Standards Update

Leigh Turner, Principal Scientist, UPM Rafsec

PAYMENT SYSTEMS Room 6

MasterCard PayPass

Murdo Munro, Vice President, Mobile/Wireless, MasterCard International

Monday, 11 April: Speakers and Panelists continued

2:40 PM SPONSORED BREAKOUT SESSIONS

SYMBOL TECHNOLOGIES Room 1

Realities of RFID in the Retail Supply Chain

Alan Melling, Senior Director, Business Development of EPC Solutions

ZEBRA TECHNOLOGIES Room 2

Steps to Reaping ROI in an RFID-Enabled Manufacturing Supply Chain

Matt Ream, Senior Manager, RFID Systems, Zebra Technologies

ORACLE AND INTEL Room 3

RFID and Information Technology for Business Transformation

Allyson Fryhoff, Vice President, RFID and Sensor-Based Services, Oracle

Tom Gibbs, Director, Strategy and Planning, Intel

DELOITTE CONSULTING Room 4

Moving Beyond the Mandates: Turning Costs into Benefits and Value

Chris Hook, Wireless Technologies Practice Manager, Deloitte Consulting

Ruchir Nanda, Manager RF Strategy and Implementation,

Deloitte Consulting

SAP Room 5

RFID: Enabling Adaptive Business Networks

Amar Singh, Vice President of Business Development, RFID, SAP

SUN MICROSYSTEMS Room 6

RFID Case Study: Air Transportation

Sam Liu, Director of RFID Product Management, Sun Microsystems

INTERMEC TECHNOLOGIES Michigan Room

RFID Pays Off for Metro

Brian McCarthy, Intermec Technologies

3:40 PM TRACK BREAKOUT SESSIONS

RETAILING Room 1

EPC/RFID in Action at Best Buy

Paul Freeman, EPC/RFID Program Director, Best Buy

MANUFACTURING Room 2

Case Study: Conros Corporation

Navin Chandaria, CEO, Conros

SUPPLY CHAIN/LOGISTICS Room 3

Track Sponsors: Oracle and Intel

Securing Global Trade

Noel Cunningham, Director of Operations and

Emergency Management, Port of Los Angeles

Dean Kothmann, Board Member, Innovative Trade Network

Barry Wilkins, Worldwide Director of Logistic Solutions,

Pinkerton Consulting & Investigations

Kelby Woodard, Director of Supply Chain Assets Protection,

Target and Secretary, International Cargo Security Council

Moderator: **Michael Wolfe**, Principal, North River Consulting Group

BUSINESS CASE Room 4

Track Sponsor: Deloitte Consulting

Panel: *Developing a Sound Business Case*

Randy Dunn, National Director, RFID Sales and Marketing,

ADT Security Services

Frank Lanza, Worldwide Director, RFID Solutions, Hewlett-Packard

Marc Linster, Ph.D., CEO, Avicon

Kenneth Mason, Partner, Global AIT Solutions, CSC

Moderator: **Erik Michielsen**, Director, RFID & Ubiquitous Networks,

ABI Research

TECHNOLOGY Room 5

Panel: *Managing RFID Data*

Jonathan Golovin, Ph.D., CEO, T3Ci

Martyn Mallick, Product Manager, iAnywhere Solutions

Chris Stephenson, Senior Vice President, Marketing and Alliances, Savi

Shashi Shekhar Vempati, Principal Architect - RFID, Infosys Technologies

Moderator: **Marco Ziegler**, Partner, Accenture

PAYMENT SYSTEMS Room 6

RFID in the National Football League

Jon Campbell, Director of Business Systems, Detroit Lions

Michael Richardson, President & Chief Operating Officer,

SMART System Technologies

4:30 PM (General Session)

The RFID Journey – Cracking the Code

Lyle Ginsburg, Partner, Accenture

Tuesday, 12 April: Speakers and Panelists

8:00 AM SPONSORED BREAKFAST BREAKOUT SESSIONS

PRINTRONIX Room 1

ROI in Solution Implementation, Lessons Learnt through Early Adopters
Timothy McGilloway, RFID Specialist, Printronix

PAXAR Room 2

Optimizing Smart Label Performance for Maximum ROI in Your RFID Process
Rick Bauer, Senior Director, RFID Technical Research, Paxar

OBJECT STORE Room 3

Implementing an RFID Data Infrastructure
John Trigg, Principal Product Manager, CEP, ObjectStore

POWER PAPER Room 4

The Benefits of Battery-Assisted Labels in Challenging Environments: Case Study Evidence
Gidy Weisglass, Director of Sales, Europe, Power Paper

AVERY DENNISON Room 5

A Supply Chain Superhero: The Role of the 100% Readable Tag in the RFID Marketplace
Stan Drobac, Vice President, RFID Applications, Avery Dennison

IBM Room 6

Real World RFID: The Pragmatic Practical Steps to ROI
Carey Hidaka, Executive Consultant, IBM Integrated Technology Services
Christian Riemann, Managing Consultant - Supply Chain Management, IBM Business Consulting Services

9:00 AM (General Session)

Lessons Learned

Simon Langford, Manager, Global RFID Strategy, Information Systems Division, Wal-Mart
Mike O'Shea, Director-Corporate AutoID/RFID Strategies & Technology, Kimberly-Clark

9:55 AM BREAKOUT SESSIONS

RETAILING Room 1

Panel: *Can RFID Reduce Retail Shrink?*
Anant Ahluwalia, Director, Replenishment and Corporate Systems, Hannaford Bros.
James Lee, Executive Editor, *Loss Prevention*
Mike Marquis, Eastern Zone Vice President of Loss Prevention, Limited Brands
Moderator: Jonathan Collins, Senior Editor, *RFID Journal*

MANUFACTURING Room 2

Panel: *RFID as an Anti-Counterfeiting Tool*
Anthony M. Miano, Executive Partner, S. G. Hart & Associates
Thorsten Staake, Project Manager, Anti-Counterfeiting Special Interest Group, Auto-ID Lab St. Gallen/Zurich
Mike Wallace, Director, Process & Package Development, Abbott Laboratories
Moderator: **Daniel Engels**, Director of Research, MIT Auto-ID Labs

3:40 PM TRACK BREAKOUT SESSIONS CONTINUED

SUPPLY CHAIN/LOGISTICS Room 3

Track Sponsors: Oracle and Intel
RFID in Transportation
Jim Hyslop, Vice President of New Business Solutions Development, Exel
Bob Nonneman, Industrial Engineering Manager, Corporate Engineering Group, United Parcel Service of America
Abbott Weiss, Ph.D., Senior Lecturer, Logistics and Supply Chain Management, Massachusetts Institute of Technology
Moderator: **Ann Grackin**, CEO, ChainLink Research

BUSINESS CASE Room 4

Track Sponsor: Deloitte Consulting
Panel: *Future Trends: RFID 5 Years Out*
Loek D'Hont, Chief Technology Officer, Sirit
Edward Gonsalves, Business Development Manager, Identification, Philips Semiconductors
David Meany, Executive Advisor, Retail Practice Internet Business Solutions Group, Cisco Systems
Tom Pounds, Vice President Corporate Development, Alien Technology
Moderator: **Christine Spivey Overby**, Principal Analyst, Forrester Research

TECHNOLOGY Room 5

EPC Tag Performance
Daniel Deavours, Ph.D., Director of Research, RFID Alliance Lab, University of Kansas

CASE STUDIES Room 6

RFID in Action: Beaver Street Fisheries
Howard Stockdale, Chief Technology Officer, Beaver Street Fisheries

12:30 PM SPONSORED BREAKOUT SESSIONS

MANHATTAN ASSOCIATES Room 1

RFID Implementation in the Retail Value Chain
Greg Gilbert, Director of RFID Solutions and Strategy, Manhattan Associates

ACSIS Room 2

RFID in Manufacturing – Gaining Value beyond Compliance
John DiPalo, Vice President of Technical Sales, Acsis

ORACLE AND INTEL Room 3:

RFID Best Practices: Putting the Pieces Together
Allyson Fryhoff, Vice President, RFID and Sensor-Based Services, Oracle
Chris Hook, Wireless Technologies Practice Manager, Deloitte Consulting
George Reynolds, Vice President, Tyco Fire and Security
Moderator: **Tom Gibbs**, Director, Strategy and Planning, Intel

DELOITTE CONSULTING Room 4:

Application and Data Architecture Cleanup for RFID Can Help ROI
Jim Duffy, Leader, RF Solutions Practice, Deloitte Consulting

Speakers and Panelists continued

TEXAS INSTRUMENTS Room 5

Value, Volume and a New Vision of the UHF Gen 2 Supply Chain

Tony Sabetti, Director, UHF Retail Supply Chain

REDPRAIRIE Room 6

RFID Case Studies

Royanna Chappell, Vice President, Product Marketing – RFID, RedPrairie

OATSYSTEMS Michigan Room

ROI from RFID: Case Studies

Marc Osofsky, Vice President, Marketing & Product Management,
OATSystems

1:30 PM BREAKOUT SESSIONS

RETAILING Room 1

RFID: The Importance of Privacy

Elizabeth Board, Executive Director, EPC Public Policy Steering
Committee, EPCglobal

Sandy Hughes, Global Privacy Executive, Procter & Gamble

Cédric Laurant, Policy Counsel, Electronic Privacy Information Center

Moderator: **Lori Denham**, Senior Vice President, Policy & Planning,
Retail Industry Leaders Association

MANUFACTURING Room 2

Case Study: Michelin

Patrick F. King, Ph.D., Global Electronics Strategies, Michelin America R&D

SUPPLY CHAIN/LOGISTICS Room 3

Track Sponsors: Oracle and Intel

Active Tagging in Iraq

Harry Meisell, Logistics Analyst, U.S. Army Office of the Program Manager,
Joint-Automatic Identification Technology

BUSINESS CASE Room 4

Track Sponsor: Deloitte Consulting

Pilot Results: RFID and the Logistics Service Provider

Jeremy Duddleston, Manager, WMS Implementations,
Contract Logistics – U.S., Kuehne + Nagel

TECHNOLOGY Room 5

Panel: *Sharing EPC Data*

Kiran Dandekar, Director of EPC Product Development, VeriSign

Stephen Miles, Team Leader, Web Services WAN SIG, Auto-ID Labs, MIT

CASE STUDIES Room 6

RFID in Action: The Social Security Administration

Matthew Anderson, Office of Supply and Warehouse Management ,
U.S. Social Security Administration

Jason Sellman, Analyst, U.S. Social Security Administration

2:15 PM

Deploying RFID in Commercial Aviation: The Boeing-Airbus Story

Jens Heitmann, Senior Manager, System/Equipment Standardization
Process and Methods, Airbus

Kenneth Porad, Program Manager, Automated Identification Program,
Boeing Commercial Airplanes Group

3:00 PM

Closing Keynote: RFID and the Future of Business

Paul Saffo, Research Director, Institute for the Future

3:45 PM

Closing Remarks

Mark Roberti

RFID Journal LIVE! 2005 presents a unique opportunity to network with other senior executives grappling with RFID deployment issues. The lists below represents a sampling of titles and company names from the several hundred people who have already registered for the event.

Company

3M Company
 Acer Incorporated
 ACNielsen
 Affiliated Inc
 Alliance Display
 AmerisourceBergen Corporation
 Anheuser-Busch
 APC
 Appleton
 AST Acme
 AstraZeneca PLP
 AT&T Government Solutions Inc.
 Bayer Healthcare Consumer Care Div.
 Bayer Material Science LLC
 BISSELL Homecare Inc.
 Booz Allen Hamilton
 Brass Eagle
 BT Americas
 CDW Corporation
 CenterBoard
 Charles River Ventures
 DuPont
 Engelhard Corporation
 Exelon
 Fast Heat Inc.
 Field Container L.P. Co.
 Gabelli & Co
 GE
 GE Consumer & Industrial
 GE Global Research
 General Mills
 GNCS
 Grosfillex
 Hamilton Sundstrand
 Hampton Products
 HBS
 Hoffmann-La Roche
 ICON Health & Fitness
 ICS Advantage LLC
 Ingersoll-Rand Security & Safety
 Inventory Handlers Inc.
 ITW Brands
 John Deere
 John Deere FoodOrigins
 Johnson & Johnson
 Kimberly Clark
 Kurt Salmon Associates
 Lancaster Colony
 Lexmark Int.
 Louisville Bedding Co.

Mallinckrodt Pharmaceuticals
 Masterfoods USA
 McIlhenny Company
 McKinsey & Company
 Mead Johnson Nutritionals
 Meadwestvaco
 Mercurius Investments
 MMA
 Navarre Corporation
 NEC
 Nestle Purina
 Newell Rubbermaid
 Northrop Grumman
 NRI Pacific Inc.
 NSRI (USA) Inc.
 Opportunity Investment Management
 Owens Illinois - Healthcare Packaging
 Packaging Corp. of America
 Pharm-up (1966) Ltd.
 Pratt Industries (USA)
 Procter & Gamble Pharmaceuticals
 R.C. Bigelow Inc.
 Radley Corporation
 Rieke Metals Inc.
 Rock Tenn - Alliance
 Roex Inc.
 Scott Paper Limited
 Scott Sheldon LLC
 Sears
 Siemens AG
 Speedydry - Genesis LLC
 State Farm Insurance Companies
 Tanimura & Antle
 Taylor Corporation
 Teleporto Adriatico
 Territorial Capital
 The Dow Chemical Company
 The Warehouse Group
 TimBar Packaging & Display
 Tudor Investment Corporation
 UBS Securities LLC
 Underwriters Laboratories
 Van Meter Industrial
 Vi-Jon Laboratories
 Washington Inventory Service
 Weider Nutrition
 Western Inventory Service
 Weyerhaeuser
 WorldWide Retail Exchange
 Yankee Group

Title

Associate Director
 Associate Project Director
 Association Director
 Business & Operations Manager
 Business Analyst
 Business Development Director
 Business Systems Analyst
 Business Unit Manager
 CEO
 Chairman and CEO
 CIO
 Computer Scientist
 Config. and Data Mgmt Lead
 Controller
 CTO
 Director Business Information Systems
 Director Distribution & Warehousing
 Director I/T
 Director Information Services
 Director of Business Development
 Director of Co-Managed Inventory IS
 Director of Distribution
 Director of Information Systems
 Director of Information Technology
 Director of Logistics
 Director of MIS
 Director of Operations
 Director of Supply Chain
 Director Product & Project Management
 Director Project Engineering
 Director RFID Research Center
 Director Strategic Alliances
 Director Supply Chain Innovation
 Director Supply Chain Svcs. & RFID Specialist
 Director: Product Technology/Development
 Distributed Solutions Consultant
 Distribution Manager
 Enterprise Architect
 Executive VP
 Finance Manager
 General Director
 General Manager
 General Partner
 Global Director-Collaboration
 Global Supply Chain Expertise Center
 Group IT Architect
 Group Logistics Program Manager
 IT Director
 Laboratory Manager II
 Lead - RFID Solutions
 Manager Distribution Services
 Manager E-Business Solutions
 Manager Logistics Information Systems
 Managing Director New Ventures
 Mgr Information Systems
 New Business Development Manager
 Packaging Engineer
 Packaging Research Scientist
 Practice Manager
 President
 President & CEO
 Process Improvement Specialist
 Product Development Engr. Manager
 Project Development Manager
 Project Manager - RFID Strategy
 RFID Director
 RFID Program Manager
 RFID Project Engineer
 RFID Project Lead
 RFID Technology Development
 RFID Technology Marketing Manager
 SAP Portfolio Manager
 SCM Practice Manager
 Sr Manager E-Business Solutions
 Sr Vice President
 Sr. Director Professional Services
 Sr. Manager - eBusiness Apps & Development
 Sr. Manager Packaging Dev & Technology
 Sr. VP Engineering
 Strategic Logistics Manager
 Supplier Development Mgr.
 Supply Network Strategy Mgr.
 V.P. Group Operations
 VP Operations
 VP - Advanced Technolgy
 VP - IT
 VP and General Manager
 VP Enterprise Technologies
 VP of Information Technology
 VP Technology
 VP Engineering
 VP of Assembly Operations
 VP of Operations
 VP of Research & Development
 VP Research and Development
 VP RMS Intelligence/Commun. Director
 VP Solutions Delivery
 VP Strategic Initiatives
 VP Supply Chain
 VP Western Region Sales

The following sponsors will be exhibiting the latest RFID technology at RFID Journal LIVE! 2005

Booth	Company		
307	Accenture	518	Mobiliam
723	Accu-Sort Systems	128	Motorola
208	Acsis, Inc.	224	NCR Corporation
118	Adaptive RFID, Inc.	122	NDSU Research & Technology Park
420	ADT Security Services, Inc.	511	OATSystems, Inc.
512	Alien Technology Corporation	413	ObjectStore
126	American RFID Solutions	513	ODIN technologies
810	Argent Group	620	Opportunity Investment Management, plc
127	AVANTE International Technology	108	Oracle Corporation
711	Avery Dennison - Retail Information Services	804	Paxar
519	Avery Dennison RFID	619	Philips Semiconductors
214	Avicon Technologies	617	Plitek L.L.C.
726	AWID	709	Power Paper/Power ID
811	Barcode Data Systems	820	Precisia/Flint Ink
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215	Catalyst International	505	Printronic
515	Checkpoint Systems, Inc.	622	PSC Inc.
226	CHEP	217	R4 Global Solutions
910	Cisco Systems, Inc.	705	RedPrairie
608	CODEplus	227	RF Code
812	Cognizant Technology Solutions	119	RFID Global Solution
113	Computer Sciences Corporation	112	Rieke Metals, Inc.
808	ConnecTerra, Inc.	516	RSI ID Technologies
906	Datamax Corporation	129	Rush Tracking Systems
416	Deloitte	132	Salient Corporation
131	Ekahau	204	SAMSys Technologies
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818	Escort Memory Systems	116	SATO America, Inc.
125	Flomerics Inc.	509	SAVI
317	Franwell Inc.	319	Secura Key
520	GlobeRanger	111	SeeBeyond Technology Corporation
517	Hewlett-Packard	324	Shipcom Wireless
613	High Jump Software, A 3M Company	418	SIRIT Inc.
621	Hitachi High Technologies America	609	SUN Microsystems
212	HK Systems	216	Sybase
321	IBM	713	Symbol Technologies
130	IDmicro, Inc.	626	T3Ci
313	Impinj, Inc.	326	TAGSYS, Inc
523	InFinID Technologies Inc.	316	Texas Instruments
423	Infosys Technologies	120	True Demand Software
813	Intermec Technologies	522	Unisys
612	International Paper - Smart Packaging	908	UPM Rafsec
807	The Kennedy Group	627	Venture Research
115	LogicaCMG	209	VeriSign, Inc.
213	Lowry Computer Products, Inc.	109	Weber Marking Systems, Inc.
821	LXE Inc.	814	webMethods, Inc.
718	Manhattan Associates	412	WFI, Logistics RFID Solutions
708	Markem	605	WJ Communications, Inc.
610	Miles Technologies, Inc.	419	X-IDENT-USA
		203	Zebra