



28 compelling
Pricing Sessions,
Networking and much more...

PRICING

Recover • Refocus • Reconnect

**21st Annual Spring Pricing
Workshops & Conference**

**May 5, 6 & 7, 2010
Intercontinental Chicago
O'Hare Airport Hotel**

Learn and network with the world's leading Pricing experts...

PPS Workshop Day – May 5th • PPS Spring Conference – May 6th-7th

www.pricingsociety.com/chicago2010

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Recover, Refocus, and Reconnect with Leaders in the Pricing Community – Chicago May 5-7, 2010

The Professional Pricing Society team and I are honored to be your hosts for the 21st Annual PPS Spring Conference. Our organization's main goal is to connect great pricing people with the strategies, tactics, tools and experts they need to improve profitability and enhance their careers. We have assembled an outstanding array of speakers and topics so that you can obtain the best practices, industry trends and advanced skills needed to raise your company's competitive position and bottom line.

The event program is outlined in the following pages. On Wednesday, May 5th, you have your choice of one of our five outstanding day-long **Certified Pricing Professional (CPP) workshops**. Whether you are relatively new to pricing and seeking more information about the **Fundamentals of Price Management**, or are experienced within the pricing discipline and are interested in more advanced **Quantitative Methods**, there is a full-day workshop designed for your needs. Additional workshop options are centered on **Strategies & Tactics for Profitable Growth** and **Measuring & Managing Pricing Effectiveness**. Finally, per PPS Member demand, we will also offer a workshop on **Consumer Pricing** which will be especially geared for those who seek approaches to managing uncertainties in B2C markets.

The Conference continues on May 6-7th with a strong variety of keynote addresses, expert opinions, interactive sessions and practitioner success stories all geared towards applicability in today's market conditions.

We are very pleased that **Tom Nagle**, author of the new 5th edition of **The Strategies and Tactics of Pricing**, will open our conference sessions with a discussion on how your company can leverage its advantages for higher profits, not just sales. Tom's decades of pricing expertise make this a "must-see" presentation. Our other opening day keynote addresses feature speakers with very strong backgrounds in the pricing community: **Dick Braun**, Corporate VP of Strategic Pricing with **Parker Hannifin**, and Michael Calogridis, author of **Practical Pricing**, which is based on his experiences as a Pricing Manager.

18 breakout sessions are split into three groups – pricing practitioners, pricing experts, and tools & techniques – on the afternoon of May 6th and the morning of May 7th. These interactive sessions will cover the gamut of pricing topics, from analytical methods and sales team partnerships to pricing process transformations and proven segmentation policies, so that you will be armed with the knowledge necessary to make your pricing practices world class.

Also per our members' requests, our closing addresses on May 7th will feature highly successful pricing practitioners. **Steve Haggett** and **Stephan Liozu** will discuss opportunities that relate to your business by sharing their unique experiences and insights.



THE PPS EXECUTIVE TEAM: (left-right) Chris Buckingham, Vice President of Sponsor Relations; Katrese Phelps, Vice President of Membership; Kevin Mitchell, President; Julie R. Martin, Director of Certification and Education; Fabricio J. Lopez, Vice President of Marketing.

Sincerely,

Kevin Mitchell, President,
Professional Pricing Society

Join us!

PPS: The Voice of the Pricing Profession

PPS carries on a long tradition of perseverance and dedication to the global pricing community. More than 25 years ago, Our Chairman and Founder Eric Mitchell officially created The Professional Pricing Society (PPS) to connect pricing practitioners, experts, and solution providers.

The Voice of the Pricing Profession: Since 1984 PPS has been the voice and soul of the pricing profession; today, we continue to focus on bringing the pricing discipline's foremost thought leaders to our conferences, workshops and online courses, so our members can gather for learning, networking and sharing experiences. Now pricing people can advance their knowledge from anywhere in the world.

PPS live events are the place where the pricing community comes together. In addition to world-class training and events, PPS also provides access to the most valuable print and online resources in the pricing field. We publish the monthly Pricing Advisor Newsletter and the quarterly Journal of Professional Pricing, covering the latest topics and expert advice in the field.

After all the changes and growth over the decades PPS remains independent, unaltered, unbiased and true to our original mission – we are solely dedicated to nurturing the ever-growing community of pricing professionals.

The most trusted resource in the pricing world:

The PPS network today includes 3,500 active members worldwide from more than 500 leading companies in 60 countries. PPS is widely recognized as the Home of Pricing.

Currently, PPS produces three major annual pricing conferences in Europe and North America. Each conference assembles the finest specialists in the

world to deliver the latest best practices, innovative trends and strategic skills in the pricing field. PPS also offers multiple full day training workshops every year, taught by leading pricing principals and academics.

CPP – A mark of distinction for pricers worldwide:

The workshops created the foundation for the Certified Pricing Professional (CPP) designation, a multi-stage training curriculum designed to support, educate and elevate the global pricing professional. The CPP program has grown to become a mark of distinction for pricers worldwide improving their knowledge and careers.

To address today's changing world, our website www.pricingsociety.com continues to serve as the leading source for online resources, articles, whitepapers, and on-demand webinar recordings for members. The PPS website also houses the world's largest pricing library, with over 600 articles written by pricing experts and thought leaders, as well as a jobs center where members can post or browse through career opportunities exclusive to the pricing industry.

PPS is all about Pricing all the time, wherever you are in the world. We provide 365/24/7 access to the resources you need to stay ahead of the competition, networking opportunities within the pricing community and lifelong learning to advance your career.

PPS is here to serve you. We are the home of pricing!



Table of Contents

About the Professional Pricing Society.....	3
Training Certification and the Certified Pricing Professional Designation	4
Pre-Conference Pricing Workshops • Wednesday, May 5th	5-9
PPS Members	10-11
Conference at a Glance	12-13
Detailed Conference Agenda • Thursday, May 6th.....	14-18
Why Your Attendance is Vital to the Pricing Community.....	19
Detailed Conference Agenda • Friday, May 7th	20-23
Pricing Technology and Expert Sponsor Community	24-26
Conference Fees, Hotel and Logistics Information	27
Registration Form	28

CPP Workshop Information



Do I have to pursue a CPP designation to attend a PPS Workshop?

No. If you are primarily interested in pricing training/learning, all PPS workshops are still a perfect fit. You will still receive your course certificate after passing the workshop test. It makes no difference if you have decided to pursue the CPP designation or not.

Training and Certification Workshops & Online Courses

CPP Training benefits your company and YOU!

For 25 years, the Professional Pricing Society has been the only organization that exclusively supports professional pricers. We have provided valuable pricing strategies, publications, research, and other pricing resources to thousands of members from leading industries in over 50 countries.

Top 5 Benefits of CPP Pricing Education

1. Best Practices from Top Pricing Experts.

Our faculty represents the top minds in business and academia. All of our course materials are based on industry best practices, extensive applied experience, and practitioner success stories.

2. Comprehensive Pricing Training

Some courses cover broader fundamental pricing strategies while others provide in-depth study of more advanced topics. All of our materials are designed to equip your department with the tools and concepts that will improve profitability.

3. Develop an Internal Pricing Culture

Quickly orient your employees to best pricing practices and help instill a structured approach to pricing within your company, creating a powerful internal culture of like-minded pricing experts for your firm.

4. Rigorous Certification Process

In addition to completing 6 workshops and/or online courses, participants go through a rigorous certification process including an extensive 300 page study guide covering 14 essential pricing areas and online preparation sessions. For final certification participants must pass a comprehensive four-hour CPP Accreditation Exam. This is why the CPP certification is the most respected pricing credential in the world.

5. Bring Your Pricing Function In-House

Your firm knows its products, services, and strategies better than any external consultant.

Empower your own organization with the knowledge needed to improve profits and minimize revenue leaks, while saving big on outside fees.

For more information about the Certified Pricing Professional program please visit the PPS website: www.pricingsociety.com and click on CPP/Training

All Inclusive CPP Pricing Training and Certification Packages

PPS has assembled the NEW CPP Pricing Training and Certification Packages with you in mind! Here are some of the key benefits of buying these packages:

- You SAVE a significant amount of money
- You only have to ask for ONE APPROVAL from your boss and company
- You can now SCHEDULE your training at your convenience and get your CPP designation.

The CPP program sets the industry standard for advanced pricing knowledge and expertise. Please email us at CPP@pricingsociety.com or call our Director of Certification and Education at +1.770.509.9933 if you would like help selecting the program or courses that best satisfy your needs.



Congratulations to our newest Certified Pricing Professionals (CPP)

Sudipto Banerjee – Ernst & Young LLP
Wayne Blanchard – CenturyLink
David Brown – CenturyLink
Ben Daniel – JDA Software
Win Dyer – CenturyLink
Horst Greb – Evonik Industries
Jeffrey Heiss – Quantum Consulting Solutions
Greg Hunsicker – Ardex / W. W. Henry Company
Andrew Kintz – LORD Corporation
Stephan Lizou – Ardex / W. W. Henry Company
Lynn Maschi – Valassis
Jouko Riihimäki – Greenback Analytics Oy
Lee Scherr – Covidien

Allesandra Schnause – Tyson Foods
Sam Shapiro – Channel Pricing Associates
Debbie Simons – Becton Dickinson
Paul Andrew Smith – IBM
Charles Sweeney – Express Scripts
William Thomas – Life Technologies
Linda Trevenen – Philips Respironics
Sid Turner – CenturyLink
Colleen Ward – Siemens Canada Ltd
Samantha Weiss – Kimberly-Clark Professional
Mark Wharton – Hertz / Advantage
Bryan Willnerd – CenturyLink
Doris Yip – CenturyLink
Brian Yobst – Eastman Chemical

WORKSHOPS

PPS FULL-DAY WORKSHOP:

“Fundamentals of Price Management”

Today pricing is widely recognized as an important driver of firm profitability, yet many businesses lack fundamental knowledge to manage pricing effectively and, as a result, miss opportunities to improve margins. Fundamentals of Price Management is an interactive one-day program which introduces concepts and methodology for effective price management.

This workshop is recommended for pricing, product marketing, finance, sales operations and business management personnel who need a solid understanding of price management methodology.

Topics covered:

- ▶ Understanding the drivers of price variation for your organization
- ▶ Analytic methodologies to assess pricing and margin performance
- ▶ Using the price waterfall to identify margin improvement opportunities
- ▶ Pricer’s tool kit for variation analysis
- ▶ Strategies to control price variation
- ▶ Developing business rules to drive better pricing decisions
- ▶ Key capabilities for successful pricing organizations



PRESENTER:

Elliott Yama

Director of Education, Vendavo, Inc.

Elliott is Director of Education at Vendavo, Inc. which is a leading provider of enterprise price management and price optimization software solutions. Previously, he was a former partner at the Strategic Pricing Group. Elliott is a recognized member of the pricing community and is a faculty member of the Professional Pricing Society and the Institute for the Study of Business Marketing (ISBM) at Penn State.

Elliott possesses a wealth of experience as an expert on pricing strategy in a broad range of industry settings and has extensive experience as an executive educator.



“The workshop day was far and away the winner for us.”

Josh Lemaitre,
Velocity Analyst,
Overstock.com

AGENDA

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9:00 a.m.	Workshop Begins
10:00 a.m.	Morning Break
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Free Online Pricing Course!

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WORKSHOPS

PPS FULL-DAY WORKSHOP:

“Quantitative Methods in Discount Management”

Immediately after that moment that prices have been set, executives are faced with the challenge of discounting. Furthermore, discount decisions can chew up more resources and cause more organizational conflict than any other pricing decision. While some executives would like to eliminate all discounts, discounting is a form of price segmentation and, properly managed, can actually improve profitability. On the other hand, left to its own, discounting will spread like a virus affecting all transactions and wreak havoc on profits.

In this workshop, we will look at the three commonly used tools for analyzing firm specific discounting practices, and the four commonly used tools executives have to restrain them. We will also use economic models to show the value of discounting and the influences of Prospect Theory and Nash Equilibrium on discounting policy.

Attendees will learn quantitative models, at an executive level of

- ▶ How Discounting can simultaneously lower market entrance prices, increase volumes, and improve profitability
- ▶ Quantitative methods for measuring and monitoring discounting policy
- ▶ Quantitative and managerial tools for restraining discounts
- ▶ Implications of Prospect Theory and the Nash Equilibrium on discounting policy



PRESENTER:

Tim Smith, PhD

Managing Principal of Wiglaf Pricing

Tim Smith, PhD is the Managing Principal of Wiglaf Pricing and an Adjunct Professor of Marketing at DePaul University. At Wiglaf Pricing, he provides strategic pricing support for entrepreneurial and globally leading firms. Dr. Smith’s focus is in using quantitative and qualitative analysis to enable profitable decisions in the face of uncertainty. He began his career in quantum mechanics prior to a transition into sales and marketing. When he entered the field of pricing, he found he could combine his passion for math with his customer facing experiences to help firms capture profitable customers. Dr. Smith’s second book **Pricing Strategy:**

Setting Price Levels, Managing Price Discounts, & Establishing Price Structures to Win the Market is to be published Summer 2010.

“Through the Certified Pricing Professional (CPP) curriculum, I have broadened my pricing understanding in areas I might not traditionally have the chance to touch in my day-to-day.”

Dante Bellizzi, CPP, DHL



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PPS FULL-DAY WORKSHOP:

“Pricing for Profitable Growth: Strategies and Tactics”

This interactive workshop will provide an in-depth overview of developing profitable value-oriented pricing strategies and tactics. The workshop is intended for those who are relatively new to pricing or wish to upgrade their pricing knowledge and skills. It is a very practical course, but does not assume prior knowledge of the subject. The workshop will feature an informal atmosphere with opportunity to discuss and raise questions.

Participants will benefit from this workshop by learning:

- ▶ The fundamentals of value-based pricing;
- ▶ How customers perceive price and form value perceptions;
- ▶ How to analyze and choose among different pricing alternatives; and
- ▶ The role of cost information in the setting of prices.

The Key Principles of Effective Pricing Management (3 Modules):

Module 1 - Internal Aspects of Pricing

- A. Introduction to Pricing Management as a Process
 - Discussion Case 1: Transforming A Volume-Oriented, Technically Focused Organization into A Value-Oriented, Market and Customer Focused Organization; Pricing a New Product
- B. Profitability Analysis
 - 1. Operations Profitability Analysis
 - Discussion Case 2: Product-Line Profitability Analysis

- 2. Marketing and Customer Profitability Analysis
 - Discussion Case 3: Customer Value Management

Module 2 – The Demand Side of Pricing

- C. Understanding the Psychology of Pricing
- D. Value-oriented Pricing
- E. Communicating to Customers and Competitors

Module 3 – Re-Engineering the Pricing Process



PRESENTER:

Dr. Kent Monroe

J.M. Jones Professor of Marketing, Emeritus University of Illinois at Urbana-Champaign, Distinguished Visiting Professor University of Richmond, VA, Kent Monroe has pioneered research on the information value of price and authored **Pricing: Making Profitable Decisions**. Dr. Monroe’s research has been published in some of the most reputable business and marketing journals of the world. He has served as an advisor on pricing, marketing strategy, and marketing

research, to business firms, governments and the United Nations.

He has conducted executive training programs for business firms, non-profit organizations and universities around the world. He was the founding Editor of *Pricing Practice and Strategy* (1993-2003). He received the American Marketing Association/McGraw-Hill/Irwin Educator of the year award, February 2005.

Dr. Monroe has won many teaching awards and students under his direction have won various national research paper competitions.



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WORKSHOPS

PPS FULL-DAY WORKSHOP:

“Measuring & Managing Pricing Effectiveness”

This advanced course is the integration of several key concepts presented in different PPS courses. It provides a foundation for measuring the effectiveness of your pricing organization. There are four critical areas that you must benchmark to ensure your organization is effective, they include: strategy, price/value/volume optimization data, Key Performance Indicators and pricing guidelines. Benchmarks and measures will be provided for each of these critical areas so that your organization’s effectiveness can be benchmarked.

This course will help you answer the following critical questions:

- ▶ How do you know whether you are leaving money on the table?
- ▶ How do you know whether your strategy is appropriate?
- ▶ How do you know whether your sales people are executing the pricing strategy?
- ▶ How do you whether you captured what you expected?

When you leave the course you will be able to immediately apply the tools and measures needed to enhance the effectiveness of your pricing organization.



PRESENTER:

Paul Hunt

President, Pricing Solutions

Paul Hunt is an expert in the field of pricing strategy. Over the past 18 years Paul has has conducted over 500 pricing projects around the world.

Paul works extensively in both B2B and B2C and has cross-pollinated best practices across the two business models. He is highly sought after for his unique ability to develop pricing strategy and drive organization/cultural change around pricing. He has created many processes, tools, theories, templates and training systems that have lead to dramatic growth in profits. Paul is also a frequent lecturer and trainer on pricing strategy and has also published several articles in leading magazines and journals.



PRESENTER:

Greg Thomas

Partner, Director of Research, Pricing Solutions Limited

Greg Thomas leads the pricing research practice at Pricing Solutions. Greg has worked with leading organizations in industries as diverse as packaged goods, pharmaceuticals, manufacturing, financial services, high technology and media.

Prior to joining Pricing Solutions, Greg spent several years as both a market researcher and a sales & marketing director. Since joining Pricing Solutions, he has developed a world class competency at accurately forecasting the impact of implementing different pricing strategies. This has been achieved by developing creative proprietary methods in survey design, modeling and quality assurance processes that generate more accurate forecasts and lead to better business results.

Greg graduated in 1998 with a Master’s of Science in Economics from the University of Guelph. Greg also leads a Pricing Research course for the Professional Pricing Society, publishes Pricing for Researchers, a bimonthly newsletter and serves on the national MRIA (Market Research & Intelligence Association) membership committee.

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PPS FULL-DAY WORKSHOP:

“Consumer Pricing: Approaches to Manage Today’s Pressures and Uncertainties”

Prices for consumer products have come under unusually high stress over the last two years. Volatile and persistently high commodities prices drove up manufacturers’ costs at the same time that the recession began to take its toll on consumer sentiment. The pressure to stay competitive led some retailers – even in the luxury segment – to offer unprecedented discounts and deals.

This interactive workshop will help those involved in pricing decisions for consumer products – from brand managers to research and finance analysts to marketing directors – to gain approaches, frameworks, insights, and techniques for pricing products sold at retail. The workshop will cite examples from a wide range of consumer categories and also provide useful insights from international markets.

The objective of this workshop is to help you start addressing some of the key challenges that consumer products firms and retailers the world over face today.

Consumer confidence: Will the current changes become permanent? How low is it in reality? How have consumer preferences changed? Are the changes permanent or will things “reset” when the economy recovers? Will retail conditions in the US deteriorate to all-out price wars which will threaten the existence of some brands?

Price-value thresholds: Where is the “new normal”? What is the optimal gap between branded and private label products? What role should commodity price fluctuations play in pricing strategy and price setting? Will some traditional price points become “dead spots” instead of “sweet spots”?

Pricing strategy: Can you continue with “business as usual”? What changes should you make to your pricing strategy – if any – because of the recent developments in the marketplace?

Opportunities: Where is the upside? Markets get reshuffled in tough times, not in good times. What consumer needs has the economic downturn created, and what opportunities will the recovery bring?

None of these questions has an easy, off-the-shelf answer. This thought-provoking workshop should help you head in the right direction to answer these questions.



PRESENTER:

Frank Luby

Partner, Simon-Kucher & Partners

Frank Luby is a partner in the Boston office of Simon-Kucher & Partners (SKP). He has over 25 years’ experience as a pricing expert and journalist in the United States, Europe, the Middle East, and Asia.

He has served clients in a diverse range of industries, including media and consumer products, entertainment, and professional sports. He co-wrote the book **Manage for Profit, Not for Market Share**, published by Harvard Business School Press in 2006. The book is now available in 15 languages.

Frank has published several commentaries on pricing and marketing in The Wall Street Journal, Financial Times, Billboard, and The Journal of Professional Pricing. He has discussed consumer products and retail pricing on National Public Radio and CNN’s “American Morning”. His comments on consumer prices have appeared in publications such as BusinessWeek, the Los Angeles Times, Crain’s Chicago Business, Investors’ Business Daily, USA Today, Advertising Age, and Inc. He is a member of the National Association of Recording Merchandisers (NARM).

Frank holds a degree in physics from the University of Chicago.

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Ingersoll Rand
Ingram Micro
Innova Disc Golf
INPUT
Institut Straumann AG
Interamerican Motor Corp.
InterContinental Hotels Group
Intralox L.L.C.
Iron Mountain Europe
Irving Group Moncton
ITI

J

Jabil
Jaecle Distributors
Jasper Consulting
JDA Software
JEWEL
John Deere
Johnson & Johnson
Johnstone Supply

K

Kalypso
Kaman Industrial
Technologies, corp.
Kardem Tekstil San ve Tic AS.
Kehl Pricing Research
Kemin Europe NV
Kichler Lighting
Kimberly Clark
Koninklijke Saint-Gobain
Glass Nederland n.v.
Korry Electronics

L

Land O' Lakes Purina Feed
Laureate Education
Lawson Products
Leggett & Platt Inc.
Legrand / Pass & Seymour
Lenovo Technologies
LexisNexis
LG Electronics
Life Technologies
Lilly USA
Lindab-Astron
Linde Gas
Linde Gas Benelux
Line Shift Management
Group, Inc
Linklaters LLP
LinTek
Lloyd Banking Group
Loewen
LORD Corporation

M

M2C (a Member of Monitor
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O
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Ortho Clinical Diagnostics
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P
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Protea Hotels
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PSC
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PVPL

Q
QIAGEN GmbH
QL2 Software, Inc.
Quantiz Pricing Solutions
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Quill Corporation

R
R A Jones
Raiffeisen International
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S
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T
Tata Consultancy Services Ltd
TaxOps, LLC
TCM
TCU Periodicals LIB
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Telewest Business – Virgin Media
Teradata Corporation
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V
Vaillant Group
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Verso Paper
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W
Walgreens
Walker Information
Waste Management, Inc.
Waukesha Bearings
Webster Veterinary Supply
Westpac Banking Corporation
Whirlpool Corporation
Whitbread
WIKI Instrument Corporation
Wilhelmsen Ships Service
William Grant
Wilton Industries
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TISCO
World Class Pricing
WORLDPAK, Inc.
W.W. Henry Company
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Yellow Pages Group Co.
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Z
Zander GmbH
Ziften Technologies
Zilliant, Inc.
Zitha Consulting

Conference At a Glance...

General Sessions THURSDAY, MAY 6, MORNING – Pages 14 & 15

7:00 a.m.	Registration / Breakfast	
8:00 a.m.	Welcome and Networking	Kevin Mitchell, <i>President, Professional Pricing Society</i>
8:15 a.m.	KEYNOTE: “Advantage-Based” Marketing for Profit, Not Just Sales	Thomas Nagle, <i>CEO, Strategic Pricing Group, a member of Monitor Group</i>
9:15 a.m.	Networking Break/Sponsor Hall and Bookstore Open	
10:00 a.m.	KEYNOTE: Building a Pricing Team for All Seasons	Dick Braun, <i>Corporate Vice President of Strategic Pricing, Parker Hannifin Corporation</i>
11:00 a.m.	KEYNOTE: Mastering the Three Attributes of Value Based Pricing: Data, Culture and Behavior	Mike Calogridis, <i>Principal, The Pricing Practice</i>
12:00 p.m.	Lunch	

Breakout Tracks THURSDAY, MAY 6, AFTERNOON – Pages 16-18

	PRICING PRACTITIONERS TRACK	PRICING EXPERTS TRACK	TOOLS AND TECHNIQUES
1:00 p.m.	Team Competencies and Engagement: Motivating Individuals to Participate in a Large-Scale Pricing Solution <i>Dr. John Tonial, Mopar Sales Reporting and Analysis, Chrysler</i>	Establishing a Pricing Organization: Creating a Vehicle for Strategic Pricing Change <i>Matt Johnson, Managing Partner, Simon-Kucher & Partner</i>	Generating Revenue Growth with Declining Demand – An Example from Core Banking Services During the Economic Downturn <i>Jan Krasnodebski, Consulting Director of Pricing, Scotiabank</i>
2:00 p.m.	NETWORKING BREAK/SPONSORSHIP HALL AND BOOKSTORE OPEN		
2:30 p.m.	The Pricing Transformation Journey: Challenges Addressed Leading to a Successful Outcome <i>Joanne Smith, Corporate Global Pricing Director, DuPont</i>	Price Optimization with Price Execution, Now Let’s Make Some Money <i>John Norkus, Principal, Deloitte Consulting</i>	Creating Tiered Partner Pricing Programs to Motivate/Reward Desired Behavior <i>John B. Henderson, President/CEO, Frank Lynn & Associates, Inc.</i>
	5 MINUTE BREAK		
3:35 p.m.	Pricing: The Final Frontier <i>Navdeep Sodhi, VP Pricing, Ceridian Inc.</i>	Pricing Flexibility and the Law: What You Don’t Know Can Hurt Your Bottom Line <i>Eugene F. Zelek, Jr., Partner, Marketing Law Practice and and Chairman of Antitrust and Trade Regulation Group, Freeborn & Peters, Chicago</i>	Finding the Leverage: Pricing Strategies for Business Markets <i>Bruce Spear, AP, Oliver Wyman</i>
4:35 p.m.	SPONSOR HALL OPEN AND INFORMAL NETWORKING SESSION		
6:00 p.m.	CONFERENCE RECEPTION SPONSORED BY: 		

Breakout Tracks **FRIDAY, MAY 7, MORNING** – Pages 20-22

	PRICING PRACTITIONERS TRACK	PRICING EXPERTS TRACK	TOOLS AND TECHNIQUES TRACK
7:00 a.m.	BREAKFAST		
8:00 a.m.	Managing Value Perception, Influencing Customers, and Your Internal Culture. <i>David Henry, CPP, Pricing Analyst, Wencor</i>	Quantifying Differentiation for Value-Based Pricing <i>Ted Hartnell, Chief Architect and Senior Partner, Decision Ready, LLC</i>	Pricing Management: From Tools to Triumph <i>Jim Saunders, Partner – Pricing Solutions Limited</i>
9:00 a.m.	NETWORKING BREAK/SPONSOR HALL AND BOOKSTORE OPEN		
10:00 a.m.	A Winding Road to Price Optimization: Micro-segmentation within Distribution Case Study <i>Kristin Daniels, Director General Office Pricing, Cardinal Health</i>	In Today's Environment, Affordability is More Meaningful than Elasticity <i>Mark Garratt, Co-Founder and Partner, In4mation Insights</i>	Price Segmentation: The Foundation of Actionable Analytics in B2B <i>Rafe Van DenBerg, Vice President of Pricing Excellence, Zilliant, Inc.</i>
	5 MINUTE BREAK		
11:00 a.m.	How to Implement Pricing Technology to Ensure Long-Term Success <i>Patrick Hallinan - VP of U.S. Commercial Strategy & Operations, Beam Global</i>	Align Channel Strategy and Pricing Structures to Increase Margins, Motivate Partners and Win Market Share <i>Sam Shapiro, CPP, President, Channel Pricing Associates</i>	Sales Adoption: How to Get Sales to Implement Your B2B Pricing Strategy <i>Tony Pericle, Principal, ProfitOptics</i>
Noon	LUNCH		

General Sessions **FRIDAY, MAY 7, AFTERNOON** – Page 23

1:00 p.m.	KEYNOTE: An Evolution to Value-Based Pricing	<i>Steve Haggett, Director of Pricing, Philips Healthcare</i>
2:00 p.m.	KEYNOTE: Pricing Orientation in Business Markets (Cost, Competition, Customer): Gap between Theory and Practice	<i>Stephan Liozu, President & CEO of Ardex / W. W. Henry Company</i>
3:00 p.m.	Conference Close	



"I really enjoyed the opportunity to meet and network with like-minded individuals who understand the challenges that a pricing executive faces."

*Daniel Lee, Director of Pricing
Acklands-Grainger*

7:00 AM

Registration / Breakfast

8:00 AM

Welcome and Networking

Kevin Mitchell, President, Professional Pricing Society

8:15 AM

KEYNOTE: “Advantage-Based” Marketing for Profit, Not Just Sales



Speaker: Thomas Nagle, CEO, Strategic Pricing Group, a member of Monitor Group

Typical “customer-driven” marketing strategies focus on driving sales growth by creating customer preference, rather than on driving profit growth by creating

good value. Only a minority of companies manage marketing as if profitable value creation were the goal, but those who do are rewarded with the potential to set more profitable prices even in tough markets. In this talk, Dr. Nagle will describe companies that facilitate collaboration between marketing and operations to leverage competitive advantages for both revenue and profit growth.

Attendees will learn:

- ◆ How to target and grow customer segments that will be more profitable to serve
- ◆ How to structure pricing to attract more sales that are low cost-to-serve, while pushing high cost-to-serve sales to your competitors
- ◆ How to “re-engineer” the typical marketing process to exploit growth opportunities based upon their potential to drive profit growth, not just revenue

Dr. Thomas Nagle is the original author of *The Strategy and Tactics of Pricing*, the top selling book on the practice of pricing for more than two decades and in 9 languages. The fifth edition (co-authored

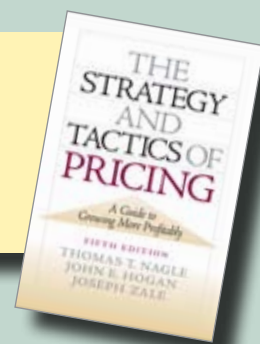
with John Hogan and Joseph Zale) was published in February 2010. Tom has been a professor at both The University of Chicago and Boston University business schools, founded The Strategic Pricing Group (SPG), and has been a long-time speaker and supporter of the Professional Pricing Society. Tom is now a Senior Partner in the Monitor Group, which acquired SPG in 2004.

9:15 AM

Networking Break/Sponsor Hall and Bookstore Open

Book Signing by Thomas Nagle

CEO, Strategic Pricing Group, a member of Monitor Group



10:00 AM

KEYNOTE: Building a Pricing Team for All Seasons



Speaker: Dick Braun, Corporate Vice President of Strategic Pricing, Parker Hannifin Corporation

Over the last two years manufacturers have endured periods of high demand suddenly changing to low demand; stable input costs fluctuating from

to inflation and then to deflation. It seems the only stable feature of the competitive environment today is uncertainty. Nearly a decade ago Parker Hannifin, then a \$6B diversified B2B manufacturer, created the “WIN STRATEGY” focusing on improved value creation through superior customer service, enhanced customer specific value added services and the creation of innovative new products. Included in the WIN STRATEGY was the creation of Parker’s strategic pricing program; a rarity among industrials at that time.

How has Parker modified the pricing initiative to adapt to the changing marketplace. Conversely, what has Parker learned about pricing management that is timeless and appropriate for any economy.

Dick will elaborate on:

- ◆ Internal messages to gain and retain management acceptance of pricing ... even in a recession.
- ◆ The appropriate measures of pricing success even when sales are down.
- ◆ Effective change management methods
- ◆ Sustaining pricing process improvements
- ◆ Methods of finding the “market price” when the market is changing rapidly.

Dick Braun joined General Electric in 1980 in the Financial Management Program. During Dick’s 24 year GE career he held positions in the Aircraft Engine, Power Systems, Advanced Materials and Lighting Businesses. Among Dick’s numerous positions were Pricing Manager in the lighting business.

Dick was recruited to Parker Hannifin in 2004 to develop and lead Parker’s strategic pricing program as Vice President, Corporate Strategic Pricing. At Parker Dick has led the global, multi industry pricing program which has significantly contributed to Parker’s earnings growth from \$345MM in FY 04 to \$949MM in FY 08. Dick’s pricing work during the current major recession has enabled an excellent marginal return on sales and maintained excellent margin rates. Dick’s work was detailed in the Wall Street Journal feature article “Seeking Perfect Prices, CEO Tears up The Rules” in 2007.

Dick Holds a BA in Economics from Wittenberg and an MBA from Xavier University.



11:00 AM

KEYNOTE: Mastering the Three Attributes of Value Based Pricing: Data, Culture and Behavior



Speaker: Mike Calogridis, Principal, The Pricing Practice

In order to implement a successful value based pricing strategy, the synergy between three key areas needs to be fully understood. First, data is defined as historical company data on what they’ve sold at what price or competitive data, etc. Second, culture is the ‘tone’ set by the executive level in regards to value based pricing. It is critical to identify what the culture is presently, what it needs to become and what support is required from the CEO on down. Third, behavior is the ‘behavior’ of each individual stakeholder in a pricing strategy from the CEO down to the marketing manager. what consistency do they all need, what changes are required, etc.

So many books and articles focus on having data as a primary component of the pricing strategy. But most don’t focus on the company culture and behavior attributes that are required to successfully implement and sustain a pricing strategy.

The audience will learn:

1. how to gain CEO support and maintain it
2. how to adapt individual behavior amongst many people toward one consistent approach to Price
3. how much data is good vs. being oversaturated

Mike Calogridis has over 15 years in developing and implementing value based pricing strategies in a variety of industries (Transportation, Telcom, Healthcare, etc). He has just published the book **Practical Pricing — Translating Pricing Theory into Sustainable Profit Improvement** (through Palgrave Macmillan).

12:00 PM

Lunch

PRICING PRACTITIONERS TRACK

1:00 PM

Team Competencies and Engagement: Motivating Individuals to Participate in a Large-Scale Pricing Solution



Speaker: Dr. John Tonial, Mopar Sales Reporting and Analysis, Chrysler

Introducing an integrated Pricing solution across international markets will require the efforts of various departments. Understanding the roles and responsibilities of individuals at all levels in the organization will be critical to the success of the project. Implementing a global Information Technology solution requires the engagement of individuals with expert knowledge who can communicate their perspective requirements at a business and technical level.

Often team members bring their expertise to a team but do not participate as effectively as they could. Some members are unclear of their role and the importance of the feedback throughout the process. Engaging individuals to participate, and managing the expectations of all players requires an awareness of the skill sets and competencies that each person brings.

The speaker will mix real-world examples with academic literature to share the value of preparing a highly competent team for a successful implementation.

Attendees will learn:

- ◆ The importance of departmental engagement;
- ◆ Methods to maximize team member involvement
- ◆ The changing roles and responsibilities of IT in implementing pricing solutions

PRICING EXPERTS TRACK

1:00 PM

Establishing a Pricing Organization: Creating a Vehicle for Strategic Pricing Change



Speaker: Matt Johnson, Managing Partner, Simon-Kucher & Partner

In the past 2-3 years increased input costs followed by drastic swings in market demand have resulted in the need for many companies to make broad pricing changes in order to protect their profits and the value of their key products. Unfortunately for most of these companies they found that once they decided to make a strategic price change, they lacked the internal organization and process to execute against that change or measure its final impact. Today these companies are transforming pricing from a distributed operational function to a strategic part of their organization and processes. In this presentation, Matt will review some of the critical elements to establish a pricing organization and provide some examples of how the best companies empower these fledgling organizations to be successful.

This talk will cover:

- ◆ Structuring a pricing organization and developing critical skill sets for success
- ◆ Key intervention points for a pricing group in the sales and marketing process
- ◆ Using pricing performance measurement to establish the internal value of the pricing organization
- ◆ Examples from companies with effective corporate pricing groups

TOOLS AND TECHNIQUES

1:00 PM

Generating Revenue Growth with Declining Demand – An Example from Core Banking Services During the Economic Downturn



Speaker: Jan Krasnodebski, Consulting Director of Pricing, Scotiabank

Traditional pricing theory suggests prices should decrease with customer demand, with a resulting decrease in volume and revenue. However, this does not have to be. This presentation examines the real world case of core business banking services where revenue was maintained during the economic downturn. This was accomplished by fully leveraging pricing fundamentals in the following areas: sales optimization, customer value pricing and reducing system revenue leakage.

In examining this case, attendees will learn:

- ◆ How to capture incremental revenue when customers and their businesses are declining.
- ◆ How to leverage a difficult business climate to overcome internal resistance to price changes.
- ◆ The organizational changes required to implement such a pricing program.

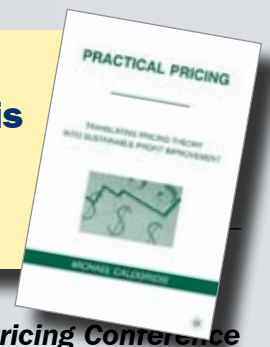
Attendees are free to select talks between tracks.

2:00 – 2:30 PM

Networking Break/ Sponsor Hall and Bookstore Open

Book Signing by Michael Calogridis

Practical Pricing: Translating Pricing Theory into Sustainable Profit Improvement



PRICING PRACTITIONERS TRACK

2:30 PM

The Pricing Transformation Journey: Challenges Addressed Leading to a Successful Outcome



Speaker: Joanne Smith, Corporate Global Pricing Director, DuPont

Transforming a company's pricing capability, to deliver superior business results, can be a significant challenge. The challenges increase significantly with a global, highly diverse and decentralized company. It's a fine line to walk between activities to generate senior leadership "pull" for improvement and the pricing organizations "push" for pricing improvement. Effective change requires you to consider cultural changes along with changes to your pricing strategy, people, processes and tools. Learn how DuPont addressed these challenges to make a sustained step change in their pricing performance.

Attendees will learn:

- ◆ The Importance of quickly and effectively changing your pricing strategies and tactics to match the changing environment
- ◆ How to continue to re-energize and reinvent your pricing efforts to continue to deliver superior results
- ◆ How to gain and sustain executive level support and "pull" while simultaneously pushing the broader organization to change
- ◆ How to get comfortable with potentially risky pricing moves

Attendees are free to select talks between tracks.

PRICING EXPERTS TRACK

2:30 PM

Price Optimization with Price Execution, Now Let's Make Some Money



Speaker: John Norkus, Principal, Deloitte Consulting

Over the past years, we've heard and read about how improvements in pricing sciences have enabled price optimization and led to better price setting and improved company profitability. We've also seen the same from improved price execution, including better discounting tactics and processes to align cost-to-serve with customer profitability. So what happens when we combine the two?

With what you learn during this session, you can become a powerful force that drives a near-immediate profit burst and actually encourage long-term behaviors that better align with both profitability and growth. This presentation will discuss the analytics applied, the appropriate role of technology, the impact on corporate and pricing strategy, and the implementation activities/programs that re-invented the finances and culture of a business.

Attendees will learn about:

- ◆ Areas of value delivered when price optimization and price execution are combined – and the pitfalls of when they are not
- ◆ The complete life-cycle of an integrated pricing/profit management solution (strategy, operations, technology, culture, and infrastructure)
- ◆ Subtleties, tips, and insights of moving from analysis to implementation

TOOLS AND TECHNIQUES

2:30 PM

Creating Tiered Partner Pricing Programs to Motivate/Reward Desired Behavior



Speaker: John B. Henderson, President/CEO, Frank Lynn & Associates, Inc.

Any manufacturer or service provider selling through distributors, dealers and other forms of resellers recognizes that these resellers do not deliver equal support or performance. Many existing channel pricing programs fail to account for these differences in performance resulting in channel conflicts and/or loss of market share.

Tiered channel pricing programs ("Gold, Silver, Bronze") are being used to differentiate between reseller partners while communicating what is valued, and therefore required to earn "top tier" status. This session will provide real-world business-to-business examples of tiered programs designed to "pay for performance," motivate sales and share growth and increase channel loyalty. Your BEST channel partners will applaud changes in your channel pricing programs that recognize and reward their investments in your brand.

Attendees will learn:

- ◆ How to structure a tiered channel pricing program
- ◆ Ways to differentiate between channel partners with tiered programs
- ◆ How to integrate volume, performance, loyalty and other elements into your tiered pricing program
- ◆ Integration of discounts, rebates and other incentives

5 MINUTE BREAK

PRICING PRACTITIONERS TRACK

3:35 PM

Pricing: The Final Frontier



Speaker: Navdeep Sodhi, VP Pricing, Ceridian Inc.

Most companies do not focus energy on selling what they make or service at the highest possible price to each discrete customer. Our

survey of executives has shown that some of the problems common across many industry sectors include:

1. Inadequate adherence to pricing guidelines
2. Not having a pricing capability roadmap
3. Not realizing the extent to which incentives vary across the company,
4. Incorrect assumptions about the relationship between discounting and market share
5. Not updating pricing guidelines frequently, and
6. Attempting to design the pricing function as a single centralized organization.

These problems translate into unnecessarily lower profits. Based on his fifteen years experience as pricing practitioner, Navdeep will share ideas for upgrading your company's pricing capability – for making the best possible pricing decisions and to execute them effectively.

Attendees will learn:

- ◆ How to secure organizational support at all levels with evidence-based assessment
- ◆ How to build process controls for sustained price improvement, greater speed and trust
- ◆ How to use Six Sigma Pricing for continuous improvement in pricing operations in line with your company's commercial practices
- ◆ How to sustain profits through superior price execution despite changes in your company's internal and external environment

PRICING EXPERTS TRACK

3:35 PM

Pricing Flexibility and the Law: What You Don't Know Can Hurt Your Bottom Line



Speaker: Eugene F. Zelek, Jr., Partner, Marketing Law Practice and Chairman of Antitrust and Trade Regulation Group, Freeborn & Peters, Chicago

Fortunately, changes in the law have resulted in pricing freedom that is unparalleled in modern times, yet the legal parameters surrounding this area are among the most misunderstood. Often, the wrong reasons prevent the use of powerful tools by those seeking to improve pricing performance.

Gene Zelek, an experienced pricing attorney and former marketing manager, will dispel common legal myths through real-world case studies to provide non-nonsense guidance you actually can use, addressing such things as:

- ◆ Why "Fair and Equitable" Treatment is Not and Never Was Required
- ◆ The Trend Toward Greater Legal Flexibility and What It Means
- ◆ Why Resale Price Setting is Lawful in the U.S.
- ◆ A Menu of Useful Options to Influence or Set Resale Prices
- ◆ Effective Price Signaling
- ◆ Predatory Pricing and Predatory Buying as Lawful Tools

Attendees are free to select talks between tracks.

TOOLS AND TECHNIQUES

3:35 PM

Finding the Leverage: Pricing Strategies for Business Markets



Speaker: Bruce Spear, AP, Oliver Wyman

Struggling to find profitable growth, or just to stay profitable in a highly competitive, price sensitive business? Well, staying

competitive need not mean pricing like everyone else in the industry. This presentation will address structural changes as well as dynamic pricing in the company's wholesale business. The combination of changes in pricing practices – some visible to the customer, some behind the scenes – is driving a material improvement in the company's contribution.

Attendees will learn:

- ◆ How to identify sources of pricing leverage
- ◆ How to determine the value of a product or service advantage – customer's willingness to pay
- ◆ How to price to maximize contribution

This was the best, most productive, conference I have ever been too. Period. The content, networking opportunities, and people all made this event worth every penny.

Jim Hoover, CEO, EPLuirs

4:35 PM

Sponsor Hall / Open and Informal Networking Session

6:00 PM

PPS Conference Networking Reception sponsored by



Your Attendance is Vital to the Pricing Community...

If you have attended a PPS Workshop or Conference before you understand how valuable it was to be there and why a very high number of pricers return to our events numerous times.

If you never had the chance to experience the pricing community in action and benefit from the networking, knowledge and camaraderie that only happens at PPS events. As you know, to remain competitive, you must constantly fine-tune your skills, find new ways to improve, streamline processes and increase profitability in your company. You must know how to be effective and incorporate these processes into your daily operations.

You can become a force for transformation in your organization by bringing the pricing knowledge your company needs during these challenging times. Everyone in your organization can benefit by your attendance.

We have prepared 4 steps with several key points so you can make sure you get approvals and join your peers at this important event coming up in May in Chicago.

1 Communicate to Executives Why your Attendance is Vital

Professionals who are better prepared than their competition have the advantage - as do their organizations. Whether you are a new or experienced pricer, you and your company will greatly benefit from this investment of your time. Plan to attend. It will be your chance to bring the benefits of the latest pricing knowledge home to your organization!

Here are just a few benefits of attendance:

- Discover practical solutions to complex problems
- Analyze best pricing practices and trends
- Adopt world-class pricing practices and strategies
- Discuss hot topics with colleagues
- Network with other pricing professionals
- Learn from the most powerful keynote speakers
- Earn Credits toward your pricing certification (CPP).

During the Spring Pricing Conference you will meet the best and the brightest in the pricing world and you will experience what PPS has to offer. With more than 28 educational sessions, you and your organization will reap the benefits of best pricing practices, success stories, tools and practical solutions. You will also have the opportunity to turn your biggest challenges into your greatest accomplishments when you learn from the experts, leaders in the field and fellow practitioners.

2 Get your Company Buy-In

Make sure to review the full schedule in this brochure or on the PPS website; identify and prioritize what workshops, keynote addresses, breakout sessions and networking events will help you address specific needs within your organization. Try to match that with your current initiatives and let your company know why these sessions will greatly impact your current

challenges. Many pricing teams maximize their attendance by having a national pricing team meeting during or after the PPS Conference. Prepare a list of the benefits that can be realized by your attendance. Then, explain the relationship between these activities and your organizational goals. It's important to be able to logically describe the benefits to your organization and how you can make an impact.

3 Create a Winning Proposal

Put your ideas in writing and submit a formal proposal to your supervisor. Include your intended schedule of education sessions and why the knowledge gained will be valuable to your pricing goals.

List all areas where your department faces challenges and the sessions you want to attend or who you plan to visit with that will help you overcome these challenges.

Strengthen your proposal by listing department goals and their corresponding sessions.

4 Give Feedback

We make it easy to share what you've learned after the conference with others in your organization. PPS provides attendees with a full manual and companion CD containing all of our valuable Conference speaker presentations. You can immediately demonstrate your new ideas on how to price your products and services back at the office! The Conference CD is available only for attendees.

Make sure to follow up with your supervisor after you return from the Spring Conference in Chicago. They will want to know firsthand your impression of the event, whether you gained something from it and how you will be able to apply lessons learned. This is where you will refer to your original proposal and goals to achieve while at the PPS Spring Conference. Let your supervisor or board know what you have learned and how you will implement this knowledge. Most importantly, let your organization know that your participation in the PPS Spring Conference was a worthwhile investment. So, plan your strategy, prepare your proposal and secure your approval to go. Registration is open NOW!

"The PPS team did an excellent job organizing and executing the Conference. I have been attending the PPS Conferences for the last several years and it is always "First Class" in every detail and continues to improve every year. Kudos to the PPS Team!"

*Brian Shea, Canada Post Corporation,
General Manager of Price Strategy*

PRICING PRACTITIONERS TRACK

8:00 AM

Managing Value Perception, Influencing Customers, and Your Internal Culture.



Speaker: David Henry, CPP, Pricing Analyst, Wencor

As pricers we spend most of our time developing effective pricing strategies, setting price points or responding

to active quotes from our customers. However, do we take the time necessary to make sure that those customers see the value upon which we are basing our pricing decisions? If our customers don't see our value at the same level we do, then our pricing strategies will not be effective. Learn how to influence your customers, and your sales team to see greater value in your products, and avoid counter-productive practices that cause a loss in value position.

Attendees will learn:

- ◆ Techniques to emphasize value when speaking to customers.
- ◆ Ways to communicate price increases.
- ◆ How discounting can affect your value position.
- ◆ When and how to discount without losing value in your customer's eyes.

Attendees are free to select talks between tracks.

PRICING EXPERTS TRACK

8:00 AM

Quantifying Differentiation for Value-Based Pricing



Speaker: Ted Hartnell, Chief Architect and Senior Partner, Decision Ready, LLC

You want to offer value-based prices, but customers view value differently.

Hence value-based pricing first demands a more complete understanding of the differentiation your products offer with respect to your competitors. Far from being a vague concept, differentiation can be mathematically quantified with some precision. Attendees will learn to distinguish the three types of differentiation, will see the results of market interactions between various types of differentiation, and will study how dynamically evolving differentiation can explain the rise of the microbrew industry and other market-based phenomena.

Attendees will learn:

- ◆ How to distinguish vertical, horizontal, and segmented differentiation
- ◆ The results of interaction between various types of differentiation
- ◆ How market cycles can be explained by evolving differentiation
- ◆ The business history of the microbrew industry

TOOLS AND TECHNIQUES

8:00 AM

Pricing Management: From Tools to Triumph



Speaker: Jim Saunders, Partner – Pricing Solutions Limited.

This presentation will detail the achievements of 3 successful pricing management projects. We will analyze

and discuss key success factors of each project to develop a set of best practices that attendees can apply to their own pricing projects.

Case 1 – Achieving Level 2 with Pricing Management tools

Case 2 – Implementing a Value Measurement Process to Achieve Level 3

Case 3 – Deploying a Price Optimization tool across 56 Market Centers to Achieve Level 4

Attendees can expect to return to work with best practices in change management around pricing including:

- ◆ How to implement pricing tools that local market managers will use;
- ◆ How to deploy a Value Pricing across different business units;
- ◆ How to move to centralized price setting.

9:00 – 10:00 AM

Networking Break/ Sponsor Hall and Bookstore Open

Book Signing by Rafi Mohammed

*The 1% Windfall –
How Successful Companies
Use Profit to Price and Grow*



PRICING PRACTITIONERS TRACK

10:00 AM

A Winding Road to Price Optimization: Micro-segmentation within Distribution Case Study



Speaker: Kristin Daniels, Director General Office Pricing, Cardinal Health

Pricing Excellence is a lofty and ambitious goal while at the same time much more of a continuous journey than a true destination. In this discussion, we will review the many paths of a journey that a medical product distribution company took in pursuit of a more profitable and efficient process for managing an annual price increase event.

As the single largest incremental gross profit driver outside of new business growth within the division, for many years the process was left alone; “if it ain’t broke don’t fix it.” However, as costs rose and margins thinned, leadership in pricing, finance, and sales identified this price increase process as one ripe for improvement. The road was winding, but in the end the company is well on its way to completing the journey – or at least pausing to enjoy the rewards.

Attendees will learn:

1. How one company navigated financial, political, technical, and culture barriers to change a process.
2. Details around a method for creating a sustainable segmented pricing model.
3. How utilizing market-based segmentation can provide value in setting pricing and gaining field sales acceptance.

PRICING EXPERTS TRACK

10:00 AM

In Today’s Environment, Affordability is More Meaningful than Elasticity



Speaker: Mark Garratt, Co-Founder and Partner, In4mation Insights

Price elasticities are the “net” of many different effects driven by all the players in the supply chain: manufacturer, retailer and consumer. Using new research in consumer behavioral models, we will show that what we see as price elasticity in aggregate and conjoint data is just as much the consumer decision to buy in the category at all as it is substitution within the category.

The key question the consumer is asking is “Can I afford that?” and “Is there something else I would rather have right now?” But this is just getting the horse to water - even if consumers think they can afford to spend in a category, they don’t always do it. They may need the extra incentive of a quantity discount, a perception that they are paying for superior quality or the sense that the retailer can be relied on to offer a fair deal.

Learn through practical case study examples how to understand the “science” behind customer budget constraints and then understand which customers are willing to spend how much through “What if?” simulations which can help to determine the right pricing which can maximize market share.

Attendees will learn:

- ◆ The gaps which exist with current “standard” elasticity / threshold analytics
- ◆ An understanding of what encompasses the budget constraint
- ◆ How the trade-up / down decision is indistinguishable from the quantity decision
- ◆ How to better target your customers through strategic pricing

TOOLS AND TECHNIQUES

10:00 AM

Price Segmentation: The Foundation of Actionable Analytics in B2B



Speaker: Rafe Van DenBerg, Vice President of Pricing Excellence, Zilliant, Inc.

The quality and accuracy of any pricing analysis is directly-related to the quality of the underlying price segmentation model. Without an accurate comparative foundation, analysts end-up wasting a lot of time and effort comparing apples to oranges and finding “opportunities” that really aren’t. This session will explore how leading companies have increased the effectiveness of their analytics efforts by improving the quality and accuracy of their underlying price segmentation models.

Attendees will learn:

- ◆ How to avoid the common problems and pitfalls associated with using market, customer, and/or product segmentation to identify pricing opportunities
- ◆ How developing a more accurate and relevant price segmentation model can uncover actionable opportunities that were previously “hidden”
- ◆ How leading companies are using science to take their price segmentation models to a whole new level of sophistication and effectiveness

Attendees are free to select talks between tracks.

5 MINUTE BREAK

PRICING PRACTITIONERS TRACK

11:00 AM

How to Implement Pricing Technology to Ensure Long-Term Success



Speaker: Patrick Hallinan, VP of U.S. Commercial Strategy & Operations, Beam Global

As B2B price management technology continues to gain mainstream acceptance across diverse industries, more companies are exploring how pricing software can improve the way they set, optimize, and enforce pricing processes and policies. The capabilities of these solutions are impressive and the published benefits are convincing. However, it is critical from the on-set for organizations to understand exactly what it takes to implement pricing technology in a way that produces near-term results and ensures long-term success. In this session you will gain an objective first-hand account of how a complex organization went about implementing a comprehensive enterprise pricing solution on-time and under budget.

Attendees will learn:

- ◆ How to sell the program internally and gain executive buy-in
- ◆ Best practices for leveraging a Project Management Office (PMO) group to drive the process
- ◆ IT / vendor relation management that fosters productive teamwork and yields desired results
- ◆ How best to communicate and manage change across the organization
- ◆ Program execution tips to target “quick wins” and longer-term goals

PRICING EXPERTS TRACK

11:00 AM

Align Channel Strategy and Pricing Structures to Increase Margins, Motivate Partners and Win Market Share



Speaker: Sam Shapiro, CPP, President, Channel Pricing Associates

Manufacturers that sell through distribution channels must ensure that their pricing structures are aligned with their channel strategies. Companies that do not manage this closely risk the consequences of “street pricing” out of control with distributors, resellers and other channel partners abandoning the product line due to margin erosion and over distribution. Companies that manage this correctly motivate their channel partners to focus on their line, gain market share and most effectively satisfy customers. In addition, successful suppliers significantly increase their own margins by capturing the value of the sale through the appropriate distribution channel. We will present a case study from the technology sector to explore these issues, present frameworks and identify solutions.

Attendees will learn:

- ◆ The importance of coordinating channel and pricing strategy
- ◆ How to price for value and increase margins through distribution
- ◆ How pricing influences and motivates channel behavior

TOOLS AND TECHNIQUES

11:00 AM

Sales Adoption: How to Get Sales to Implement Your B2B Pricing Strategy



Speaker: Tony Pericle, Principal, ProfitOptics

Whether you're just starting or well down the path with your pricing strategy, if your company sells tens of thousands of products to tens of thousands of customers, sales buy-in is the linchpin to your success. Too often pricing strategies and tactics are conceived of within the ivory tower. That's OK if you get your feet-on-the-street to feel empowered. The objective of this session is to present ideas on how to get both sales management and sales rep buy-in through the use of a multi-pronged approach of actionable reports and point-of-sales prompts.

Attendees will learn:

- ◆ How to reduce “noise” in your pricing recommendations and in turn, bring a higher degree of credibility to your pricing strategy
- ◆ How to respond to “too much risk”, “too much time”, “too complicated”, and “not invented here”
- ◆ How to provide management the reports they need to drive pricing excellence

“It is very interesting to see the growing importance of price in a profitable organization.”

*Theo Geurts
Revenue Management Supervisor
Caterpillar, Switzerland*

12:00 – 1:00 PM

Lunch

1:00 PM

KEYNOTE: An Evolution to Value-Based Pricing



Speaker: Steve Haggett, Director of Pricing, Philips Healthcare

It's easy to agree that value-based pricing carries many benefits over cost-based pricing, but it sure is a lot more difficult to implement. Internally, sales managers will question why anyone would attempt such a change in the middle of a recession, finance leaders fear the loss of direct linkage to cost and margin, and marketing directors will raise the impossibility of translating certain features into generally hidden customer economics.

Many of us share the challenges of driving value-based pricing in our organization. Steve will share his experiences as Philips Healthcare transforms to a value-based approach.

Attendees will learn:

- ◆ What worked well, and what steps just didn't
- ◆ How to communicate up, down, and across the organization, enrolling stakeholders
- ◆ Simple but critical steps required to successfully implement a value-based approach
- ◆ Lessons learned from driving the transformation

Steve Haggett is the Director of Pricing for Philips Healthcare, where he is leading pricing strategy and transactional tactics. His work focuses on implementing value-based pricing tools, approaches, and measurements and improving pricing competency across Philips' global sales and marketing organization. He is formerly Director, Client Relationships at Holden Advisors, where he worked with a number of healthcare and high technology clients to identify profit growth opportunities.

He brings over 25 years of marketing and pricing leadership experience, with a background in sales, marketing, and new product launch. Steve has experience as an international product manager with profit and loss responsibility in the energy industry, as an account manager for global Fortune 100 accounts, as the chief executive of a healthcare start-up, and as a financial manager in the defense sector.

He holds an MBA from Harvard Business School and a BA from Williams College.

2:00 PM

KEYNOTE: Pricing Orientation in Business Markets (Cost, Competition, Customer): Gap between Theory and Practice



Speaker: Stephan Liozu, President & CEO of Ardex / W. W. Henry Company

There are three widely accepted and used pricing orientations in business markets. There are cost-based, competition-based or value-based. Most authors and academic researchers recommend the use of value-based pricing methods using customers' value perceptions and willingness to pay for that value. Despite the declared superiority of value-based pricing methods and strategies, a small minority of firms adopt value-based pricing approach in practice. Most industrial firms use formula-based and competition-based pricing according to the latest pricing research. These findings ring as a warning bell to marketing academia and called for the need to better prepare and train our next generation of marketing leaders.

This presentation proposes a review of academic research in the field of pricing orientation in business markets. The adoption of a pricing orientation in firms is influenced by many factors in and outside the firm. A preliminary review of these factors is discussed. Call for future research is proposed.

Attendees will learn:

- The latest research findings on the three widely-known pricing orientations
- The benefits of value-based pricing and the various methods in evaluating and assessing economic value in business markets
- The most common difficulties in measuring and implementing Economic Value Analysis (EVA)

Stephan Liozu is President & CEO of Ardex / W. W. Henry Company, a manufacturer of high performance and differentiated building products in the Pittsburgh area (www.ardex.com). Stephan defines overall corporate pricing strategy and works closely with his Business Unit Managers in designing and implementing value-based and premium pricing programs. For the past nine years, Stephan has been a visiting Professor at Universities in Toulouse, France where he teaches International B2B Pricing Strategies to Master's degree students.

3:00 PM

Conference Close

TECHNOLOGY SPONSORS

eClerx's Pricing & Profitability Services drive our Clients' bottom line and competitiveness through a unique combination of proprietary pricing and catalog data capture technology managed by our team of expert pricing analysts. Our highly customizable solutions enable us to partner with our Clients' pricing teams to capture, organize, report, analyze and take action on their competitive data. We provide quick, low cost/high ROI solutions to our Clients' revenue and margin leakage challenges by not only capturing competitive price information, but also performing product cross referencing and competitor catalog gap analysis and deploying demand elasticity and event impact analysis based price recommendation models. Our robust systems, processes and analysis integrate directly with our Clients' internal data and provide actionable insights and reporting for macro and micro decisioning. Website: www.eclerx.com



Model N is the leading provider of Revenue Management solutions to the life sciences and high tech industries. Model N's holistic approach to revenue management delivers pricing solutions that are vertical-specific and tightly integrated with Model N's quoting, contract management, trade promotion, and channel management solutions to help companies manage pricing and margins throughout the entire planning, execution, and settlement stages of the revenue lifecycle. With close to 80 leading companies in life sciences and high tech, no other pricing vendor has the solution breadth or depth of industry experience that Model N brings to the industries it serves. Website: www.modeln.com

Model N

The **SAP Price and Margin Management** application provides a unique extension to the price execution functionality of SAP software. The application helps companies to add \$10 million to \$20 million annually to the bottom line for every \$1 billion in sales. Website: www.sap.com



Servigistics is the worldwide leader in service lifecycle management software. The company's award-winning solutions include service parts pricing, parts management, workforce management, and knowledge management. The breadth and depth of the solution-set enables companies to transform their global service operations by increasing profitability, cash flow, and customer loyalty. Servigistics' Oracle Fusion and SAP Netweaver-certified solutions have been deployed and proven globally by a highly referenceable client base in high-tech, aerospace & defense, motor vehicles, telecommunications, and consumer and industrial products. Servigistics is a privately-held company headquartered in Atlanta, with regional headquarters in the UK, Japan, and India. Website: www.servigistics.com



Vendavo is a leading provider of price management and optimization software for business-to-business companies worldwide. Vendavo Enterprise Pricing Suite solves pricing problems by giving businesses true enterprise-wide control of their entire pricing process. It combines pricing science, pricing best practices, and enterprise-class software to drive small improvements in average prices at every stage of the pricing process, from segmentation to deal close. Together, these improvements deliver big increases in profits – from 10% to 30%. Vendavo is the enterprise pricing solution of choice for some of the world's biggest names in chemicals, high-tech and industrial manufacturing, consumer products, mill products and distribution. SAP resells the Vendavo solution to its customers under its own name as SAP Price and Margin Management. Website: www.vendavo.com



PROS: Conference Reception Sponsor

PROS is the leading provider of B2B price and margin optimization software for manufacturing, distribution, and services industries. PROS Pricing Solution Suite (PPSS) empowers you to understand how pricing impacts profitability, bring scientific pricing strategies to market, and negotiate pricing using scientific price guidance. PROS customers have seen as much as \$200M in annual revenue improvement with millions in profit improvement achieved in under 30 days. PROS has implemented over 200 solutions in more than 40 countries. Founded in 1985, PROS' 350+ employees in the US, Europe, and Asia include over 25 Ph.D.s and the industry's largest commitment to pricing science and pricing software R&D.



Named by Forbes as one of "America's 200 Best Small Companies" Website: www.prospricing.com

Global Price Management (GPM) from **Syncron** provides you with an efficient way to analyze, maintain and synchronize prices between all your customer touch points. By providing a system for instantaneous global pricing decision support & execution you can efficiently increase margins and revenues in your global product portfolio. Website: www.syncron.com



Vistaar Technologies provides analytical software for product marketing, pricing and sales groups. We help high tech companies increase revenue and margin by improving list pricing, deal management, customer profitability, and overall product portfolio performance. Website: www.vistaar.com



Zilliant drives measurable profitability improvement for industrial manufacturers, distributors and service companies through superior price setting and execution. Zilliant Precision Pricing Suite (ZPPS) combines advanced pricing science, including our proprietary Precision Price Segmentation™ and Price Band Optimization™ technologies, with easy-to-use business applications to deliver an end-to-end solution for data-driven price management. Enhanced price differentiation and sales execution help Zilliant's customers achieve the best pricing on every transaction, increasing margins by 15% and more. Website: www.zilliant.com



Stratinis is a Europe-based company offering its clients state-of-the-art international price management software. Stratinis' core expertise is in helping companies do international business by managing their prices across borders. Stratinis Pricing Suite:

- Enables companies to manage their pricing with international key accounts better than ever before
- Combines all aspects of price management in one solution: Analysis, guidance and price execution
- As a result customers can improve their profits by 10% to 20% and at the same time control international pricing risks. Website: www.stratinis.com



The Nielsen Company, develops competitive category pricing strategies with Priceman, the ideal solution for retailers in the Grocery, Drug and Mass Merchandise industries. This strategic pricing solution lets you create retail pricing scenarios and analyze their potential. With Priceman, it's easy to see what impact changing prices has on your gross margin, price position and competitive position. Website: www.nielsen.com



EXPERT SPONSORS

Simon-Kucher & Partners
Strategy & Marketing Consultants (SKP) has the world's largest consulting practice dedicated to pricing and smart profit growth.

SIMON • KUCHER & PARTNERS
Strategy & Marketing Consultants

Business Week magazine described SKP in January 2004 as "world leader in giving advice to companies on how to price their products."

Please consider the following facts:

- Global presence: We have over 480 employees in our North American offices in Boston, San Francisco and New York, in Tokyo, Moscow, and in twelve offices in Europe.
- Client base: We have resolved complex pricing issues for more than 80 of the global Fortune 500 firms, as well as for many small and medium-sized companies. In the last couple of years we have conducted well over 1000 pricing projects.
- Thought leadership: We have published over 50 books on pricing and related issues and over 500 articles, including many commentaries in The Wall Street Journal and The Financial Times and other leading publications.
- Growth: Our revenues grow by 20-30 % per year, a strong testimony for our quality of service. Website: www.simon-kucher.com

Pricing Solutions Ltd. specializes in 4 core services: pricing research, pricing management, pricing training and advisory services.



Under the leadership of President Paul Hunt, Pricing Solutions has grown exponentially since its inception in 1994. We have offices located in North America and Europe.

Our pricing expertise is based on more than 15 years of in-depth work on pricing optimization in B2C and B2B markets. We have developed a wide range of proprietary tools, processes and research techniques for studying and analyzing our clients pricing problems. The typical payback on an engagement is 15:1.

Our philosophy includes the following: the senior managers who sell the work are also the people who do the work, collaboration is at the heart of our approach to completing successful projects and long-term relationships are the key to business success. Website: pricingsolutions.com

Holden Advisors is a pricing strategy, consulting and training firm that helps clients become confident about their pricing and achieve greater revenue and profits. To ensure success, we deliver analysis, strategy, processes and training that are analytically sound and closely integrated with a client's business culture. We look at both quantitative and qualitative aspects of pricing to help your marketing and sales teams illuminate an offering's clear value to a customer. We help:



- Managers gain a deep understanding of the drivers of pricing and profitability, including quantitative factors, such as market prices and customer value, and qualitative factors, such as customers' and salespeople's mindsets.
 - Marketing, sales, product management, and finance work together to make better pricing decisions
 - Solve our clients' complex pricing challenges because we ask the right questions and our experience allows us to transform answers into action
 - Make pricing discipline an effective part of your company culture
- Holden Advisors' founders, Reed Holden and Mark Burton, recently published *Pricing with Confidence: 10 Ways to Stop Leaving Money on the Table*, an easy to read book that acts as a roadmap for senior leadership in sales, marketing, finance and pricing to work together to outperform the competition. Website: www.holdenadvisors.com/

Deloitte: Workshops Reception Sponsor

Deloitte is an organization of member firms devoted to excellence in providing professional services and advice. We are focused on client service through a global strategy executed locally in nearly 150 countries. With access to the deep intellectual capital of 120,000 people worldwide, our member firms (including their affiliates) deliver services in four professional areas: audit, tax, consulting, and financial advisory services. Our member firms serve over one-half of the world's largest companies, as well as large national enterprises, public institutions, and successful, fast-growing global growth companies. Website: www.deloitte.com



Strategic Analysis Inc. (SAI), a global business consulting firm, uses its core capability in competitive intelligence to develop pricing, pricing strategy and tactics, and price benchmarking throughout an industry's ecosystem to increase client profits. SAI drives its field-developed research to develop proactive, value-added results and recommendations for clients. Website: www.strategicanalysis.com



Accenture is a global management consulting, technology services and outsourcing company. Committed to delivering innovation, Accenture collaborates with its clients to help them become high-performance businesses and governments. With more than 152,000 people in 49 countries, the company generated net revenues of US\$16.65 billion for the fiscal year ended Aug. 31, 2006. Website: www.accenture.com/



Wiglaf Pricing works with leading global corporations and emerging entrepreneurs to enable confident pricing decisions in the face of uncertainty. With researched and field tested quantitative and qualitative approaches, executives use Wiglaf Pricing's insight and creativity to define price structures, set price levels, and manage price variances. Website: www.wiglafpricing.com



PriceGain develops strategies, processes and tools for successful Pricing and Revenue Management. PriceGain operates globally from its headquarters in Stockholm and through strong partnerships world-wide.



We offer our pricing services to both established and start-up companies selling products and/or services in the B2C and B2B markets and through channels. We have extensive pricing experience from over 50 different industries, from Travel, Food and Newspapers to High Tech Systems and Professional Services.

Our approach ensures that prices are set based on an understanding of the challenges and opportunities throughout the whole value chain, the business case of all the individual parts of the value chain and the value provided to the final tier.

PriceGain offers price optimization services to a number of global companies, improving their profits significantly, often by well over 100% and with project pay-off times in a few weeks. Website: www.pricegain.com

Price initiatives are not about software implementations, but bottom-line results.

Quantalyst Consulting, LLC specializes in quantitative analytics to drive profit and pricing decisions. With proven expertise in 'pocket price', 'cost-to-serve' and 'cost-to-produce' analytics and integrations, you can leverage your existing staff and systems for a cost-effective pricing solution – beyond a single-minded focus on direct trade components (rebates, discounts, trade promotions, etc.). Some of the world's most successful corporations in a variety of sectors have engaged Quantalyst to unravel, quantify and understand complexity including Nestlé, Henkel, Pall Corp, Haldex and others. Website: www.quantalyst.com



EXPERT SPONSORS (continued)

Atenga, Inc. is the nations fastest growing strategic pricing consulting company. We develop pricing strategies based on hard data, delivering to our clients unsurpassed business results by monetizing the value perceptions of the marketplace. Website: www.atenga.com



Abbey Road Associates. Pricing is not a problem -- it's an opportunity. Pricing strategy can ignite revenues with innovative product/service bundling, new offers, discount management and defense of price levels and share. Our clients rarely see less than a 7% top line gain, and 50%+ increases are common.



Abbey Road Associates is a specialist firm, helping leading corporations achieve their profit goals through our unique toolkit of pricing frameworks, proven in repeat engagements.

Learn more about our depth in pricing. Contact us. Ask for a copy of our influential book on pricing strategy: "Winning the Profit Game. Smarter Pricing, Smarter Branding." (McGraw-Hill, 2004). Website: www.abbeyroadassociates.com/

Kalypso is a consulting firm helping clients deliver on the promise of innovation. The firm helps some of the world's most innovative companies effectively launch new products and services.



Kalypso believes pricing and value management are fundamental to innovation, and has extensive knowledge and experience helping clients innovate their core pricing strategy and processes.

In addition to the firm's deep industry, technology, operational, and training expertise, Kalypso provides a flexible, collaborative approach to deliver unparalleled client satisfaction. The firm was founded on a core principle - to serve clients the way they want to be served. Website: kalypso.com/

For over 17 years, **MONITOR/Strategic Pricing Group** has been the leader in developing proactive, value-based, and profit-driven business strategies. A recognized expert in markets ranging from pure commodities to highly differentiated offerings, SPG provides a complete range of strategy and implementation support. SPG is differentiated in its collaborative work-style and its focus on educating clients to become self-sufficient pricing leaders. CEO and Founder Dr. Thomas Nagle is author of *The Strategy and Tactics of Pricing*, the best-selling guide to pricing now for over a decade. Website: www.strategicpricinggroup.com

Sentrana Inc., based in Washington, DC, is a pioneer in providing scientific micromarketing solutions to industry leaders in highly competitive markets. We provide end-to-end revenue optimization solutions by combining advanced quantitative methodologies with qualitative managerial inputs into our patented MarketMover™ platform. Our technology facilitates optimization of the marketing decisions at the individual transaction level that drive financial performance, allowing organizations to actively shape their demand environments. Our solutions enable our clients to make better pricing decisions, increase profitability, and unify disparate business units under a single revenue strategy. Website: www.sentrana.com/



SPMG (Strategic Pricing Management Group) is a price consulting firm that services clients on every continent around the globe.



For over 15 years, our proprietary and cutting edge pricing solutions have given a competitive advantage to our clients in various industries (pharmaceutical, banking, government, transportation medical/electronic manufacturers, food & beverage consumer goods and telecommunication, to name a few).

SPMG consulting approach is based on the premise that every business presents a unique pricing challenge depending on their size, scope and budget. To that end, our a-la-carte service offering (on and off-site training, field research and consulting engagements) provides the most competitive cost effective strategy for our clients to succeed. Website: www.youneedpricing.com

Quantiz is a pricing management consulting firm that uses the powerful concepts of Six Sigma and Process Excellence to enhance its analytical skills in order to develop differentiated services and solutions.



Our main goal is to improve our customers' sustainable growth and profitability. Based in Sao Paulo, Brazil, the company was founded and is managed by Frederico Zornig, who has more than 16 years of international work experience as a high level executive at transnational companies and more than 8 years of experience leading pricing initiatives and projects. He has an MBA from the University of Illinois at Urbana-Champaign and is a PhD candidate in Pricing at International School of Management in New York. Frederico is also a certified Six Sigma Black Belt since 2002 and is now leading the Latin America chapter of the Professional Pricing Society. Website: www.quantiz.com.br

SoftwarePricing.com is a resource for organizations and individuals involved with software pricing. The site is a compilation of publicly available information on pricing along with pricing perspectives and insights developed by MarketShare, Inc., a consulting firm that helps technology companies realize greater returns from the products and services they sell, as well as from the professionals who represent them. Website: softwarepricing.com

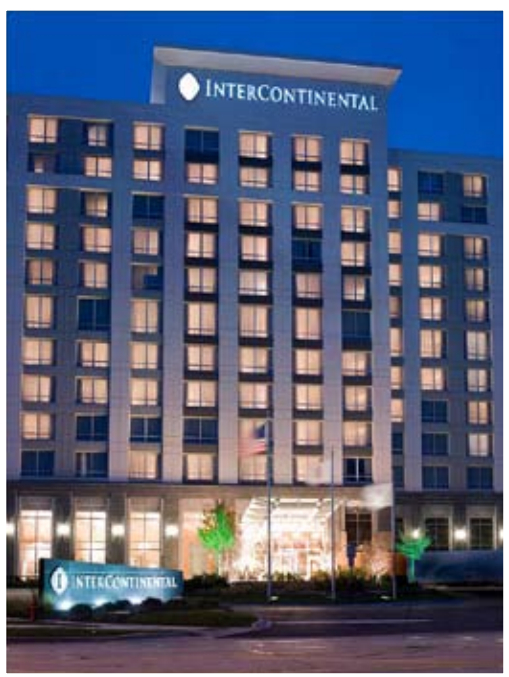


"The conferences offered by the Professional Pricing Society improve year over year. The speakers get smarter and better, and the networking gets more valuable."

Adrienne Gordon,
American Greetings Corp.



Hotel & Registration Information



Registration Fees

Non-Member Registration – If you are currently not a PPS member, registration is **\$1995** for the PPS Conference being held on May 6-7, 2010. This fee includes a six-month PPS membership, a comprehensive manual and CD of all presentations, lunch and continental breakfast both days, refreshments and our networking reception on May 6, 2010.

4th Attendee Free – When three people register from the same firm at the same time, a 4th person may register for the conference at no extra charge.

PPS Member Discount – For Professional Pricing Society members, registration is \$1695, a discount of \$300. If your firm has a single membership then any one person from that firm can register at the member rate. If your firm has a Corporate 5 plan (up to five people on the membership plan) then any five people from your firm can register at the member rate. The same holds for Corporate 10, Corporate 20 and Corporate 100 members. If you wish to register several people at the member rate, then you should ensure that you have one of the corporate membership plans to receive discounts for everyone. Single membership in PPS is \$400. Corporate 5 plan is \$1000; Corporate 10 is \$1500; Corporate 20 plan is \$2500 and the Corporate 100 plan is \$5000.

Full Conference Package – Registration, if you are not currently a member is \$2795 and includes one of the Pre-conference CPP Workshops on May 5, 2010 and the PPS Conference on May 6-7, 2010. When three people register from the same company for both events, a 4th person may also register for both events free of charge.

PPS Member Discount – For Professional Pricing Society members, the Full Conference Package is \$2495, a discount of \$300. The same membership eligibility rules apply as shown above for PPS membership.

Housing Information

Hotel Reservations:

The wonderful **InterContinental Chicago O'Hare Airport Hotel** is the host for the 21st Annual PPS Spring Pricing Conference.

You must mention that you are attending the PPS Spring Pricing Conference to receive our discount. You should make your reservations directly with the hotel at **+1.800.327.0200** or use the link provided for this purpose at the PPS Website **www.pricingsociety.com/chicago2010**

The InterContinental O'Hare will only hold the PPS block of rooms until **April 12, 2010**, that is three weeks before the conference begins. We advise that you reserve your hotel room when you register for the conference or even before, if you are fairly certain that you will be attending.

Payments, Substitutions and Cancellations

Payments and Cancellation Policies: You may make payment by check or credit card, or online at www.pricingsociety.com. Checks must be received by **April 12, 2010** and should be made payable to "Professional Pricing Society". You may substitute attendees at any time prior to the start of the conference with no penalty. **You may cancel by April 12, 2010 and receive a refund, less a 20% administration fee.**



Also Please Route:

- VP/Director Marketing
- VP/Director/Manager of Pricing
- Product/Market Manager
- President/General Manager

ATTENTION MAILROOM:
If undeliverable to addressee, please
forward to one of the departments on the
route slip. (Lower left boxes)

2010 Spring Conference Registration

1st Registrant Name _____ Title _____

Organization _____ Address _____

City _____ State/Province _____ Country _____ Zip/IPC _____

Phone _____ E-mail _____ Workshop Choice _____

2nd Registrant Name _____ Title _____

Phone _____ E-mail _____ Workshop Choice _____

3rd Registrant Name _____ Title _____

Phone _____ E-mail _____ Workshop Choice _____

4th Registrant (FREE) _____ Title _____

Phone _____ E-mail _____ Workshop Choice _____

2-Day Spring Pricing Conference ONLY, May 6-7, 2010

- I am NOT currently a member, but understand I will receive
a free 6-month PPS membership. \$ 1,995
- I am a current PPS member (\$300 member discount) \$ 1,695

**FULL CONFERENCE: 2-Day Spring Pricing Conference, May 6-7, 2010
PLUS 1-Day CPP Workshop, May 5, 2010**

- I am NOT currently a member, but understand I will receive
a free 6-month PPS membership. \$ 2,795
- I am a current PPS member (\$300 member discount) \$ 2,495

Specify Workshop: Please enter your Wednesday, May 5, Full-Day Workshop
choice in the Registration Form above:

1. "Fundamentals of Price Management" with Elliott Yama
2. "Quantitative Methods in Discount Management" with Tim Smith, PhD
3. "Pricing for Profitable Growth: Strategies and Tactics" with Kent Monroe
4. "Measuring & Managing Pricing Effectiveness" with Paul Hunt and Greg Thomas
5. "Consumer Pricing: Approaches to Manage Today's Pressures and Uncertainties"
with Frank Luby

Special Needs: If you or someone in your group has special needs please check below:

- Disability (specify) _____ (visual, hearing, mobility)
- Dietary restrictions: Vegetarian _____ Kosher _____ Other _____

MAIL TO: Cherica Spann, Registrar,
Professional Pricing Society
3535 Roswell Road, Suite 59
Marietta, Georgia 30062

PHONE: +1.770.509.9933

FAX: +1.770.509.1963

INTERNET: www.pricingsociety.com/chicago2010

EMAIL: Cherica Spann, Registrar
cherica@pricingsociety.com

Payment: Payment enclosed
 Bill my Organization

AMEX Visa MasterCard

Credit Card # _____

Expiration date (MM/YY) _____

*Attire is business casual. For your own comfort in
meeting rooms, we recommend that you dress in layers.*