



**The ASI Power Summit Agenda
The Breakers, Palm Beach, Florida
November 9 - 11, 2008**

Sunday, November 9th

Noon - 5 p.m.

Registration

South Loggia

3:30 p.m. - 4 p.m.

Group Photo

The Mediterranean Courtyard

7 p.m.

Cocktails

The Mediterranean Courtyard

8 p.m.

Dinner – Sponsored by Gildan (*Jacket suggested*)

The Mediterranean Ballroom

8:45 p.m. - 9:15 p.m.

Interview with *Counselor*[®] Person of the Year

The Mediterranean Ballroom



Jack Teague
BIC Graphic USA

Interviewee: Jack Teague, President, BIC Graphic USA

Jack Teague is *Counselor*[®] magazine's 2008 Person of the Year and will be interviewed during the opening evening dinner by ASI President and Chief Executive Officer Timothy M. Andrews about how he has managed a global supplier business with divisions in seven countries, revolutionized product development at BIC and has emerged as one of the small number of leaders in safety, compliance and sustainability.



Monday, November 10th

7 a.m.

Breakfast – *Sponsored by Geiger, asi/202900*
South Ballroom Foyer

7:45 a.m. – 8:45 a.m.

Why Marketing Matters: Secrets to Building Buzz
Ponce de Leon 4

Top industry executives will make a compelling case for ramping up marketing efforts. They will show you how they've scored off-the-charts ROI by building their companies' brand identities and marketing across all types of media.

Moderator: Michele Bell, Editor, *Supplier Global Resource*[™] and Senior Editor, *Counselor* magazine

Prior to ASI, Michele was an editor at *TV Guide* and Whittle Communications. She received an American Society of Business Publication Editors award for best profile feature in *Counselor* magazine, and recently won two FOLIO awards for best feature writing: The Gold award for her June, 2008 *Counselor* cover story on price increases and the Silver award for her Nov/Dec, 2007 *Supplier Global Resource* feature on product liability.

8:45 a.m. – 9:15 a.m.

**The Power of Promotional Products:
ASI's Advertising Specialties Impressions Study**
Ponce de Leon 4

Be the first to learn the details of ASI's groundbreaking new Advertising Specialties Impressions Study, which compares the amount of impressions for various advertising specialties against other forms of advertising. This unprecedented study, which includes man-on-the-street interviews of businesspeople in key cities throughout the U.S., will change the way suppliers and distributors sell promotional products. Leave with your own personal copy of this just-released report.

Speaker: Melinda Ligos, Editor-in-Chief, ASI magazines and VP, Professional Development

Melinda Ligos is editor-in-chief of ASI magazines. Before joining ASI, she spent more than 13 years at Nielsen Media in New York, overseeing a group of business-focused magazines that included *Sales & Marketing Management* magazine. Under her leadership, ASI magazines have been honored with two Neal Awards from American Business Media and six FOLIO awards. She also has been a frequent contributor to the business section of *The New York Times*.



9:15 a.m. – 10 a.m.

Attracting Investors

Ponce de Leon 4

This high-level panel will look at why their companies invested in the advertising specialty industry and what specifically led them to their companies' current industry investments. You'll leave this session with the necessary strategies for turning your company into a capital superstar.

Moderator: Rich Fairfield, Senior Vice President & Publisher, ASI

Prior to ASI, Rich was senior vice president of corporate development and operations for American Express Publishing, where he managed strategic planning for traditional brands and online media, and launched online products for *Travel + Leisure* and *Food & Wine* magazines. Prior to that, he was a business manager at Time Inc., where he expanded franchise development for *Money* and *Life* magazines. He started his career in Chicago with Andersen Consulting (now Accenture).

10:00 a.m. - 10:15 a.m.

Break

Ponce de Leon Foyer

10:15 a.m. – 11 a.m.

Breakout Sessions: Outlook for 2009

Ponce de Leon 1, 2, 3, 5 & 6

After recent tumultuous experiences with the financial markets, advertising specialties professionals are more anxious than ever about the economy in 2009 and its impact on our industry. Here's your chance to meet with peers to learn how they're going to handle the economic uncertainty, their ideas on how to keep their businesses thriving, and the industry's sales growing.

11 a.m. – Noon

Distributor & Supplier Roundtable

Ponce de Leon 4

Get ready for a controversial hour as some of the industry's most outspoken leaders take questions from ASI's President & Chief Executive Officer Timothy M. Andrews – and audience members – on issues like product liability, pricing issues, and distributor and supplier relationships.

Moderator: Timothy M. Andrews, President & Chief Executive Officer, ASI

Tim began his career as a journalist at Dow Jones & Co., publisher of *The Wall Street Journal*, and transitioned after seven years into product development, marketing and senior management roles. He became the founding president and chief executive of Factiva, a \$225 million information joint venture of Dow Jones and Reuters. Immediately prior to joining ASI, he served as chief executive of Primedia Business Media, the second largest magazine publisher in the United States. He joined ASI five years ago as president and now serves as president and chief executive of ASI, and president of ASI Show.



Noon – 5 p.m.

Golf Tournament (Lunch included)

Meet at the Ocean Course for a box lunch and a round of golf

Non-Golf Recreational Activities

Lunch for non-golfers will be in the South Ballroom Foyer

Beach Bungalow

ASI will host a poolside hospitality center in a private beach bungalow.

Shopping

Shuttle service for Palm Beach shopping will pick up at The Breakers' Ponce de Leon Porte Cochere, located in the South Entrance near the retail shops. The shuttle will loop between famous Worth Avenue and The Breakers. The first shuttle will depart the hotel at 12:00 p.m. and the last shuttle will depart Worth Avenue at 4:45 pm.

7 p.m.

Cocktails

The Ocean Lawn

8 p.m.

Dinner – Sponsored by Broder Bros., asi/42099 (Jacket suggested)

The Circle

Tom Myers, CEO of Broder Bros.

Topic: Broder and the Promotional Products Industry: 2009 and Beyond.

Power 50 Announcement

Tuesday, November 11th

7 a.m.

Breakfast – Sponsored by Geiger, asi/202900

South Ballroom Foyer

7:45 a.m. – 8:30 a.m.

International Update

Ponce de Leon 4

Top industry players will share their expertise and experience, and tell you which global markets are still sure bets (and which aren't) in an uncertain economic climate.

Moderator: Rich Fairfield, Senior Vice President & Publisher, ASI

8:30 a.m. – 9:15 a.m.

Customer Service: The New Gold Standards

Ponce de Leon 4

This expert panel will discuss how their companies have tailored their service offerings to meet the needs of a changing and diverse customer base. It will also lay out a clear plan for industry companies to ramp up their service offerings next year.

Moderator: Andrew Cohen, Editor, *Counselor* and *Uniforms* magazines
Andy previously was editor of *Incentive* and *Potentials* magazines at The Nielsen Company in New York. While working for Nielsen, Andy's work received four Jesse H. Neal Awards, the highest honor in business journalism. This year, under Andy's leadership, *Counselor* magazine just received its second consecutive Neal Award for its annual *State of the Industry* issue.



9:15 a.m. – 10 a.m.

“What Motivates Me”: Incentivizing Top Reps

Ponce de Leon 4

We’ll hear from both top reps and the successful executives who manage them, about what truly motivates these hard-driving salespeople to perform. Panelists will lay out the most effective compensation methods for top performers, explore key retention strategies and learn about the leadership styles that work best for motivating – and retaining – this elite group.

Moderator: Timothy M. Andrews, President & Chief Executive Officer of ASI

10:00 a.m. - 10:15 a.m.

Break

Ponce de Leon Foyer

10:15 a.m. – 11 a.m.

Breakout Sessions: How to Find Great People

Ponce de Leon 1, 2, 3, 5, & 6

A company’s most important asset is its staff – your business’s first impression on clients. Learn valuable recruiting, training and retention tips for attracting the best of the best to your team of employees. In this volatile economy, it’s more crucial than ever to find and keep top talent, rather than settle for mediocrity.

11 a.m. – Noon

The Green Movement: What’s Ahead for 2009

Ponce de Leon 4

Hear some of the industry’s foremost authorities on the green movement talk about what constitutes an eco-friendly product; which markets are hungering for green products; and what both distributors and suppliers need to do to cash in on the fast-growing green movement.

Moderator: Matthew Cohn, Vice Chairman of the ASI Family of Companies Vice Chairman of the ASI Family of Companies (composed of *The ASI Show*®, *ASI Computer Systems*® and *ASI*®) Matthew Cohn has launched businesses in publishing, e-commerce, trade shows and medical information. Cohn has also served as president, education chair and treasurer of the Philadelphia Chapter of the Young Entrepreneurs Organization and is on the board of the Philadelphia Chapter of the Young Presidents’ Organization. He was named one of the 100 Most Influential People in the trade show industry by *Tradeshow Week*.

Noon – 12:15 p.m.

**Closing Remarks by Timothy M. Andrews,
President & Chief Executive Officer of ASI**
