

DATE:
October 19-22, 2008

LOCATION:
Disney's Contemporary Hotel & Resort
Orlando, Florida USA



FREE GOLF!
If you register before
Sept. 19, 2008
(\$165 thereafter)

**BRING A COLLEAGUE
AT HALF PRICE***
When You Register Before
SEPT. 19, 2008

*Half Price paying attendee not eligible for
FREE GOLF promotion

Earn 10 points towards IBF re-certification by attending this event

Supply Chain Planning & Forecasting: Best Practices Conference

*Give Your Customers The Products They Want, While Freeing Up Precious
Resources & Money Tied To Inventory*

Valuable Conference Add-Ons

Golf Outing/Tournament	Workshops	Statistical Forecasting Tutorial	New Products Forecasting Forum
Meet & Network with Key Executives <i>ALL LEVELS WELCOME</i> <i>(FREE BEFORE SEPTEMBER 19, 2008)</i> Sun. October 19, 2007 8:00am	3 Workshop Topics to Choose: Collaborative Forecasting, CPFR, Demand Planning & S&OP Mon. October 20, 2008 8:30am	1 Day Hands-On Statistical Forecasting Tutorial Mon. October 20, 2008 8:30am	Special 1/2 Day New Product & Planning Forum Wed. October 22, 2008 8:30am

Hear 41 Professionals Sharing Their Supply Chain Planning & Forecasting Experience



COMPANIES PRESENTING:

TUPPERWARE
FUJITSU
BASF CORPORATION
ELI LILLY AND COMPANY
AXON AMERICAS

TROJAN BATTERY
EMERY WATERHOUSE
ROCKYSOFT
A. T. KEARNEY
COVIDIEN
FISERV CORPORATION

ROCHE DIAGNOSTICS
CANADIAN NATIONAL
DEFENCE DEPT
AUTOBOX
AVNET
JARDEN CONSUMER
SOLUTIONS

LOGILITY
WORLD KITCHEN, LLC
HOLLISTER
WALT DISNEY WORLD
BAYER CROPSCIENCE
ASPREVA

QUALITY BICYCLE
PRODUCTS
KMG ELECTRONIC
CHEMICALS, INC.
ON-POINT GROUP
OLIVER WIGHT
SAS INSTITUTE

AMGEN
GLAXO SMITH KLINE
METHOD HOME
JOHN GALT
BEARINGPOINT
SYLVANIA

New Products Forecasting & Planning Forum:

WEDNESDAY | OCTOBER 22, 2008 | 8:30 AM – 12:30 PM

PANELISTS

(partial list)

Executive Director—
New Products
Marketing
AMGEN

Supply Chain
Manager
**QUALITY
BICYCLE
PRODUCTS**

Head of Consumer
Forecasting
**BAYER
CROPSCIENCE**

Manager, Revenue
and Profit Management
**WALT DISNEY
WORLD**

Manager of
Forecasting and
Inventory Management
TUPPERWARE

With increased product offerings and shorter product lifecycles, New Product Forecasting & Planning is an ongoing challenge for all industries. Organizations must make significant financial decisions – to develop new factories or to outsource, whether to widen distribution, where to invest marketing dollars – based on expectations for new product success. Often these decisions are based less on scientifically based forecasts and more on management’s wishes or gut feel. In this Forum you’ll hear how new product forecasting is done – the good and the bad – from panelists across several industries. You will also have the opportunity to share your own thoughts and suggestions, and build your professional network, in this interactive half-day session..

YOU WILL:

- **HEAR** presentation from major companies who have dealt with and overcome the major obstacles that stand in the way of successful New Product Forecasting & Planning
- **SHARE** your New Product Forecasting & Planning issues and their solutions in an open discussion format with the panel member and your peers
- **NETWORK** and make new friends with professionals in a comfortable setting
- **LEARN** from a variety of presenters and their views on New Product Forecasting & Planning, giving you a head start
- **AND MUCH MORE!!**

“This conference allows me the opportunity to investigate new forecasting techniques as well as validate existing processes.”

O. Uribe, Merchandise Forecaster
HE CONTAINER STORE

“The conference absolutely ‘blew me away’. Between the new software available and what some companies are doing with it to manage their businesses, it’s incredible!”

G. Thome, Forecast Analyst
ALCOA PRESTO PRODUCTS DIVISION

New Product Forecasting & Planning Forum Registration Fee:
with conference, an additional \$395(USD) | forum only \$795(USD) **1a**

SECTION 1

INTRODUCTION TO BUSINESS FORECASTING

- Types of forecasting methods
 - a) Judgmental methods
 - b) Extrapolative time series methods
 - c) Explanatory (cause-and-effect) methods
 - d) Integrated time series with cause and effect methods.
- Data considerations (e.g., missing data, outliers, etc.)

SECTION 2

INTRODUCTION TO TIME SERIES: MOVING AVERAGES, EXPONENTIAL SMOOTHING, GENERALIZED MEMORY MODELS

Among all models, time series models are the ones that are used most in business

- Simple moving averages
- Exponential smoothing models
- Holt Winters methods
- Automatic model selection

SECTION 3

REGRESSION MODELS FOR FORECASTING

Regression is the basic tool for measuring the relationship between variables. It is often used where some understanding of the underlying reasons for the forecasted values is needed.

- Classical regression model
- Simple regression
- Multiple regression
- Interpreting results
- Regression coefficients
- The R-squared statistic
- "t" ratios and statistical significance
- Multicollinearity

SECTION 4

FORECASTING ACCURACY

The measurement of forecast accuracy is essential in any forecasting process.

- Goodness of fit vs. forecast accuracy and the "tail-wagging the dog fallacy"
- Within-sample vs. out-of sample tests
- Rolling out of sample evaluations
- Three important statistical measures of forecast accuracy: MPE, MAPE, and WMAPE
- Designing an out-of sample test ; multiple origins and multiple lead times
- Tracking forecast errors

SECTION 5

"PUTTING IT ALL TOGETHER"

- Forecasting best practices Summary
- Productivity aids to help you forecast better
- Forecasting processes
- Data collection & analysis
- Methods & models; How to select a forecasting package
- Software & systems people
- Collaboration, communication & commitment

SECTION 6 (BONUS IF TIME PERMITS)

COMBINING REGRESSION AND TIME SERIES METHODS

- Compensating for correlation with previous time periods
- Classical model
- Lead and lag effects on causal variables.
- Estimating models.

President

**PHREDTEK, INC.
LOGISTICS CONSULTING SERVICE**

MS-EXCEL WILL BE USED FOR DEMONSTRATION/EXERCISES.

BRING ALONG YOUR LAPTOP (OPTIONAL)

Tutorial Registration Fee:

with conference, an additional \$50(USD) | tutorial only \$895(USD)

TABLE OF CONTENTS

New Products Forecasting & Planning Forum	1a
1-day Statistical Forecasting Tutorial	1b
Hotel Information	2
Who Should Attend	2
Workshops	2
Agenda at a Glance	3
General Session Abstracts	4-9
Sponsor Partnership & Exhibiting	9
Partial List of Sponsors & Exhibitors	9
IBF Conference Testimonials	10
Frequently Asked Questions	10
Upcoming Events	10
Become a Certified Professional Forecaster	11
Become an IBF Member	11
Certification Exam Schedule	11
Conference & Certification Registration	12

FREE GOLF

If you register before September 19, 2008
(\$165 thereafter)

8:00 am | Shotgun Start/Scramble Format

Be a part of the IBF Golf Outing at Lake Buena Vista — a great networking platform with fun and friendly competition. This course is one of a select few that have hosted a PGA TOUR event, a LPGA TOUR event, and a USGA event. Golf is FREE if you select golf and register before September 19, 2008. You can contact the Pro Shop at 407.938.3871 with any questions and/or to reserve clubs.

Disney's Contemporary Hotel & Resort

4600 North World Drive
Lake Buena Vista, FL 32830
Hotel Reservations: Tel. 407.824.3869

With easy access to the Magic Kingdom Park and Epcot, this luxury hotel offers sweeping views, white sand beaches and a lakeside environment. Discounts are available for park entrance! Please visit our website for further details, www.ibf.org/0810.cfm. Register by Sept. 19, 2008, and be eligible for a discounted rate of \$209 per night. **Plus, check your luggage** from your home airport to arrive straight at the hotel. **A new FREE Service!**

Who Should Attend:

Are you responsible for any of the following at your company?

Allocation & Planning	Distribution	Manufacturing	Production
Assortment	Economic Analysis	Marketing	Retail
Brand & Product Management	Engineering Operations	Master Scheduling	Collaboration
Business Development	ERP Implementation	Material Management	Sales
Buying/Purchasing	Finance	Merchandising	Sales & Operations Planning (S&OP)
Call Volume Management	Forecasting	Mergers & Acquisition	Sourcing
Collaboration	Information Technology	New Business/Product Development	Statistical Modeling
Demand Management/Planning	Inventory Management	Development	Strategy
	Load Forecasting	New Product Forecasting	Supply Chain Management
	Logistics	Operations	Warehousing
		Procurement	

Workshops

MONDAY | OCTOBER 20, 2008 | 8:30AM - 11:30AM

" An Introduction to Collaborative Planning, Forecasting & Replenishment (CPFR®)"

Have you seen the letters - CPFR®, and wondered what it was and could it help your business? This session will be an introduction to the concept of Collaborative Planning, Forecasting, and Replenishment. Specifically, it is a collaborative process between suppliers and retailers that can create tremendous value for all trading partners involved. It enables suppliers to be more responsive to consumer demand, and improves communication and information flow for better decision making. CPFR® can create a win-win for both customers and suppliers to reduce supply chain costs, improve customer fulfillment, and increase overall company performance. We will talk about what it is in detail, where it came from, how best to gain buy-in and apply the process to your company. We also will give some examples of how it is used in day to day practice.

Attendees will learn:

- The history of CPFR® and how there is more reward than risk with this process
- How to gain buy-in and best apply the process to your business.
- The key ingredients of a successful CPFR® process and how to get it started at your company

Head of Consumer Forecasting
BAYER CROPSCIENCE



Sr. Planner, Contract Manufacturing
GLAXOSMITHKLINE



" The S&OP Process Your President Wants"

We've all heard that the business leadership "owns" the S&OP process and should be actively involved in the meetings, but often they are nowhere to be found. This session explores why your leaders do not participate in you S&OP meetings and how to reinvigorate your process so that they join and lead the meetings. We will start with an explanation of the how the executives see the world and what keeps them up at night. We will continue with how an S&OP process can address their needs and identify the essential elements your S&OP process must have to engage your leaders. We will conclude with examples of successful designs that you can use to revitalize your S&OP process and make it a key contributor to your company's success.

Attendees will learn:

- Why your S&OP process drives your leaders away
- What your S&OP process must provide to gain your leaders' interest
- How to revitalize your S&OP process and deliver business value

Principal
OLIVER WIGHT AMERICAS



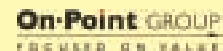
" The Demand Management Game—An Interactive Board Game on How to Match Supply with your Demand and Improve Business Performance"

We are operating in a world driven by demand; it is a world that requires new supply chain management tools to correct logic flaws in the traditional methods used in ERP systems. One such tool is S&OPoly, which is a fun, yet thought provoking board game that will help players walk away with real-world tips and ideas to apply to their business. In this workshop, you will be involved in a virtual business using first traditional and then demand-based tools to forecast, produce, and move your product to market. Playing this game is an intense learning experience guided by our facilitators—not lecturers. You will experience what is new and what demand driven means. We have successfully used the S&OPoly game to kick-start implementation of new supply-chain management techniques for many major industrial and CPG companies. The game teaches the fundamentals, allowing all sorts of professionals from many functions throughout a company to participate in detailed process and systems design. Marketing people actually play a manufacturing or distribution role during the game and feel the stress and excitement.

Attendees will learn:

- Why traditional approaches used in ERP systems can fail
- Which basic tools are required to significantly improve SCM performance
- How a board game can be used to educate people in your company on a complex issue that requires understanding across functional areas

Managing Principal
Principal
ON-POINT GROUP



Workshop Registration Fee:
with conference, an additional \$50

AGENDA AT A GLANCE

Sunday October 19	2:45-3:15pm Afternoon Break	11	Software Demo I
8:00am-12:00pm Golf Outing 5:00-9:00pm Early Registration/ Exhibiting Hours	3:15pm 4 "Safety Stock—Everybody Wants to Use It But Nobody Wants to Own It" <i>Associate Supply Chain Consultant</i>	"DRP Innovations at Emery Waterhouse—Lowering Cost While Improving Fill Rates" <i>VP of Supply Chain</i> EMERY WATERHOUSE <i>VP of Business Development</i> ROCKYSOFT CORPORATION	Logility & TBA
Monday October 20	3:15pm	12	Software Demo II
7:30am Continental Breakfast 8:30-11:30am Workshops	Senior Demand Management Coordinator ELI LILLY AND COMPANY	"Forecasting Foreign Currency Exposure in the Canadian Department of National Defence" <i>Ph.D. Defense Scientist</i> CANADIAN DEPARTMENT OF NATIONAL DEFENSE <i>President</i> AUTOBOX	TBA
8:30-11:30am Workshop I	5	12	19
"An Introduction to Collaborative Planning, Forecasting & Replenishment (CPFR)" <i>Head of Consumer Forecasting</i> BAYER CROPSCIENCE <i>Sr. Planner, Contract Manufacturing</i> GLAXOSMITHKLINE	"Moving from ROP to a Time Phased / Statistical Forecasting Method: Quality Bicycle Products Story" <i>Supply Chain Manager</i> QUALITY BICYCLE PRODUCTS	Software Demo I	12:15pm Lunch 12:45pm Chairperson's Recap 1:15pm Visit with Exhibitors
Workshop II	6	Software Demo I	20
"The S&OP Process Your President Wants" <i>Principal</i> OLIVER WIGHT AMERICAS	"How to Succeed With A Bottoms-Up Consensus Forecasting Process" <i>Demand Planning and Replenishment</i> <i>Demand Planning Manager</i> WORLD KITCHEN, LLC	Software Demo II	"S&OP as a Supply Chain Differentiator" <i>Consultant</i> BEARINGPOINT
Workshop III	7	13	21
"The Demand Management Game—An Interactive Board Game on How to Match Supply with your Demand and Improve Business Performance" <i>Managing Principal</i> <i>Principal</i> ON-POINT GROUP	Round Table Discussion	9:45 am	22
8:30-4:30pm Statistical Tutorial	Technology	14	Software Demo I
"Statistical Forecasting Tutorial" <i>President</i> PHREDEK, INC. LOGISTICS CONSULTING SERVICE	4:30pm 7 "New Product Forecasts: Development, Trends, Key Performance Indicators (KPIs)" <i>New Product Development Logistics Manager</i> COVIDIEN	Software Demo I	TBA
10:15am Morning Break 12:00pm Lunch 12:30pm Chairperson's Opening Remarks	8	15	Software Demo II
12:45pm Keynote Luncheon Speaker	"Cash Forecasting: ATM's, Branches, & Vaults" <i>Director of Business Strategy & Decision Science</i> FISERV CORPORATION	16	23
"Forecasting Perspective: When Your Position Changes from a Preparer to User of Forecasts" <i>Executive Director – New Products Marketing</i> AMGEN	9	17	24
1:45pm 1	"Overall Product Forecast from Individual Demand Zones—Fundamental to Improving Forecast Accuracy" <i>Statistics Research Manager, Revenue and Profit Management</i>	18	25
"How to Implement and Sustain a Demand Planning Process" <i>Business Process Education Manager</i> BASF CORPORATION	Sr. Statistics Research Analyst, Revenue and Profit Management	Software Demo I	26
2	Project Manager, Revenue and Profit Management WALT DISNEY WORLD	Software Demo II	27
"How Industry Segmentation Impacts Forecasting & Planning in the High-Tech Sector: An Avenet Experience." <i>Director Supply Chain Services</i> AVNET	Round Table Discussion	10:45-11:15am Morning Break	28
3	Consumer Products F&B Retail	11:15 am	29
"Speaking The Big Box Retailers' Language: How to Forecast with a Major Retailer" <i>Demand Planner</i> HOLLISTER	6:30pm-8:00pm IBF Cocktail Reception	30	30
Round Table Discussion	Tuesday October 21	16	31
Pharmaceutical Healthcare	7:30am Continental Breakfast	17	32
	8:30 am 10 "Worst Practices in Business Forecasting & Planning" <i>Head of Consumer Forecasting</i> BAYER CROPSCIENCE <i>Product Marketing Manager</i> SAS INSTITUTE	18	33
		19	34
		20	35
		21	36
		22	37
		23	38
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		25	40
		26	41
		27	42
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		155	170
		156	171
		157	172
		158	173
		159	174
		160	175
		161	176
		162	177
		163	178

Keynote Luncheon Speaker

"Forecasting Perspective: When Your Position Changes from a Preparer to User of Forecasts"

Executive Director – New Products Marketing
AMGEN



ROUND TABLE DISCUSSIONS

Round-Table discussions offer a chance to share and discuss challenges you face at your company. Hear how other companies within related fields and beyond meet their challenges as well, all in an informal, and intimate setting. At the conference, there will be 3 industry Round-Tables: Consumer Products/F&B/Retail, Pharmaceutical/ Healthcare, and Technology. However, practitioners from all fields of every level are encouraged to attend. The list of lessons learned and educational experiences that can be taken from these Round Table Discussions are endless. Our moderator will jump start and lead the discussion by posing pressing questions at the heart of forecasting and planning professionals.

Discussion questions will include (Partial List):

1. How do the other functions – Marketing, Sales, Finance, Production and Operations, etc.—feel about the forecasting function? Do they trust the forecast numbers? Are there any conflicts among the different functions?
2. If you don't have the support of upper management for forecasting, what can be done?
3. What kinds of challenges do you encounter in your forecasting process and how should they be addressed?
4. Are you satisfied with the forecasting/demand planning system you use and why?
5. If you're not happy with your forecasting error, how do you plan to reduce this?
6. What type of incentive plan do you have in place for reducing forecasting error?
7. How do you forecast the demand for new products?

Consumer Products | F&B | Retail Round Table

Pharmaceutical | Healthcare Round Table

Technology Round Table

"How to Implement and Sustain a Demand Planning Process"

1

Effective Demand Planning is essential to business success. As part of the move to Enterprise Resource Planning, BASF has developed and continues to improve its demand planning processes. The system implemented addresses the Operational Excellence Triad of Process-People-Technology. The scope includes all aspects of demand including products, customers, placement, planning tools and techniques, and performance management. BASF's "value-based management" principle guides the overall approach to ensure alignment with strategic goals and long-term success.

Attendees will learn:

- What role Demand Planning plays in overall business success
- How to structure a demand planning process that includes process, people, and technology
- How to implement your own "value-based management" principle

Business Process Education Manager
BASF CORPORATION



"How Industry Segmentation Impacts Forecasting & Planning in the High-Tech Sector: An Avnet Experience."

2

In this session, we will look at how Avnet typically categorizes its forecasts in the high-technology customer segment of its business and how it reaches the desired levels of accuracy. Next will be a discussion on how Avnet supports its needs through its Vendor Managed Inventory (VMI), JET, or integrated inventory models through Avnet's supply chain services. In addition, attendees will learn about Avnet's success and results captured through segmentation efforts. The presentation will close with some new initiatives coming online to drive this segmentation strategy further up-stream to our semiconductor suppliers, to enable faster time to market as well as a focused technology and supply chain execution.

Attendees will learn:

- How to categorize your forecasts to reach your desired accuracy level
- How to use industry segmentation to improve your forecasting and planning
- About initiatives to get to the market faster and utilize focused technology and supply chain execution

Director Supply Chain Services
AVNET



"Speaking The Big Box Retailers' Language: How to Forecast with a Major Retailer"

3

To improve your company's proposals for getting products sold in a Big Box Retailer like Wal-Mart, Best Buy, Target, or K-Mart, there are several effective tools your company must have. This session will give you a new toolbox, including the retailer's expectations, the terminology they use and understand, what specific role the retailer's buyer plays as part of the equation, what specific role the supplier plays, and what your company's expectations might be. In addition, you will see what major retailers' inventory managers, forecast analysts, and/or demand planners look for in products from potential suppliers; plus, we will help you be able to equip your company with powerful solutions to overcome retailers' objections to your product submissions.

Attendees will learn:

- The role of forecasting in product proposals to retailers.
- What key forecasting & planning personnel of major retailer look for in a good supplier partnership
- How to be better prepared and overcome retailers objections to selling your product

Demand Planner
HOLLISTER



"Safety Stock—Everybody Wants to Use It But Nobody Wants to Own It"

4

Companies use safety stock to reduce the risk of stock out while keeping customer service high. However, what factors are we really offsetting with safety stock? Is it demand variability, supply variability, inflexible supply chains, and strategic initiatives? Or is it something else? Do you take all of these into consideration at your company? In this presentation, we will demonstrate a model that we have developed at Eli Lilly that works for us. We would like to challenge you with our presentation to understand the

factors that require the need for safety stock, the costs associated with keeping safety stock, and some methods of determining how much safety stock your company should keep.

Attendees will learn:

- Which specific factors are mitigated by using safety stock inventory
- How to minimize inventory, yet ensure availability of material
- How to become more efficient in managing supply chains

Associate Supply Chain Consultant

Senior Demand Management Coordinator

ELI LILLY AND COMPANY



“ Moving from ROP to a Time Phased / Statistical Forecasting Method: Quality Bicycle Products Story” 5

It is easy to get excited about the supply chain benefits from a demand forecasting implementation while overlooking the learning curve for the users. Forecasting is a cyclical function and understanding your new tools and approach to purchasing evolves from cycle to cycle. Combine this with now having a time phased view of supply and demand and you now have 2 learning curves in 1. Learn how to prioritize your efforts during this transformation. Content and conversation will focus on process changes; learning and development of people doing the forecasts, monitoring results, and taking a crawl walk run approach to implementation.

Attendees will learn:

- What are the key considerations when moving from simple year/year growth forecasting and reorder point purchasing to statistical demand forecasting and time phased purchasing
- What tools, process, and hurdles you will encounter
- How to develop forecasting competency in your organization and where to start.

Supply Chain Manager

QUALITY BICYCLE PRODUCTS



“ How to Succeed With A Bottoms-Up Consensus Forecasting Process” 6

World Kitchen, LLC implemented a formal weekly and monthly consensus process to support the development of the monthly financial forecast. It is a multi-functional collaboration with sales and demand planning joint ownership that has resulted in a forecast error improvement from 70% error to 28% error. In this session, attendees will learn details of the five key points of our process: (1) A “one” number bottoms up process across the company; (2) Weekly consensus meetings with sales and demand planning to review base business, promotional business, new and lost distribution and trends; (3) Formal monthly consensus meeting with Marketing, Finance, Category, Trade, Supply Planning, Sales and Demand Planning; (4) Monthly S&OP meeting with Executive Team/Leadership; and (5) Online daily sales consensus tracking report to monitor forecast consumption.

Attendees will learn:

- Key components to developing a truly “one number” sales forecast
- How to leverage market intelligence from your sales force
- How to analyze, consolidate, and present meaningful data to multi-functional areas

Sr. Manager, Demand Planning and Replenishment

Demand Planning Manager

WORLD KITCHEN, LLC



“ New Product Forecasts: Development, Trends & Key Performance Indicators (KPIs)” 7

In this session, we shall detail the success of the new product forecasting process used by Global Logistics, a \$10-billion healthcare organization. A five-stage gate process within the Surgical Device sector, logistics plays a vital role in all pre-launch activities from forecast creation to establishing launch quantities and safety stock levels. This session will demonstrate how, once a new product is introduced, the New Product Planner monitors the demand patterns and establishes forecasts as associated to the Global Marketing strategy. Then, you will hear how to track and report to senior management post-launch inventory using key performance indicators; i.e., fill rates, forecast accuracies, and inventory impact (turns).

Attendees will learn:

- How to develop new product forecasts with a phase-in/phase-out approach
- How to identify demand trends on new products and predicate reorder codes for improved forecasts
- What are the best Key Performance Indicators (KPIs) for new product introductions for reporting to senior management

New Product Development Logistics Manager

COVIDIEN



“ Cash Forecasting: ATM's, Branches, & Vaults” 8

Although cash is a “good,” it is different from an inventory management perspective because monetary stocks are comprised of third-party liabilities that circulate as a medium of exchange. Banks are special types of “warehouses” because they create the liabilities in the case of electronic money, and are the “licensed” managers and distributors in the case of cash and coin. This presentation will focus on the peculiar challenges of forecasting, logistics, and automation within such a fiduciary based demand chain. These challenges are amplified in the cases of branches and vaults because of the volatility in supply as well as demand. Within such an environment, the professional cash-manager is faced with many known-unknowns that are individually disturbing and collectively frightening. Nevertheless, many successes have been achieved, which this presentation seeks to share with and learn from the audience.

Attendees will learn:

- Common forecasting solutions used in professional cash management addressing issues such as data cleansing techniques, forecast models, algorithms, and heuristics, benchmarking forecast error, and mitigating variance
- The problems and solutions of dealing with measurement error since cash supply for all banks is not precisely known.
- The critical need to think beyond forecasting (logistics) since even if forecast-error were magically zero, there are many opportunities for the actual cash replenishment to be wrong.

Director of Business Strategy & Decision Science

FISERV CORPORATION



“ Overall Product Forecast from Individual Demand Zones—Fundamental to Improving Forecast Accuracy” 9

In this presentation, we will highlight the importance of assessing the overall product demand from each individual demand zone, where a product is sold.. You will see how each item is assigned a unique sales

trend in each location. The explanatory variables impacting demand for each item is likely to be different at each of the demand zones. We will then detail the process that Walt Disney World uses to incorporate the demand forecasts from each location to derive an overall demand forecast for each product across all demand zones. Although we will focus on how this approach works in merchandise product forecasts, we will also show how this method can be applied in many other industries. Successful application of this methodology rests on the acceptance of the process across organizations.

Attendees will learn:

- How product demand forecast per demand location can be used to produce overall demand forecast for each product.
- How this methodology can be applied to other industries
- What are the key factors for successful application of this methodology in a company.

Statistics Research Manager, Revenue and Profit Management

Sr. Statistics Research Analyst, Revenue and Profit Management

Project Manager, Revenue and Profit Management

WALT DISNEY WORLD



“Worst Practices in Business Forecasting & Planning”

10

“Worst practices” can plague any forecasting process, leading to unnecessary investment, wasted resources, demoralized staff, and poorer than necessary forecasting results. This presentation will expose several common worst practices that are easy to identify, and show how to eliminate them to improve forecasting performance.

Attendees will learn:

- What are the “worst practices” in business forecasting and their unsavory consequences
- How to use Forecast Value Added analysis to identify wasted efforts that can be safely eliminated
- How to determine realistic expectations for forecast accuracy and set appropriate performance targets

Head of Consumer Forecasting

BAYER CROPSCIENCE



Product Marketing Manager

SAS INSTITUTE



“DRP Innovations at Emery Waterhouse— Lowering Cost While Improving Fill Rates”

11

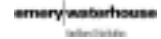
Late vendor deliveries can create havoc with a company’s ability to meet their service level goals. Incorporating “Safety Time” into lead times or factoring the delivery variance into safety stock can increase supply assurance. In this presentation, there will be discussion about which lead time to plan and which lead time to hold your vendors to—incorporating ‘Safety Time’ into product lead time. Utilizing percentile benchmarks will help keep your suppliers honest and your inventory down. Since not all inventory is created equal, how do you know what is a good deal when suppliers offer discounts? GMROI can be an excellent decision support tool. What is the optimal order frequency of your vendors? Layered ordering principles is a good alternative to casual ordering methods because you can lower receiving line costs while improving fill rates.

Attendees will learn:

- How to incorporate ‘Safety Time’ into product lead time
- How to use GMROI-based decision support—when to take that carrot!
- How to applying layered ordering principles—lower receiving line costs while improving fill rates

VP of Supply Chain

EMERY WATERHOUSE



VP of Business Development

ROCKYSOFT CORPORATION



“Forecasting Foreign Currency Exposure in the Canadian Department of National Defence”

12

A successful company is always watchful of its cash flow and future expectations about it. In particular, a company should be concerned about Foreign Exchange Exposure (FEE). This is the company’s outflows over which there is no control. In this session, you will see how the Canadian Department of National Defence analyzes its exposure to foreign currency transactions when acquiring new equipment and supplies to support military operations at home and abroad. A combination of two software solutions determines the maximum expected loss from adverse exchange rate fluctuations over the budget year.

Attendees will learn:

- How to analyze your company’s Foreign Exchange Exposure (FEE)
- How to create models to monitor the reality of FEE
- How to budget for adverse exchange rate fluctuations

Ph.D. Defense Scientist

CANADIAN DEPARTMENT OF NATIONAL DEFENSE

President

AUTOBOX

“How to Improve Forecasts by Discovering Hidden Relationships through Data Mining”

13

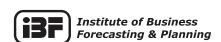
This session illustrates how the use of data mining enhances forecast precision by discovering valuable, yet hidden relationships in your data. For example, how can a forecaster predict the size of the wine market based on historical consumption of different kinds of food? How can a clothing retailer determine if a customer will favor a silk shirt over a cotton one? How can you determine which customers will be more profitable, more likely to respond to an offer, as well as narrow down which marketing channel will be most responsive? Data Mining answers all these questions. Easily applied techniques and tools show that both traditional statistics and artificial intelligence are within the grasp of every forecasting professional. In this session, you will hear examples and a high-level review of the underlying concepts on the use of data mining and how it adds significant value to forecasting, marketing, and strategic planning.

Attendees will learn:

- How to find hidden data relationships quickly and easily
- How easily you can distinguish your forecasts with state-of-the-art quantitative techniques
- How to leverage the forecasting skill set in strategic planning and marketing

Senior Consultant

IBF



“ Forecasting Through the Product Life Cycle”

14

The challenges forecasters face are varied and change throughout the life cycle of any product. At this session, we will discuss practical approaches to forecasting during each of the pre-launch, launch, growth, and maturity phases. We will offer tried and tested techniques as well as some newer methodologies. We will attempt to reference the capability of forecasting models to support strategic and operational development and marketing decision-making. Specifically, we will review the use of analogs and diffusion curves to model off-take rates and changes to market share dynamics.

Attendees will learn:

- How to model and use growth curves to forecast product through its life cycle
- How to convert brand forecasts into SKU level forecasts
- How to measure and model the impact of promotional programs

B.Sc., Director, Strategic Business Analytics
ASPREVA



“ The S&OP Assessment: A Practical Discussion on Key Components to Make S&OP a Success Within Your Company”

15

KMG Chemicals, Inc. produces and distributes mature, specialty chemicals to carefully focused global markets. The company has grown by acquiring and optimizing stable chemical product lines and businesses with established production processes. Its current operations are focused on electronic chemicals, wood treatment and agricultural chemical markets. By applying management expertise and operating cost efficiencies, KMG expands profitability and extends the economic life of its mature chemicals. That being said, we have found that our Supply Chain was evolving rapidly, and there became a need to reevaluate and modify our Sales and Operations Planning (S&OP) Process or lack there of. Within KMG, we were adding core business units that had extremely different Supply Chain/Forecasting Models from the pre-existing ones. These models could all be considered mature. However, the pattern of customer demand was extremely divergent within each niche. As a result, we felt the need to grade the existing process from the top down while focusing on key business areas. The overall goal was to use the appraisal to facilitate a common, less bloated S&OP approach style that could be used as a foundation across the entire company. This general discussion will elude to KMG's current Sales and Operations Planning process evaluation used to pinpoint effectiveness and key value of our current process as well as assist to create a new and better one.

Attendees will learn:

- How to perform a S&OP Gap analysis - What data is required?
- How to utilize a Suggested Appraisal Form and who should be involved? What should be the proper frequency for appraisements?
- How to score and communicate the results to get functional buy in for suggested modifications. What is the goal?

Global Supply Chain Planner
KMG ELECTRONIC CHEMICALS, INC.



“ KPIs & Forecasting for a Direct Selling Organization”

16

During this presentation you will learn the KPIs for a Direct Selling organization. Additionally, you will learn how an organization develops financial and marketing forecasts separately, without sales input from either side. We will also discuss how we currently reconcile and finalize our financial/marketing/production forecasts which is part of our Sales & Operations Planning (S&OP) process

Attendees will learn:

- How forecasting differs for a Direct Selling business
- How to find true key drivers and their impact on forecasts
- The importance of having sales input, and the impact when sales does not provide input to the forecast

Manager of Forecasting and Inventory Management
TUPPERWARE



“ Cooking Up an Exceptional Global Demand Planning & Forecasting Process: Jarden Consumer Solutions Story”

17

Jarden Consumer Solutions (JCS), a subsidiary of Jarden Corporation is a leading consumer products company that designs, manufactures and markets a diverse portfolio of consumer products. This presentation will show how JCS developed a set of standardized processes and procedures throughout their organization and focuses on the items that drive their business. JCS utilized a global solution that supports an exception-based demand planning process, which improved visibility to total global demand as well as provided support to multi DC-level forecasting.

Attendees will learn:

- How to develop and utilize a standardized set of processes and procedures that focuses on items that drive your business
- How to improve the visibility of your company in regards to global demand
- How to support you organization's expansion to handle forecasting for multiple distribution centers

Senior Director Forecasting
JARDEN CONSUMER SOLUTIONS



Account Executive
LOGILITY



“ The Evolution of A Successful Forecasting & Planning Process: Method Home's Journey”

18

Method Home is a dynamic fast growing company that has made the transition from spreadsheet planning to a system driven approach. The unique products that Method creates have allowed it to develop a significant presence in the retail channel. This transformation, while in the early stages is helping to bring all aspects of the company together and fuel even faster growth. This session will take attendees through Method Home's journey as the company's forecasting & planning process evolved from a spreadsheet based process to a successful formal planning process. We will also show how Method Home's forecasting team collected and utilized the appropriate data necessary to bring upper management on board and brought the automated planning solution to fruition.

Attendees will learn:

- How to determine when a spreadsheet based process has reached its limits.
- How to present management with the data necessary to implement an automated planning solution.
- How to move an organization from an informal to a formal planning process.

Demand Planning Manager
METHOD HOME



Vice President Sales and Service
JOHN GALT



19

“ S&OP as a Supply Chain Differentiator”

Sales and Operations Planning (S&OP) is one of critical initiatives for a company’s journey to supply chain excellence. S&OP not only brings all the stakeholders on a common platform, but also helps identify supply chain improvement opportunities. In this session you will hear an assessment of the S&OP trends to compare and contrast the range of S&OP viewpoints. Highlights will be provided from a case study of a top pharmaceutical company’s drug supply, and share results of a benchmarking survey in the Life Sciences Industry. She will also discuss the technology developments to support the next generation of S&OP.

Attendees will learn:

- How to asses S&OP trends to compare and contrast a range of S&OP viewpoints
- What type of technology developments we expect that will support the next generation of S&OP
- What a top pharmaceutical company achieved with an S&OP process

Consultant
BEARINGPOINT



20

“ The Socket Model: An Innovative Forecasting & Planning Approach to Disruptive Technological Change”

In industries where market shares are relatively stable, demand is primarily driven by fluctuations in market volume. A difficult forecasting problem arises when rapid changes in market volumes are caused by the popularization of disruptive technologies. In that event, historical trends are no longer relevant and statistical forecasting techniques are no longer applicable. Such a case occurred in the lighting industry with the sudden, explosive growth in the market for compact fluorescent bulbs. OSRAM Sylvania addressed this situation by inventing a new kind of analytical approach: the socket model. In place of the mathematical rigor of statistical forecasting, the socket model enforces the discipline of matching historical and forecast industry shipments to available sockets in the residential, hospitality, commercial and industrial sectors. As a dividend, the socket model approach proved to be an excellent vehicle to obtain meaningful participation by all stakeholders in the forecasting process. The presentation will cover both the analytical advantages and organizational benefits of this technique.

Attendees will learn:

- How to handle forecasting problems when the market changes
- How to develop and utilize The Socket Model

- What are the analytical advantages and organizational benefits of utilizing The Socket Model

Manager of Market Analysis
SYLVANIA



“ Proving Your Forecasting Departments Worth: Is it Adding Value?”

21

Roche Centralized Diagnostics implemented a formal S&OP process with Certified Used equipment 9 years ago in order to maximize customer service and optimize inventory resources. Due to the complexity of the equipment being certified, the average takt time is 1 month per instrument. Add to this complexity, the average lead time for the parts that are used on the instruments is 60-90 days. While the S&OP process drastically improved the delivery of certified equipment, there are still opportunities to improve the process. This presentation will discuss some ways to overcome resistance to forecasting, identify drivers of forecast information, and discuss how to develop metrics that show the savings to an organization.

Attendees will learn:

- How to overcome resistance to forecasting
- How to utilize metrics that show the savings to an organization
- How to identify the key drivers behind good forecast information

Forecasting Principal
ROCHE DIAGNOSTICS



22

“ The Forecast Efficiency Frontier”

It is well accepted that financial and operational forecast accuracy offers tremendous business value. Several best practices have surfaced: Integrating operations with forecasting, iterative adaptive inputs through back-casting, combining system forecasts with ‘Delphi’ inputs, and utilizing tools and techniques that include complex segmented statistical algorithms. But when should a company stop pursuing lower forecast error? When is the incremental investment in forecasting destroying value and diluting margin? After a point—the Forecast Efficiency Frontier (FEF) factor—further reductions in forecast error will limit opportunities to capitalize on growth. Many companies today have already reached this point but do not fully understand the implications. Instead of investing in more forecasting resources or techniques, these companies will see significantly higher return in when they improve their replenishment capabilities and supply chain responsiveness. Knowing when a firm has reached its FEF factor and adapting its approach are keys to success.

Attendees will learn:

- How to determine when to stop pulling additional resources into the forecasting function
- Innovative forecasting and replenishment approaches that can give you sizeable benefits with minimal investment
- How to shift your focus to enhanced replenishment techniques, proactive inventory management, and increased supply chain flexibility

Partner

Senior Manager
A. T. KEARNEY



“ How Forecasting Can Improve Your Supply Chain Management (SCM) Strategy”

23

The current economic trend combined with the variability of customer demands, just-in-time manufacturing, and supply uncertainty, makes management of a supply chain a daunting task. However, accurate forecasts can definitely help overcome the challenges of Supply Chain Management Strategy. Forecasts generate future supply schedules in supply chain management, which helps in giving customers better Available-to-Promise dates in Un-Constrained and Constrained supply planning. Forecasting acts as the gatekeeper in meeting Supply Chain Strategy challenges. With the advent of state-of-the-art forecasting tools, not only can forecasts be generated at the end-item or Finished-Good level, but the forecast also can be sliced and diced at different product, customer, and time dimensions.

Attendees will learn:

- What would be the challenges of the Supply Chain without forecasting
- What role forecasting plays in a Supply Chain strategy
- How an effective forecast generation process works

Project Manager
FUJITSU



“ Managing the Trade Offs Between Service Level and Stocking Level to Optimize Inventory Levels”

24

When companies are considering an inventory optimization initiative, managing the trade offs between service level and stocking level is a must if you don't want the inventory optimization to occur at the expense of customer service. In this session, you will be introduced with a proven method to link this trade offs to the forecast performance. The mathematics involved will be explained in Layman's terms. After learning the theory, you will be presented the steps to deploy a pragmatic process to set and monitors safety stock levels, and, align them with your company strategy. Highlights will include safety stock segmentation, when to use or not use forecast to drive safety stock levels, monthly reporting, and inventory sand-tooth.

Attendees will learn:

- What are the key steps of a world class safety stock level monitoring process
- What are the practical aspects to be considered when linking safety stock level to the forecast performance.
- How to use mathematical methods and Excel model formulas to evaluate current safety stock levels with respect to forecast performance

Director Supply Chain
TROJAN BATTERY



Senior Manager
AXON AMERICAS



2008 Supply Chain Planning & Forecasting: Best Practices Conference To Register, please call: +1.516.504.7576 or visit: www.ibf.org/0810.cfm

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- Network with conference attendees at our evening cocktail party.
- Bonus: Demonstrate your product in a session (limited space). Register and exhibit today!

Exhibiting Fee: \$1800.00 (USD)

To learn how your company can benefit from sponsoring and/or exhibiting, please contact:
Jonathan Tafarella at +1.516.504.7576 or email: jtafarella@ibf.org

PARTIAL LIST OF EXHIBITORS:

LOGILITY

Developer of collaborative supply chain solutions.
Principal Product: Logility Voyager Solutions
Tel. +1.404.261.9777

JOHN GALT SOLUTIONS

Developer of forecasting, statistical analysis, & data mining software.
Principal Product: ForecastX Wizard Toolkit/Atlas Planning Suite
Tel. +1.312.701.9026



2008 Supply Chain Planning & Forecasting: Best Practices Conference To Register, please call: +1.516.504.7576 or visit: www.ibf.org/0810.cfm

"This conference has really opened up my colleague's perception of the need for change within our demand planning process and the networking that has occurred has allowed us to build some relationships which should aid in the changes we hope to make."

C. Brewer, Demand Planner
NOVOZYMES

"As a first-time participant, it was an excellent opportunity to hear problems and solutions across a wide range of industries and to see the many similarities that we all seem to face regardless of industry."

R. Mack, Manager, Planning
CAPSUGEL (DIV. OF PFIZER)

"The tutorial showed me how to dip into our forecast system and understand the models it uses. It helps me go back to the system provider and look at possible adjustments."

J. Collins, Demand Planning Manager
PEPSI BOTTLING VENTURES

"I personally gained a lot of new knowledge. This is the second time I have attended a conference and I have new ideas to take back to my employer."

K. Rueff, Forecasting Principal
ROCHE DIAGNOSTICS

"Excellent event. Regardless of how frequently I attend, I always learn something new."

G. Folds, Senior Business Analyst
ASPREVA PHARMACEUTICAL CORPORATION

"Good selection of topics & presentations. Probably have 5-6 good ideas to take back to the office."

M. Hahn, Manager, Sales Forecasting
AMWAY CORP.

"This conference gave me a good glance at best practices in the S&OP process and forecasting. This is a very important process that has been implemented in my work for the past 1.5 years."

P. Gutierrez, Logistics Planning Director
BAVARIA

"The quality and appropriateness of the presentations has exceeded my expectations; I have gained valuable insights from many presentations."

J. Cotcher, Corporate Planning Manager
CARGILL

"The ability to choose which speaker/topic to attend within each session was a great idea. This is an excellent way to allow each attendee to customize the seminar to their own situation."

C. Melander, Master Scheduling Manager
CORDIS WEBSTER

"It was extremely insightful and well worth the time. I am excited about getting back to work to implement the things I learned!"

B. Ries, Business Planner
PERGO, INC.

Very informative. Gave me an opportunity to learn what others are doing. I will surely take some of the ideas back to my company.

S. Chidambaram, Supply Chain Champion
IGLOO PRODUCTS CORP

"Very enlightening. Coming from a financial background, I received an excellent overview of what supply chain management is and how important it is. I walk away with many ideas on how I can make an impact in my own organization."

A. Van Pelt, Business Unit Controller
AGFA CORPORATION

How to Register:

You may register by phone, fax, mail or our website. When registering, please state Key Code listed above your name on the address label.

Payment:

Payment in full is required 15 days prior to scheduled date of conference. Unless payment is received by that day, your registration will be canceled.

Cancellations:

Registrant may cancel without penalty up to 15 days prior to the date of scheduled conference and receive a full refund. All cancellations must be submitted in writing. Cancellations received less than 15 days prior to scheduled conference are subject to a \$195(USD) service charge. No refunds will be given for cancellations made on the date and thereafter of scheduled conference.

Available Conference Discounts & Promotions:

FREE GOLF*: When you register for the conference before September 19, 2008 (\$165 Value).

Bring a Colleague at Half Price*: If you register for "Conference Only" or higher by September 19, 2008, you're eligible to bring a colleague from the same company for a "Conference Only" registration at half price, \$772.50(USD)*. Upgrades for Half Price paying attendee will be a nominal fee. These upgrade options include:

- Statistical Forecasting Tutorial, additional \$100(USD)
- Workshop, additional \$100(USD)
- New Product Forecasting & Planning Forum, additional \$395(USD)
- Golf, additional \$165(USD)

\$100(USD) off for IBF Members:** All active IBF Members that register for "Conference Only" or higher receive \$100(USD) off their registration. "Tutorial Only" and "Forum Only" registrants are eligible for \$50(USD) off their registration.

* FREE GOLF promotion applies to Full Price paying attendee for Conference Only or higher. Half Price paying attendee is subject to \$165 (USD) fee for golf

** All pricing discounts apply to Full Price paying attendee for Conference Only or higher.

Hotel Information:

We have set up a special discounted rate of \$209/ night at Disney's Contemporary Resort. To be eligible for the discounted rate, please mention the Institute of Business Forecasting & Planning Conference when reserving your room by September 19, 2008. Rooms are limited, so act fast! **Disney Resort Reservations Tel: +1.407.824.3869**

How do I get to Disney's Contemporary Resort from the Orlando International Airport?

- Take South Airport exit to State Road 417 South
- Get off at Exit 3 (Osceola Parkway West); continue west
- Drive past the Disney Wide World of Sports
- Exit at the Magic Kingdom
- Continue towards the Magic Kingdom Toll Plaza, but get into the farthest, right lane.
- Follow the green line.
- After the entrance for the Wilderness Lodge, you will see the Contemporary Hotel and Resort entrance on your right.

Upcoming Events (partial list)

Visit our Website: www.ibf.org for Full Event Schedule

STATISTICAL FORECASTING & PLANNING: A HANDS-ON WORKSHOP
New Jersey USA | Nov. 6-7, 2008

SUPPLY CHAIN PLANNING & FORECASTING CONFERENCE: EUROPE
Amsterdam Netherlands | Nov. 13-14, 2008

INTRODUCTION TO BUSINESS FORECASTING & PLANNING: A HANDS-ON WORKSHOP
Chicago, IL USA | Nov. 18-19 2008

SUPPLY CHAIN PLANNING & FORECASTING CONFERENCE: LATIN AMERICA
Mexico City, Mexico | Nov. 24-25, 2008

STATISTICAL FORECASTING & PLANNING: A HANDS-ON WORKSHOP
Cincinnati, OH USA | Dec. 4-5, 2008

STATISTICAL FORECASTING & PLANNING: A HAND'S-ON WORKSHOP W/ DATA MINING ADD-ON
St. Louis, MO USA | Jan. 21-23, 2009

EXECUTIVE SALES & OPERATIONS PLANNING (S&OP): A DECISION-MAKING WORKSHOP
San Diego, CA USA | Jan 26-27, 2009

**Exam available in Orlando
October 22, 2008**

As more companies of all sizes and regions recognize that planning and forecasting is critical in business, these firms are grappling with two problems. First what kind of skill set should a forecaster and demand planner have to succeed in the forecasting function? Second, which prospective candidate has all of what is needed to perform this role efficiently and effectively? The IBF Certification Program will help solve both problems.

A Sample of the Benefits of Certification

For Employees:

- Improve your career opportunities
- Validate your experience, knowledge, and skill sets
- Enhance your credentials, and advance your career
- Pre-qualify yourself for new positions in the field
- Set an example for others in your department
- Become more recognized at your company, as well as in the field.

For Employers:

- Certified individuals are pre-qualified, allowing you to identify the right person for a forecasting and demand planning position with ease
- Gain assurance that an IBF Certified professional will help improve forecasting & planning performance at your company
- Increase the value of your planning and forecasting staff, department, and company
- Save time and resources in training — CPF® or ACPF™ professionals already have a verified body of knowledge

Two Levels of Certification

1. **Certified Professional Forecaster (CPF®).**
This designation can be earned by passing Exams 1 to 3
2. **Advanced Certified Professional Forecaster (ACPF™).**
Once you have achieved the CPF® designation, work towards an ACPF™ designation by passing Exams 4 and 5

For Students & New Forecasting & Planning Professionals:

Certified Professional Forecaster | Candidate (CPF-C)

Eligibility Criteria:

The potential candidate must have at least a bachelor's degree or adequate professional experience. Two years of professional experience in Business Forecasting and Planning can fulfill the requirement of 'adequate professional experience'.

- Exam 1 WHAT YOU NEED TO KNOW ABOUT BUSINESS FORECASTING
- Exam 2 DATA SOURCES, DATA ANALYSIS & TREATMENT, AND TIME SERIES MODELS
- Exam 3 FORECAST REPORTING AND COMMUNICATION SKILLS
- Exam 4 FORECAST MODELING (Advanced)
- Exam 5 FORECASTING SYSTEMS/PACKAGES

Non-Member's Fee: \$350(USD) per exam* | \$275(USD) group rate per exam**

IBF Member's Fee: \$300(USD) per exam* | \$250(USD) group rate per exam**

* Includes Practical Guide to Business Forecasting—\$59.95 USD Value! (SHIPPING CHARGES MAY APPLY)
** 5 or more employees must be enrolled to qualify for group rate
2-day In-House/On-site Business Forecasting Training (call for pricing)

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Journal of Business Forecasting (JBF)

Active IBF Members receive our quarterly journal, packed with a host of jargon-free articles on how to obtain, recognize, and use good forecasts. Every article is written in an easy-to-understand style for business executives and managers.

Let the Journal of Business Forecasting help you make vital decisions about sales, capital outlays, credit, plant expansion, financial planning, budgeting, inventory control, production scheduling, marketing strategies, and more. Most of the articles are written for and by practicing forecasters.

Journal of Business Forecasting Past Articles (FREE!)

Active members now have all Journal of Business Forecasting articles since inception (1981) at their fingertips! IBF Members now have the ability to download unlimited PDF files of articles based on any search criteria. Members can access hundreds of articles representing a multitude of industries, companies, and topics including forecasting, demand planning, and supply chain management. There is no other body of knowledge that is as extensive as this one and geared primarily towards practitioners.

Benchmarking Research Reports

Our benchmarking reports will provide you with an understanding of key metrics and how your company measures up to the "best in class" metrics most companies are achieving.

Current research includes Benchmarks of:

- Forecasting Error

Forecasting Software/Systems

Each in-depth study is primarily based on responses from practicing forecasting professionals and other sources.

Knowledge & Action Templates

Active members have access to knowledge and guides on how to handle common challenges for practicing forecasters. A few of the challenges addressed in our growing knowledge base include:

- "How to Win the Support of Top Management for Forecasting"
- "How to Select Forecasting Software/Systems"

Ready to use Action Templates include:

- How to calculate forecast error?
- How to calculate how much money you will save by reducing a specific amount of error?

Learn and Network with Fellow Practitioners at our Events (Discounts available)

IBF Conferences, Tutorials, and Workshops can raise your forecasting accuracy to new levels. Plus, we offer online events through our Webinar series for busy professionals anywhere in the world.

- Get step-by-step training
- Share experience with forecasting professionals working in well-known companies
- See demonstrations of the latest software packages and systems
- Network and make long-lasting connections with your peers in the field

Your Key to Improving Forecasting & Planning Performance

- Hear case studies and see how your organization measures up
- And much more!

Join us at an IBF event today!

Conference Presentations (Discounts available)

The IBF has put access to research at your fingertips by allowing active members to download past conference presentations at a discounted rate. You can access hundreds of presentations representing a multitude of industries, companies, topics, and more.

In-House Training & Education Workshops (Discounts available)

The IBF can bring business forecasting and planning education to you, anywhere in the world! Join numerous companies that have utilized IBF's In-House training and education such as: GAP, Cadbury, Gerber, Wachovia, Wyeth, GlaxoSmithKline, Nike, Molson, and others. Gain forecasting knowledge and hands-on training right in your office that can be put to use immediately. Not only does In-House training give you a foundation in forecasting and planning, but it is also a perfect way to prepare for the certification exams.

IBF Membership Fee

Domestic	\$250 (USD)	Corporate Domestic: *	\$1800 (USD)
International ¹	\$300 (USD)	Corporate International ^{1*}	\$2000 (USD)
Domestic (2 Year)	\$475 (USD)	Corporate Domestic (2yr)*	\$3500 (USD)
International ¹ (2 Year)	\$550 (USD)	Corporate International ¹ (2yr)*	\$3900 (USD)

¹ International refers to outside USA * 8 people maximum

SCHEDULE OF CERTIFICATION EXAMS (partial list)

- STATISTICAL FORECASTING & PLANNING: A HANDS-ON WORKSHOP | NEW JERSEY USA | NOV. 6-7, 2008 | EXAM DATE: NOV. 8, 2008
- SUPPLY CHAIN PLANNING & FORECASTING CONFERENCE: EUROPE | AMSTERDAM NETHERLANDS | NOV. 13-14, 2008 | EXAM DATE: NOV. 14, 2008
- INTRODUCTION TO BUSINESS FORECASTING & PLANNING: A HANDS-ON WORKSHOP | CHICAGO, IL USA | NOV. 18-19 2008 | EXAM DATE: NOV. 20, 2008
- SUPPLY CHAIN PLANNING & FORECASTING CONFERENCE: LATIN AMERICA | MEXICO CITY, MEXICO | NOV. 24-25, 2008 | EXAM DATE: NOV. 26, 2008
- STATISTICAL FORECASTING & PLANNING: A HANDS-ON WORKSHOP | CINCINNATI, OH USA | DEC. 4-5, 2008 | EXAM DATE: DEC. 6, 2008
- STATISTICAL FORECASTING & PLANNING: A HAND'S-ON WORKSHOP W/ DATA MINING ADD-ON | ST. LOUIS, MO USA | JAN. 21-23, 2009 | EXAM DATE: JAN. 24, 2009
- EXECUTIVE SALES & OPERATIONS PLANNING (S&OP): A DECISION MAKING WORKSHOP | SAN DIEGO, CA USA | JAN. 26-27, 2009 | EXAM DATE: JAN. 28, 2009
- SUPPLY CHAIN PLANNING & FORECASTING CONFERENCE | PHOENIX, AZ USA | FEB. 22-24, 2009 | EXAM DATE: FEB. 25, 2009

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When You Register Before
SEPT. 19, 2008

*Half Price paying attendee not eligible for
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LOCATION:

Disney's Contemporary Hotel & Resort
Orlando, Florida USA

DATE:

October 19-22, 2008

TEL: +1.516.504.7576

FAX: +1.516.498.2029

WEB: www.ibf.org/0810.cfm

**NEW PRODUCTS
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PLANNING FORUM:**
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Details!

Earn 10 points towards IBF re-certification by attending this event

Supply Chain Planning & Forecasting: Best Practices Conference

**Give Your Customers The Products They Want, While Freeing Up Precious
Resources & Money Tied To Inventory**

Attendees will learn:

- How to Forecast & Plan with big box retailers such as Wal-Mart, Best Buy, and Target.
- How to perform a S&OP Gap Analysis including what data is required
- When investing resources to further reduce forecast error is NOT worthwhile
- How to get Collaborative Planning, Forecasting & Replenishment (CPFR) started at your company
- How to prepare forecasts for New Products & what KPIs to use
- How to calculate optimal safety stock levels with Forecasts
- And Much More!

Hear 41

Professionals
Sharing Their
Supply Chain
Planning &
Forecasting
Experience

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FUJITSU

BASF CORPORATION

ELI LILLY AND COMPANY

AXON AMERICAS

TROJAN BATTERY

EMERY WATERHOUSE

ROCKYSOFT

A. T. KEARNEY

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DEFENCE DEPT

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AVNET

JARDEN CONSUMER
SOLUTIONS

LOGILITY

WORLD KITCHEN, LLC

HOLLISTER

WALT DISNEY WORLD

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ASPREVA

QUALITY BICYCLE
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KMG ELECTRONIC
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*Attendees must be from the same organization to qualify. Half Price paying attendee eligible for "Conference Only" option. Upgrades for Half Price paying attendee will be at a nominal fee. See page 10 for details

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