



**New England Electronic Commerce Users' Group
Annual 2-Day Conference
&
Dual-Track Educational Sessions
Wednesday & Thursday
May 6th & 7th, 2015**

*A First Full Day of Speaker Presentations,
A Second Day of Dual-Track Full Day Classroom Education,
& Networking Opportunities with your Peers on both days!*

Day 1 - Program includes presentations and topics covering:

- **International EDI Vendor Management**
Eric Linxwiler, VP, CBX Software
- **The NEW Healthcare Communications Protocol**
Dan Kazzaz, CEO, Secure Exchange Solutions
- **Barcodes, RFID, Mobile Commerce, and the Obligatory Internet of Everything (IoE)**
Paula Giovannetti, VP, AIDC 100
- **Creating Synergies to Connect to the Connected Consumer**
Melanie Nuce, VP, Industry Engagement / Retail Apparel & General Merchandise GS1 US
- **Strategies for Building a Successful E-Commerce Business**
Ross Beyeler, Founder, Growth Spark
- **Leverage Your EDI Infrastructure for Non-EDI Critical Business Initiatives**
Joe Dupree, VP, CLEO
- **Drivers and Outcomes to Modernizing your Integration**
Barry Sponsler, Solutions Consultant, Extol International

Day 2 – Dual Tracks of Full-day Intensive Classroom-Style Education Courses Including:

Track One:

- ***EDI-101 – A Full Day Overview of Electronic Data Interchange***
Instructor: Gregg Lanni, Sr. Technical Consultant, Dell Boomi

Are you new to EDI? Does everything seem confusing and difficult to understand? This session will break down each component and give you a greater comprehension of this technology. From its beginnings to the X12 standards, translation software, communications choices and beyond you will learn what a day in the life of an EDI coordinator should be. Your instructor has 20 years of experience working with EDI in manufacturing, translation software programmer, network VAN manager, and as a consultant. In this full-day class, you will receive as much of his experience as possible. Also hear what the future might bring to the industry as well as an opportunity to ask the questions that no one else will answer.

Track Two:

- ***IT Management Skills Development - An Innovative Full Day Course for Technical & Business Professionals***
Instructor: Eric Bloom, CEO, Manager Mechanics, LLC

Morning Program: **Manager in the Middle**

- Great *internal client service* to your clients
- Great *vendor management* to your suppliers

Afternoon Program: **The Productivity Cocktail™**

- Smart Delegation
- Meeting Management
- Zone Based Prioritization
- Email Containment
- Process Uniformity
- Conflict Avoidance
- Asset Repurposing

Full Programs Details are below!

Introduction

The New England Electronic Commerce User's Group (NEECOM) is a non-profit organization established in 1990. We focus on the practitioners of EC/EDI. Our members include manufacturers, retailers, hospitals, insurance companies, motor carriers, universities, banks and government agencies. The common thread is our interest in EC/EDI and related technologies. We welcome companies of all sizes, who are at any stage in their implementation of Electronic Commerce.

The Goals of NEECOM:

- *To provide a forum for technical and business presentations;*
- *To inform and educate the business community;*
- *To share information and new ideas;*
- *To increase the opportunity for personal contacts and networking; and*
- *To expand the regional scope of Electronic Commerce.*

Meetings

NEECOM holds two formal meetings during each year. These meetings vary in their format and may include formal presentations, classroom style education and vendor exhibits. Topics will vary depending on the interests of the group. Programs cover: basic education, advanced topics, case studies, current issues and industry updates, and are presented by a variety of guest speakers.

Additional Membership Benefits

Members of the New England Electronic Commerce Users' Group enjoy the following benefits:

- Discounted "member" rates for all NEECOM meetings
- Discounted rates for education and conferences
- Free postings on our NEECOM jobs board

NEECOM Board Contacts:

Ira Keltz, NEECOM President ikeltz@partners.org

Partners HealthCare System, Inc., (617) 724-1832

Charles Gardella, NEECOM VP, Charles.Gardella@lifetimebrands.com
Lifetime Brands, (781) 539-0173

Michelle Calarese – NEECOM Treasurer info@neecom.org

The meeting will be held in the following facility:

Doubletree Hotel Westborough

**5400 Computer Drive
Westborough, MA 01581
Phone: 508 366-5511**

Dress code is business casual.

A block of rooms has been reserved for the nights of May 5th and May 6th, 2015. The discounted group rate is \$139.00/night. Reservations must be made by April 20th to take advantage of this rate. When making a reservation, please refer to NE ECOM. Room availability is limited - **so reserve early.** For additional information and directions, visit our web site: <http://www.neecom.org>

NEECOM Agenda for Day 1 - Wednesday, May 6th, 2015

Morning Program:

8:00 **Registration/Continental Breakfast**

8:30 ***Annual Meeting and Opening Remarks***
NEECOM President, Ira Keltz, Partners HealthCare System, Inc.

8:45 ***International EDI Vendor Management - Do you “Manage” or “Partner” with your Asian vendors and factories? A case study sharing best practices and lessons learned from Lamps Plus, Inc.***

Eric Linxwiler. Vice President, Business Development Americas at CBX Software

International vendor management goes well beyond EDI technology and transactions. On-boarding models that work for domestic vendors do not necessarily work for vendor communities in low cost sourcing countries. Strong arm tactics to meet compliance requirements are less effective than nurturing and working with suppliers to support them in achieving compliance. Improved supplier collaboration has a direct impact on a retailer's ability to deliver the best possible product offering, on time consistently. In addition to requirements on vendors in the order, production, shipping and invoicing process, retailers need to manage compliance of product quality, customs requirements and social issues such as worker conditions. As standards rise, the complexity of tracking and need to ensure targets are achieved also increases. In this session we understand how effectively managing a large number of geographically dispersed vendors requires consistent processes that support regular communications and enable collaborative relationships for the long haul.

9:30 ***The NEW Healthcare Communication Protocol – Real World Examples of How Doctors, Hospitals, Insurance Companies, and Patients are Communicating Securely With Direct (AS1) Standards.***
Dan Kazzaz CEO, Secure Exchange Solutions

Some time back, a physician from the greater Boston area said to the national HIT committee “I should be able email a medical record to another physician”. This statement began the movement towards the adoption of *Direct* (an expansion of AS1) in the entire healthcare community. This talk will cover the short history of *Direct*, how it innovates on top of AS1, the infrastructure supporting it, how it is being used and implications for the future.

10:15 **Networking and Refreshment Break**

10:30 *Bar Codes, RFID, Mobile Commerce and the Obligatory Internet of Everything(IoE)*

Paula Giovannetti - Vice President, AIDC 100

This session is about *Automatic Identification and Data Capture*, a term for data capture technologies that never really caught on. We will cover old fashioned bar codes and new applications for them including mobile commerce. Then a little bit about RFID and sensor technology, aka the *Internet of Things*, which IS a very popular term, just not a very good one because it is really about people, places, events and maybe a couple of things. But the dialogue before, during and after will be the best part of the session.

11:15 *Creating Synergies to Connect to the Connected Consumer*

**Melanie Nuce, VP, Industry Engagement | Retail Apparel & General Merchandise
GS1 US**

To ensure complete Omni-Channel preparedness to meet the limitless expectations of the consumer, retailers and their trading partners need to communicate synergistically to effectively manage the entire supply chain. For more than 40 years, GS1 Standards have served as the global language of business for identifying, capturing and sharing information about products, locations and more to facilitate the highest levels of trading partner collaboration. This session will cover the operational best practices that facilitate a seamless, always-on and always-open customer experience, as well as provide the four ways the retail industry can create data synergies to ensure Omni-Channel success.

12:00 *Lunch*

Afternoon Program:

1:00 *Strategies for Building a Successful E-Commerce Business*

Ross Beyeler – Founder, Growth Spark

Building a successful e-commerce business takes more than just a nice website. With the emergence of omni-channel sales and marketing, a vast ecosystem of cloud-based technology infrastructure and slew of devices customers can use to interact with your brand, your e-commerce business requires a broader perspective. This presentation discusses the E-Commerce Customers Lifecycle, a framework for developing e-commerce businesses that looks at five pivotal aspects of the business and interaction with your customers:

- Acquisition: How do you get people to your website?
- Conversion: How do you get them to buy once they're there?
- Fulfillment: How do you get them the product once they've purchased it?
- Retention: How do you get them to come back and buy again?

- Measurement: How do you measure all of these activities to ensure they're profitable?

You'll walk away from this presentation with both a sound understanding of the e-commerce eco-system as well as a multitude of tools and tactics to improve your e-commerce performance.

1:45 *Leverage Your EDI Infrastructure for Non-EDI Critical Business Initiatives*

Joe Dupree – Vice President of Marketing, CLEO

Companies everywhere are trying to do more with less. You can help your company do this by stretching your EDI Infrastructure to take on delivery of critical IT capabilities that your business desperately needs to pursue new business initiatives. Will you get promoted over it? Well, we're not sure. But you'll be saving your company big bucks, making your team more relevant, and receiving some of the spotlight for making it all happen. It sure sounds good! Learn how you can help your company take on secure file sharing, moving big data, application integration, data collaboration, high speed transfers, advanced data transformation, business visibility, and more!

2:30 *Networking and Refreshment Break*

2:45 *Drivers and Outcomes to Modernizing your Integration*

Barry Sponsler, Solutions Consultant, Extol

Many companies are hard pressed to keep their B2B integration infrastructure current in today's fast paced, constantly changing business environment. New demands from customers, limitations of the legacy IT environment, and extended implementation associated with bringing on new partners are but a few of the challenges that must be overcome.

Find out how your company can respond to these demands quickly and easily, while reducing risk and keeping costs under control.

3:30 *Raffle/Refreshments/Networking/Adjourn*

NEECOM Agenda for Day 2 – Thursday, May 7th, 2015

Track 1: EDI-101: An Introduction to Electronic Data Interchange

Track 2: IT Management Skills Development: An Innovative Full Day Course for Technical & Business Professionals

Track 1: EDI-101 – An Introduction to Electronic Data Interchange
Instructor: Gregg Lanni, Sr. Technical Consultant, Dell Boomi

Course Description:

Are you new to EDI? Does everything seem confusing and difficult to understand? This session will break down each component and give you a greater comprehension of this technology. From its beginnings to the X12 standards, translation software, communications choices and beyond you will learn what a day in the life of an EDI coordinator should be. Your instructor has 20 years of experience working with EDI in manufacturing, translation software programmer, network VAN manager, and as a consultant. In this full-day class, you will receive as much of his experience as possible. Also hear what the future might bring to the industry as well as an opportunity to ask the questions that no one else will answer.

8:00	Registration/Continental Breakfast
8:30	<i>EDI 101</i> Part One: EDI Fundamentals
10:00	Networking and Refreshment Break
10:15	<i>EDI 101</i> Part Two: EDI Translation and Business Application
12:00	Lunch
1:00	<i>EDI 101</i> Part Three: Communication Types and Strategies for Successful EDI Implementation
2:30	Networking and Refreshment Break
2:45	<i>EDI 101</i> Part Four: Q&A – answering your specific EDI questions
3:30	Adjourn

Track 2:

IT Management Skills Development - An Innovative Full Day Course for Technical and Business Professionals

Instructor: Eric Bloom, CEO, Manager Mechanics, LLC

Two great topics in one training day
'People in the Morning' and 'Productivity in the Afternoon'

Morning Topic: Manager in the Middle

Client service and vendor management are two sides of the same coin. Sometimes managers provide services to their fellow employees and sometimes they receive services from external vendors. This morning's session addresses both of these activities.

This topic is designed for individuals and departments that provide services to fellow employees within their company. For example, the Sales, Marketing, Finance and Human Resources groups are clients of the Information Technology (IT) department because IT provides services to these groups.

This topic covers key elements of excellence in vendor management including sourcing, using vendors to build a business case, communicating priorities, the competitive vendor landscape, contracts and negotiating, collaboration and partnership with key vendors, vendor risk assessment, vendor performance issues, transparency and other best practices.

Afternoon Topic: The Productivity Cocktail tm

The Productivity Cocktail is a blended mix of seven key business processes, which together, can maximize your personal and team's productivity. These processes are:

1. Smart Delegation
2. Meeting Management
3. Zone Based Prioritization
4. Email Containment
5. Process Uniformity
6. Conflict Avoidance
7. Asset Repurposing

This class provides you with the insights, strategies, and techniques needed to simultaneously increase your personal performance, grow your staff's abilities, and enhance your team's efficiency.

Meeting Registration

All registrations & memberships must be performed online using our website
<http://www.neecom.org>

You may, however, elect to mail a check rather than pay online. We accept company and personal checks as well as credit cards. Please go to our website to input your registration and membership information and indicate method of payment.

To avoid an additional walk-in registration fee of \$20, all registrations must be received by May 20th, 2014. All questions about registration should be addressed to Ira Keltz (617) 724-1832.

In the event of inclement weather, please refer to the NEECOM web site for cancellation notice.

Membership is open to all companies that have an interest in EC/EDI. The nominal annual dues entitle the company representative and any number of employees to attend activities and meetings at member rates. Membership is based on a calendar year (January through December).

Check our website to see if you are a current 2015 member. <http://www.neecom.org>

Annual 2015 Membership Fee	\$195.00
----------------------------	-----------------

Day 1 – May 6th, 2015

Member Meeting Fee (per attendee)	\$ 95.00
Non-Member Meeting Fee (per attendee)	\$195.00

Day 2 – May 7th 2015 (Two concurrent educational tracks)

Member Meeting Fee (per attendee)	\$150.00
Non-Member Meeting Fee (per attendee)	\$250.00

Registration and Membership Fees are non-refundable.

PLEASE NOTE OUR MAILING ADDRESS BELOW AND UPDATE WITH YOUR A/P DEPARTMENT TO ENSURE PROMPT PAYMENT!!!

Checks should be made payable to:

New England Electronic Commerce Users' Group (NEECOM)
P.O. Box 1162
Westford, MA 01886

Space Is Limited!

Please Respond Before May 1st, 2015

NEECOM - Partial 2014/2015 Member List:

1 EDI Source
Accenture
Adidas Group
Aurora Technologies, Inc.
Barrett Distribution
Bauer Hockey
bTrade
Burton Snowboards
Cabot Creamery
Chainlink Research
CLEO
CVS Pharmacy
Data Communications Solutions
DI Central
EDI Specialists, Inc.
Energy Services Group
Enhanced Retail Solutions
EZCom Software, Inc.
Faxinating Solutions, Inc.
Heiland Electronics
Int'l Forest Products, Inc.
Intertrade Systems, Inc
Kleinschmidt, Inc.
LEGO Systems, Inc.
Liaison Technologies
Liberty Mutual
Lifetime Brands
Melissa Data, Inc.
Metso Automation
New Balance Athletic Shoe, Inc.
Newgistics Freight Services
Partners HealthCare System, Inc.
Puma North America
RBS Citizens Bank
Redtail Solutions, Inc.
Rez-1, Inc.
RSA Associates
Senior Whole Health
SPS Commerce
Staples, Inc.
Sterilite, Inc.
Terex Corporation
The TJX Companies
TIE Kinetix
Trading Partners Collaborative
Trubiquity
Wayfair, LLC
Wiremold Company
Withings, Inc.