



**New England Electronic Commerce Users' Group  
Annual 2-Day Conference  
&  
Dual-Track Educational Sessions  
Wednesday and Thursday  
May 16<sup>th</sup> & 17<sup>th</sup>, 2018**

*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:*

- ***The Top 5 Communication Pain Points Between Retailers and Their Suppliers***  
*Jim Lewis, Founder and CEO, Enhanced Retail Solutions*
- ***Blockchain, Blockchain, Blockchain! – The Hottest Topic in eCommerce***  
*Todd Gould, CEO, Loren Data Corp.*
- ***Beyond B2B – Extending Your Integration Strategy to Meet Business Growth***  
*Barry Sponsler, Senior Solutions Consultant, CLEO*
- ***How to Network Like a Ninja, Connect with Charisma and Polish Your People Skills (Without Feeling Like an Imposter)***  
*Susan Callender, Chief Confidence Officer, Business Class*
- ***Best Practices in Partner Automation***  
*Tony D'Angelo, VP, Business Development, and David Fullen, Managing Director  
TIE Kinetix*
- ***X12 EDI & Evolving Technologies – Outcome Based Results***  
*Jim Taylor, Board Chair, X12, Inc.*
- ***PEPPOL – The New Frontier of EDI?***  
*Rick Stein, Director of North American and UK Sales, Babelway*

***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, 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 25 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:***

➤ ***Digital Transformation: Completing the Picture with Soft Skills for Your Organization- An Innovative Full Day Course for Technical & Business Professionals***

***Instructor: Eric P. Bloom, Executive Director,  
IT Management and Leadership Institute***

Digital Transformation (DX), by its very name, refers to how digital technologies can be used to generate new revenue streams, create new markets, increase internal organizational productivity and more. While the use of established and leading-edge technologies is, of course, paramount to DX related endeavors, soft skills – such as interpersonal communication, change management, influence and others – are the unsung heroes of successful DX implementations. In many cases, the technology is the easy part, getting your people to fall in line is where the challenge begins.

This presentation describes the specific leadership, communication and business skills that are needed to truly make your company's digital transformation a reality!

This talk will help you:

- Understand digital transformation concepts and organizational ramifications
- Gain insights into the leadership, business, and interpersonal communication skills needed to lead and implement digital transformation
- Learn how to integrate soft skills training into your digital transformation planning and implementation

## **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](mailto:ikeltz@partners.org)  
Partners HealthCare System, Inc., (857) 282-0899

Michelle Calarese – NEECOM Treasurer [info@neecom.org](mailto: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 15<sup>th</sup>, and May 16<sup>th</sup>. The discounted group rate is \$159.00/night. Reservations must be made by April 15<sup>th</sup> to take advantage of this rate. When making a reservation, call the hotel directly and please refer to discount group code "NEW". 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 16<sup>th</sup>, 2018

### Morning Program:

**8:00**    **Registration/Continental Breakfast**

**8:30**    **Annual Meeting and Opening Remarks**

*NEECOM President, Ira Keltz, Partners HealthCare System, Inc.*

**8:45**    **The Top 5 Communication Pain Points Between Retailers  
and Their Suppliers**

*Jim Lewis, Enhanced Retail Solutions*

1. Sell through/Store Inventory Level data
2. Lead Time Shipping/Audits
3. Supply Chain Visibility
4. Forecasting
5. Drop Ship Orders

**9:30**    **Beyond B2B – Extending Your Integration Strategy to Meet Business  
Growth**

*Barry Sponsler, Senior Solutions Architect, CLEO*

As companies expand, they must consider how business growth will impact the way they manage the ever increasing amount of data being generated from new systems, applications and trading partners. How can these new data sources easily integrate into already complex IT environments without disrupting business operations? Barry Sponsler, Senior Solutions Architect at Cleo, will discuss how companies can extend their integration strategy beyond traditional B2B to deliver more efficient and secure data flows, provide real time data visibility, and drive a competitive edge through better customer experiences.

**10:15**    **Networking and Refreshment Break**

**10:30**    **X12 EDI & Evolving Technologies – Outcome Based Results**

*Jim Taylor, Chairman of X12, Inc.*

The incumbents of the world understand that they can be the new disruptors,” she writes of her company’s established industry peers, “and they are going on offense to seize this opportunity and to capture this moment.” Ginni Rommety, IBM CEO

X12 EDI Standards are currently used by millions of companies around the world conducting critical business-to-business transactions. Thus, by definition, X12 is the incumbent.

With newer technologies such as XML, JSON, and Blockchain, some have said that the use of EDI will go away. But we at X12 disagree and feel it's demise has been greatly exaggerated.

X12 is not complacent, in fact we plan to be a disruptor. We are embracing the opportunities to make a difference for the use of X12 standards via evolving technologies with the outcome being better savings, faster execution, finer control and improved data absorption and reasoning from all sources.

### **11:15 *PEPPOL – The New Frontier of EDI?***

*Rick Stein, Director of North America Sales, Babelway*

PEPPOL (Pan-European Public Procurement On-Line), is a set of open and interoperable technical specifications across purchase-to-pay (P2P) business processes. PEPPOL enables government organizations and private companies to exchange electronic trading documents over an interoperable, European-wide network. In simple terms it offers a standardized network connection for electronic ordering, invoicing and shipping. Rick will cover the history and intro to PEPPOL, talk about how it works, the technical side of PEPPOL, and how to start using PEPPOL in your own business!

### **12:15 Lunch**

#### **Afternoon Program:**

### **1:15 *How to Network Like a Ninja, Connect with Charisma and Polish Your People Skills (Without Feeling Like an Imposter)***

**Susan Callender, Chief Confidence Office, Business Class**

This one-hour workshop will guide participants in how to make a positive first and lasting impression. It will equip you with essential etiquette knowledge to polish your image and acquire more confidence from meeting rooms to dining rooms. Topics include creating your personal brand, first impressions, non-verbal communication, making powerful presentations, how to work a room and connect socially, and networking for the digital age.

### **2:15 *Blockchain, Blockchain, Blockchain! The Hottest Trend in EC/EDI Today*** **Todd Gould, President, Loren Data Corp**

Todd Gould is a recognized expert in B2B/EDI with a talent for talking tech to normal people. By turning you into a Human Blockchain, Todd will explain what it is, how it works, and how your company can benefit from implementing Blockchain into your organization

### **3:00 Networking and Refreshment Break**

**3:15 Best Practices in Partner Automation**

*Tony D'Angelo, VP Business Development and David Fullen, Director, TIE Kinetix*

**4:00 Raffle/Refreshments/Networking/Adjourn**

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**NEECOM Agenda for Day 2 – Thursday , May 17th 2018**

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

**Track 2: Digital Transformation: Completing the Picture with Soft Skills for Your Organization - An Innovative Full Day Course for Technical & Business Professionals**

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

**Instructor: Gregg Lanni, Sr. Integration Advisor, Dell Boomi**

**8:00AM – 3:30PM**

**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 professional should be. This is also a great opportunity for managers and staff in any area of Supply Chain (AP, Purchasing, Receiving, Shipping, Transportation, etc.) who works with EDI documents as part of your job to get a better understanding of Electronic Data Interchange. Your instructor has over 30 years of experience working with EDI and literally wrote the code to make it work at multiple companies along the way. 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 EDI 101 Part One: EDI Fundamentals**

**10:00 Networking and Refreshment Break**

**10:15 EDI 101 Part Two: EDI Translation and Business Application**

**12:00 Lunch**

**1:00 EDI 101 Part Three: Communication Types and Strategies for Successful EDI Implementation**

**2:30**            **Networking and Refreshment Break**

**2:45**            ***EDI 101***

Part Four: Q&A – answering your specific EDI questions

**3:30**            **Adjourn**

Track 2:    ***Digital Transformation: Completing the Picture with Soft Skills for Your Organization a- An Innovative Full Day Course for Technical & Business Professionals***

***Instructor: Eric Bloom, CEO, Manager Mechanics, LLC***

**8:00AM – 3:30PM**

Digital Transformation (DX), by its very name, refers to how digital technologies can be used to generate new revenue streams, create new markets, increase internal organizational productivity and more. While the use of established and leading-edge technologies is, of course, paramount to DX related endeavors, soft skills – such as interpersonal communication, change management, influence and others – are the unsung heroes of successful DX implementations.

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## 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.

All questions about registration should be addressed to Ira Keltz (857) 282-0899.

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 2018 member. <http://www.neecom.org>**

Annual 2018 Membership Fee **\$250.00**

### **Day 1 – May 16<sup>th</sup>, 2018**

Member Meeting Fee (per attendee) **\$ 125.00**

Non-Member Meeting Fee (per attendee) **\$180.00**

### **Day 2 – May 17<sup>th</sup> 2018** (Two concurrent educational tracks)

Member Meeting Fee (per attendee) **\$180.00**

Non-Member Meeting Fee (per attendee) **\$280.00**

**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 15th, 2018

## NEECOM - Partial 2016-2018 Member List:

1EDISource

Alimed, Inc.

Aurora Technologies

Babelway

Bauer Hockey

BJs Wholesale Club Inc.

Boston Warehouse

BURTON Snowboards

CA Technologies

Cabot/Agri-Mark

Cleo

ConMed Corporation

DI Central

EDI Specialists, Inc.

Energy Services Group

Enhanced Retail Solutions

Eversource Energy

eZCom Software Inc.

Faxinating Solutions, Inc

Foundational e-Business

Heilind Electronics

Hologic

Hublogix

inMusic

Interlink Commerce

InterTrade Systems Inc.

ITW Global Brands

K'NEX

Liberty Mutual

Lifetime Brands

MAXIMUS, Inc.

New Balance Athletics, Inc.

Neighborhood Health Plan of RI

Partners HealthCare

Primeur Corporation

Rez-1

r-pac International

Schneider Electric

Sophos

Staples, Inc.

Sterilite Corporation

Tallan

Tangentia America LLC

The Persimmon Group

The TJX Companies

TTP Solutions

Wayfair, LLC