



**New England Electronic Commerce Users' Group
Annual 2-Day Conference
&
Dual-Track Educational Sessions
Wednesday & Thursday
May 11th & 12th, 2016**

*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 Holy Grail of VMI – The Ultimate Buyer-Supplier Collaboration***
James Lewis, Founder & CEO, Enhanced Retail Solutions
- ***EDI and The Next 20,000 Hubs***
Todd Gould, CEO, Loren Data Corp.
- ***Achieve Operational Excellence Through Your B2B Exchange***
Michael Hurley, Director of Product Management, 1EDISource
- ***Mental Toughness in EC Leadership***
Jennifer Touma, Founder, Mindscape
- ***Biztalk Vs. MuleSoft ... Fight!***
Stan Kennedy, Director of Integration Practice, Tallan
- ***RVCF 2016 Spring Conference Highlights and Recap***
Kim Zablocky, Founder, RVCF – Retail Value Chain Federation
- ***EDI/eCommerce/B2B Job Market Overview***
Barbara Feldman, Director of Business Development, EDI Staffing
- ***How eCommerce is Forever Changing the Digital Supply Chain***
Rob Gonzalez, Co-Founder & VP Business Development, Salsify

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: Anthony D'Angelo, Vice President, InterTrade Systems

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:

➤ ***IT innovation + Technology Megatrends = Productivity***
An Innovative Full Day Course for Technical & Business Professionals
Instructor: Eric Bloom, CEO, Manager Mechanics, LLC

There are many exciting technology megatrends in play today and on the near horizon. They include Internet of Things, mobility, 'phygital', big data, 3D printing, enhanced visualization, wearables, digital transformation and more, enabled by cloud computing and internet connectivity. At their base, they're all just simply technologies and concepts. It's your personal and organizational innovative thought that brings them to life.

This class is a discussion of how innovative culture and tools combined with leading technologies can drive organizational and personal productivity.

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 10th and May 11th, 2016. The discounted group rate is \$159.00/night. Reservations must be made by April 25th 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 11th, 2016

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 Holy Grail of VMI – The Ultimate Buyer-Supplier Collaboration***

James Lewis, Founder & CEO, Enhance Retail Solutions

In this session we will show attendees the benefits of collaborative forecasting and inventory management. They will see how new technologies enable them to more easily integrate and use data from multiple sources (especially the 852 POS EDI document) to provide faster and more accurate inventory decisions at store level to send out reverse PO's (855) to their retail partners. We will explore features that manufacturers should look for in a VMI tool and what expectations retailers should set to ensure common goals.

9:30 ***Future of EDI – The Next 20,000 Hubs***

Todd Gould, CEO, Loren Data Corp.

The EDI relationship has frequently been characterized as a Hub & Spoke model, and we have seen major companies (often referred to as 800lb gorillas) dictating EDI to their vendors and suppliers. The future growth of EDI depends on the additional midmarket enterprises entering the market as the new Hubs. Learning from what worked and did not work in the past, along with leveraging the substantial EDI ecosystem will be instrumental in the success of the next growth phase in this market. Together we will explore the Technology Adoption Life-Cycle in a new perspective of how it applies to EDI, what it is to be a Hub, the challenges of being a Spoke, and a roadmap to the exciting explosive growth phase just ahead.

10:15 **Networking and Refreshment Break**

10:30 *Unleash the Power of EDI – Achieve Operational Excellence Through Your B2B Exchange*

Michael Hurley, Director of Product Management, 1EDISource

Working with thousands of clients for more than 25 years to manage exceptional B2B exchanges, we have identified common patterns and levels of progression for companies that are able to transform their EDI capability into a compelling and valuable competitive advantage.

1 EDI Source's Director of Product Manager Michael Hurley will provide practical insight into how you can take your EDI function to the next level, not only to enhance productivity and revenue, but to also build unwavering loyalty with customers.

You'll learn:

- How the EDI environment is changing
- The five levels of leveraging EDI to achieve operational excellence
- How to identify when you're ready to take the next step and how that step will ultimately benefit your business

11:15 *Mental Toughness in EC Leadership*

Jennifer Touma, Founder, Mindscape

Have you ever calculated the amount of time and money you have invested in an undergraduate degree, an MBA, and countless webinars? Yet you still feel you're no closer to obtaining your cherished career and life goals?

In today's highly competitive business climate, traditional education falls short in equipping high achievers to win at work and succeed in life. You need more than education and experience to succeed in business – you need Mental Toughness, a strong and disciplined mind. Being mentally strong helps get you through the demanding e-commerce workload, long hours and changing responsibilities. Professionals who are mentally strong and resilient have the best chance of rising above those challenges and adversities to reach their goals.

- Mental Toughness in Leadership: What it is, What it is not and Why we need it
- Learn how the four key elements of mental toughness determine the success or failure of everything you do
- 6 Signs You Are Demonstrating Mentally Weak Behavior and How to Reverse it

12:00 Lunch

Afternoon Program:

1:00 *BizTalk vs. MuleSoft ... Fight!*

Stan Kennedy – Director of Integration Practice, Tallan

BizTalk has been a solid platform for EDI transactions for over a decade. Mulesoft is new to the EDI community. This discussion will cover the strengths and weaknesses of each of these platforms and provide a framework for decision makers to help choose the platform that will work best in their environment.

1:45 *Highlights of the 2016 RVCF Spring Conference*

Kim Zablocky – Founder, Retail Value Chain Federation (RVCF)

This presentation will cover an overview of RVCF study results that were presented this spring in Scottsdale at the RVCF Conference including:

- 2016 ASN accuracy study
- Inbound audit best practices
- Financial model for Drop Ship, where vendor inventories the goods and drop ships for the retailer.

2:30 [Networking and Refreshment Break](#)

2:45 *2016 Job Market Overview & Trends*

Barbara Feldman – Director of Business Development, EDI Staffing

This presentation will cover the following topics:

- 2016 job market trends, EDI/B2B job market update, EDI vendor landscape, Hot EDI/B2B positions and salary statistics
- Tips for attracting top talent, and how to effectively interview candidates. Job search techniques that will get you noticed and hired.
- How to reward and retain employees once hired

3:30 *How Ecommerce is Forever Changing the Digital Supply Chain*
Rob Gonzalez, Co-Founder, Salsify

10 years ago a brand selling through a relatively small set of retail and distribution partners was only required to provide limited, mostly logistical data for item setup and maintenance. Communication between companies could largely be automated via EDI, GDSN, and other such standards technologies.

Today, the situation is very different. The rise of endless aisle retailing, marketplaces, dropshipping, 3PLs, and ecommerce generally is changing the way retailers collaborate with their vendors to bring products to market. In particular, retailers require significantly more merchandising and marketing content from their vendors, and traditional technologies are struggling to support the new requirements. Shawn Carvey, a former Walmart buyer, said, “The role of the buyer has changed at Walmart; instead of picking products we now are tasked to get all of the products.”

Rob will describe this evolution in more detail and what it means for the digital supply chain, including specific examples from Amazon, Macy's, Walmart, Target, Jet, and others.

4:15 [Raffle/Refreshments/Networking/Adjourn](#)

NEECOM Agenda for Day 2 – Thursday, May 12th, 2016

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

Track 2: IT innovation + Technology Megatrends = Productivity An Innovative Full Day Course for Technical & Business Professionals

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

Instructor: Anthony D'Angelo, VP, InterTrade Systems

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: IT innovation + Technology Megatrends = Productivity:
An Innovative Full Day Course for Technical & Business Professionals**
Instructor: Eric Bloom, CEO, Manager Mechanics, LLC
8:00AM – 3:30PM

There are many exciting technology megatrends in play today and on the near horizon. They include Internet of Things, mobility, ‘phygital’, big data, 3D printing, enhanced visualization, wearables, digital transformation and more, enabled by cloud computing and internet connectivity. At their base, they’re all just simply technologies and concepts. It’s your personal and organizational innovative thought that brings them to life.

This class is a discussion of how innovative culture and tools combined with leading technologies can drive organizational and personal productivity.

Meeting Registration

All registrations & memberships must be performed online using our website <http://www.necom.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 2016 member. <http://www.necom.org>

Annual 2016 Membership Fee **\$195.00**

Day 1 – May 11th, 2016

Member Meeting Fee (per attendee) **\$ 95.00**

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

Day 2 – May 12th 2016 (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 9st, 2016

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.