



EXECUTIVE SUMMIT

OCTOBER 20-22, 2010

Hyatt Regency McCormick Place, Chicago



Room S101b

Thursday, October 21

8:30am - 10:30am

Planning for Succession and Building Bench Strength

Jeff Ward, Organizational Development Consultant, Culture Index, Inc.

How do companies make sure the round pegs are in the round holes, how should they take culture into account when promoting to key positions, and what will it take to ensure that bench strength is there for succession planning? Jeff Ward has been consulting with business owners, top executives, and their management teams to help them grow their business and improve organizational effectiveness for more than 18 years.

10:45am - 12:00pm

The 'New' Branding: Why Does it All Seem So Complicated?

Jack Rooney, President, Ogilvy & Mather Chicago

Jack Rooney, head of one of the nation's largest advertising agencies and an expert in Brand Stewardship, leads a discussion on creativity, how to spark it, how to harness it, and how to utilize it in your corporate growth and product innovation strategies. Ogilvy North America brings together all the capabilities of the Ogilvy network to provide integrated marketing solutions to the agency's clients.

1:05pm - 1:45pm

Win-win Strategies for Local Government and Business

Tom Tunney, Chicago Alderman and Business Owner

Tom Tunney talks about how to achieve win-win strategies between businesses and local government. Tunney obtained his bachelor's degree from the University of Illinois in restaurant management and has a master's degree in hotel administration from Cornell University. Prior to being elected an alderman from the city's Lakeview neighborhood, Tunney gained full ownership of the Ann Sather Restaurant and expanded it into a successful chain. He also served as chairman of the Illinois Restaurant Association.

2:00pm-3:00pm

Risk Management for Currency and Commodity Price Fluctuations

Michael Zehfuss, Senior Managing Director and Head of Global Client Management for Currency and Commodities Management, Mesirow Financial

Michael Zehfuss discusses the framework for evaluating and managing currency & commodities risks. The focus of discussion will be from the perspective of US- based, mid-sized business.

Friday, October 22

8:30am – 9:30am

What Would True Sustainability Look Like?

Jerry Taylor, Senior Fellow, Cato Institute

Jerry Taylor is among the most widely cited and influential critics of federal energy and environmental policy in the nation. Jerry has served on several congressional advisory bodies and has testified frequently on Capitol Hill regarding various energy and environmental policy matters. From a Washington Think Tank perspective, Jerry discusses what sustainability means and gives examples of where and how components of it work and don't work, relative to federal policies today.

9:30am – 10:15am

Q&A session: Where Are Metals Markets Headed?

Markus Moll, Managing Director and Senior Analyst, Steel and Metals Market Research (SMR)

Markus Moll provides market intelligence to the specialty steel industry in Europe, Asia, and the USA. Markus is headquartered in Austria, and is a mechanical engineer as well as received a Master's Degree in Business Economics, University of Innsbruck. Markus is a renowned speaker on stainless steel and an expert in the worldwide specialty steel market. Come prepared with anything you want to know about markets today and in the near future.

10:15am – 12:00pm

Roundtable Discussion: What Really Is the 'New Normal'?

Moderator: Louise O'Sullivan

Executive Summit attendees share their insight and opinions on key solutions to the latest challenges for manufacturers in the complicated and demanding environment of industrial manufacturing today.