

f2008 **Business Forecasting Conference**

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CAPTURE THE PAST, FORECAST THE FUTURE

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F2008 Business Forecasting Conference

June 2-3 | Embassy Suites Hotel, Cary, NC

Post-conference training available: June 4-6

sas

**THE
POWER
TO KNOW.**

TOP FIVE REASONS to attend F2008, SAS' third annual Business Forecasting Conference

1

If it's hot in business forecasting, you'll find it at F2008.

F2008 is the complete package for anyone who performs business forecasting. Don't miss your chance to join dozens of experts and hundreds of your peers for an informative, illuminating conference that will change the way you forecast.

2

Gain new knowledge and hit the ground running.

Hear from thought leaders in the forecasting field, unearth new trends and review case studies. Then, immediately take home and implement these strategies to improve your forecasts. Maximize your time with six keynotes and a choice of 18 session talks. F2008's fully-customizable tracks include *Forecasting Applications*, *Forecasting Approaches* and *Business Case Studies*.

3

Present to your peers.

The F2008 Call for Posters is now open to practitioners from all corporate and academic fields. Submit an abstract for a chance to be recognized by the forecasting community. Posters will be displayed in the conference Exhibit Hall throughout the event. Register soon, as the submission deadline is March 31.

4

Grow your forecasting network.

It's all about who you know, so expand your network at F2008. Join more than 300 of your forecasting colleagues across all industries and many countries. From a delicious dinner to casual break-time conversations, enjoy boosting your personal network at our various events.

5

Experience hands-on training.

Take advantage of post-conference training designed exclusively for F2008 attendees. Learn the latest forecasting techniques using SAS® software with a variety of courses tailored for all ability levels.



CAPTURE THE PAST AND FORECAST THE FUTURE

Whatever your industry or area of interest, F2008 is the ideal forum. Unite with hundreds of forecasters and top industry visionaries for an event packed with enlightening presentations, numerous networking opportunities and hands-on training.

■ F2008 Keynote Speakers *



DAVID A. DICKEY
Professor, Department of Statistics, North Carolina State University



PAUL GOODWIN
Professor of Management Science, The Management School, University of Bath, United Kingdom



KENNETH B. KAHN
Professor of Industrial Technology; Avrum & Joyce Gray Director of the Burton D. Morgan Center for Entrepreneurship, Purdue University



CHARLES CHASE
Practice Manager, Manufacturing and Supply Chain Global Practice, SAS



LARRY LAPIDE
Director, Demand Management, MIT Center for Transportation and Logistics (CTL)



NADA R. SANDERS
James L. & Eunice West Chair in Supply Chain Management, Neeley School of Business, Texas Christian University

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■ F2008 Keynote Speakers

DAVID A. DICKEY

North Carolina State University

David Dickey is currently a Professor in the Department of Statistics at North Carolina State University. He has a master's degree in math from Miami University in Oxford, Ohio, and a PhD in statistics from Iowa State University. His research focuses on time series analysis, dealing with data taken over time. In addition to writing four books, Dickey has been published in numerous papers and has given over 50 presentations at a variety of professional events and organizations. He has also been recognized as a member of the Academy of Outstanding Teachers at NCSU.

Understanding Nonstationarity and Recognizing It When You See It

Most mathematical forecasting techniques are based on an assumption of stationarity, the lack of which destroys the theory on which the methods are based and often makes forecasts look unreasonable. On the other hand, time series for which forecasts are desired often exhibit signs of nonstationarity. Reconciliation typically involves some sort of initial operation on the raw data. A series with a trend or intervention can sometimes be treated as that effect (trend or intervention) plus stationary errors but at other times, it seems that differencing is the only way to reduce the original data to stationarity. For example, most stock indices are expressed both in level and differences by the media. Indeed returns on investments are often calculated as a difference in log transformed prices prior to analysis. There are some disadvantages to differencing and one might want to avoid unnecessary differencing, or "overdifferencing." This talk will explain what is meant by stationarity, and hence nonstationarity, showing some illustrative examples. It will proceed to look at intuitive graphical approaches to detecting nonstationarity as well as more formal statistical model-based tests for stationarity. The focus will be on a popular test, PROC ARIMA, available in several SAS products.

PAUL GOODWIN

The Management School,
University of Bath, United Kingdom

Paul Goodwin is Professor of Management Science in the Management School at the University of Bath (UK). He has a degree in economics from the University of Liverpool, a master's degree in management science from the University of Warwick and a PhD in management science from Lancaster University. His research interests concern the role of management judgment in forecasting and decision making. He has published three books and over 30 research papers in journals. In addition, he is an Associate Editor of the *International Journal of Forecasting* and three other international journals, and a Director of the International Institute of Forecasters. With a colleague at Lancaster University, he just completed a large UK government-funded research project that investigated the use of forecasting systems in supply chain companies.

Get the Best Value from Your Forecasting Software

Accurate forecasts are crucial to successful planning in most organizations. However, a survey of 120 US forecasters and a study of forecasting in four large UK companies suggests that many companies do not make the best use of their forecasting software. Managers in some companies used data histories that were too short to give the software a good chance of producing reliable forecasts. They also intervened too frequently in the model fitting process and were overzealous in their application of judgmental overrides of the software's forecasts. Many organizations did not monitor the accuracy of these overrides or record reasons why they were made. This talk will indicate the situations when judgmental changes to forecasts are likely to be appropriate and when they are likely to waste management time or reduce forecast accuracy. It will also demonstrate a number of methods that are likely to make judgmental adjustments more accurate on those occasions when an intervention is desirable.

KENNETH B. KAHN

Purdue University

Kenneth B. Kahn, PhD (BIE, Georgia Institute of Technology; MSIE, Virginia Polytechnic Institute and State University; PhD in marketing, Virginia Polytechnic Institute and State University) is Professor of Industrial Technology and the Avrum and Joyce Gray Director of the Burton D. Morgan Center for Entrepreneurship at Purdue University. His teaching and research interests concern product development, product management, and demand forecasting of current and new products. He has published in a variety of journals, including the *Journal of Product Innovation Management*, *Journal of Business Research*, *Journal of Forecasting*, *Journal of Business Forecasting*, *Journal of Business Logistics*, *Marketing Management*, and *R&D Management*. He is the author of *Product Planning Essentials* (Sage Publications, 2000) and *New Product Forecasting: an Applied Approach* (M.E. Sharpe, 2006) and is Editor of the *PDMA Handbook on New Product Development, Second Edition* (Wiley & Sons, 2004).

Prior to joining Purdue University, Kahn was the co-founding Director of the University of Tennessee's Sales Forecasting Management Forum — an education and research consortium involving market analysis and sales forecasting. He also previously was Director of Georgia Tech's Marketing Analysis Laboratory and co-founder of Georgia Tech's Collaborative Product Development Laboratory, both of which conducted corporate-sponsored research. Kahn is currently Vice President of Publications for the Product Development and Management Association (www.pdma.org).

Kahn's industrial experience includes serving as an industrial engineer and project engineer for the Weyerhaeuser Company and a manufacturing engineer for Respironics Inc. He has consulted with and facilitated benchmarking sessions with numerous companies, including 3M, Acco Brands, Alticor Corporation, Amgen, Biolab, Borden, Cargill, Cheps USA, Ciba Specialty Chemicals, Coca-Cola, Corning, Enterasys Networks, Gillette, Hanes/L'eggs, Hewlett-Packard, Lifescan, Mary Kay Cosmetics, McNeil Consumer Healthcare, Miller Brewing Company, Moen, Motorola, Mrs. Smith's Bakeries, Nabisco, Pharmavite, Schering-Plough, Smithkline-Beecham, Springs Industries, Symbol Technologies, Tropicana, Unilever and Xerox.

CHARLES CHASE

SAS

As Practice Manager, **Charles Chase** is the principle architect and strategist in delivering finished goods forecasting solutions that improve the supply chain efficiencies of SAS customers. Chase has more than 26 years of experience in the consumer packaged goods industry, and is an expert in sales forecasting, market response modeling, econometrics and supply chain management.

Previously, Chase worked as the Senior Vice President of Information Resources Inc.'s Sales Forecasting Practice. Prior to working at IRI, Chase worked at SAS where he led the strategic marketing activities in support of the launch of SAS Forecast Server, which won the "Trend-Setting Product of the Year" award for 2005 by *KM World* magazine. He has also been involved in the re-engineering, design, and implementation of three forecasting/marketing intelligence process/systems. His employment history includes the MENNEN Company, Johnson & Johnson, Consumer Products Inc., Reckitt & Colman Inc., the Polaroid Corporation, Coca-Cola, Wyeth-Ayerst Pharmaceuticals and Heineken USA.

Chase's authority in the area of forecasting/modeling and advanced marketing analytics is further exemplified by prior positions as Associate Editor of the *Journal of Business Forecasting* and chairperson of the Institute of Business Forecasting (IBF) Best Practices Conferences. Chase is currently an active member of the Practitioner Advisory Board for *Foresight: the International Journal of Applied Forecasting*. He has authored several articles in the area of sales forecasting and market response modeling, and has lectured at the Graduate School of Business Administration, St. Johns University; Graduate School of Management, Georgia Institute of Technology; Sloan School of Management, MIT; Information Systems Research Center, University of North Texas; Agricultural School of Economics, Texas A&M; University of Tennessee at Knoxville Sales Forecasting Management Forum Conference; and most recently at the Institute of Retail Management, Templeton College, University of Oxford. Chase has also been a guest lecturer at several major corporations, including Amgen, Aventis, E&J Gallo Winery, Hewlett-Packard Imaging & Printing, Kellogg USA Inc., MagneTek Inc.,

McNeil Consumer Products, Ocean Spray Cranberries Inc., SAP-AG, Germany, and S-B Power Tools.

Chase was named “2004 Pro to Know” in the 2004 February/March issue of *Supply & Demand Chain Executive Magazine*.

Forecasting Performance Measurement: Considerations and Issues

How to best measure forecast accuracy and other performance factors remain key issues on managers' minds. Many companies often pursue forecast accuracy levels set by senior management without consideration of realistic benchmarks. Published and unpublished sources of forecast accuracy are questionable because they may apply to very divergent market segments, company structures and industry types. This presentation will discuss the ways in which forecasting performance can be evaluated, with implications posed for each. In addition, the topic of “forecastability” will be discussed — a topic which lately has been adopted by companies in the course of establishing internal forecast benchmarks. Company case studies will be presented for the purposes of generally illustrating considerations and issues surrounding forecasting performance measurement.

LARRY LAPIDE

MIT Center for Transportation and Logistics (CTL)

Larry Lapide, PhD, managed the launch of MIT's Supply Chain 2020 Project researching the future of supply chain management (SCM). He is currently an adviser to the project and is the Director of CTL's demand management research initiatives. He is also responsible for its strategy alignment research and training program.

He has more than 12 years of experience in supply chain and marketing consulting, 10 years of management experience in the high-tech sector, and seven years as a supply chain technology market analyst, as well as 10 years of experience teaching college on a part-time basis.

Lapide is a frequent presenter at supply chain events and has written numerous publications, including his co-authorship of a Council of Logistics Management (CLM) book: *E-Business: The Impact on Supply Chain and Logistics*. He was profiled in 2001 by *Supply Chain Technology News* magazine as one of four top thought leaders in supply chain and in 2006 in *Supply Chain Management Review* magazine's Profiles in Leadership column. *DCVelocity* magazine named him as a 2007 Logistics Rainmaker. He was most recently on the staff of AMR Research, a technology market analyst firm specializing in software business applications, serving variously as Vice President and Service Director for Supply Chain Strategies, as Vice President of Research Operations for Business Applications, and as the General Manager for Benchmarking Services. Lapide has also worked with Accenture, Data General and Arthur D. Little.

He holds a BS in electrical engineering from The Cooper Union, an MS in electrical engineering from MIT, and a PhD in operations research from the University of Pennsylvania's Wharton School of Business.

Improving Your Sales and Operations Planning (S&OP) Process

Sales and operations planning (S&OP) processes have existed for 20 years or more, and most companies implemented them a long time ago. Since then, supply chains have become more complex and involve global sources and markets, longer supply lines, and shorter product-lifecycle products. This has led to a resurgence of interest in S&OP with many companies revising their processes or just starting them. This talk will discuss the basics of the process and the improvements that are needed to manage today's complex, global and dynamic supply chains.

NADA R. SANDERS

Texas Christian University

Nada R. Sanders is the James L. and Eunice West Chair in Supply Chain Management in the Neeley School of Business at Texas Christian University. She received her PhD and MBA from The Ohio State University. She has written chapters for books and encyclopedias and is co-author of the book *Operations Management*, in its third edition. She was ranked 68th of the top 100 individuals in the field of operations management from a pool of 738 authors by a study of research productivity in US business schools. Sanders is author of numerous articles that have appeared in journals such as *Decision Sciences*, *Journal of Business Logistics*, *Journal of Operations Management*, *Omega*, *Interfaces*, *International Journal of Production and Operations Management*, *Journal of Behavioral Decision Making*, *Supply Chain Management Review* and others. Her research interests include business forecasting, supply chain management and the role of information technology in the supply chain environment.

Sanders also has extensive business experience in the areas of supply chain management and business forecasting, and has worked with firms such as ATT, Bank One, MTC Corporation, and the Schottenstein Corporation. She is also a frequently called upon expert witness in the area of business forecasting and has worked with firms such as Jones, Day, Reavis & Pogue, and Vorys, Sater, Seymour and Pease. Sanders is the Associate Editor of *FORESIGHT: The International Journal of Applied Forecasting*.

Effectively Combining Managerial and Quantitative Forecasts

Managerial and quantitative forecasts each have their own strengths and weaknesses and can bring different information to the forecasting process. This session will address different ways of combining managerial and quantitative forecasts and the advantages and disadvantages of each approach, factoring in the inherent biases of each method. Sanders will also discuss principles that have been developed for deciding when and how to use managerial judgment in adjusting quantitative forecasts, based on real-world experience and extensive research of prominent business researchers.

F2008 Session Speakers*

- **Mary Cote**, e-Business Consultant
The Use of Forecast Performance on Analyzing and Monitoring Safety Stock Levels
- **Brian Dolan**, Fox Interactive Media
Report This! You Can Stop Using Business Intelligence Ironically
- **Romulo Gayoso**, Intel
- **Richard Hansen**, Maidenform
- **Lauge Valentin Jensen**, LEGO Group
Measuring and Managing Forecasting Performance in the LEGO Group
- **Carlos Jimenez**, Starbucks Coffee Company, *Forecasting Discipline in a Non-Traditional Environment*
- **Todd Kirk**, IRI
- **Michael Leonard**, SAS
- **Kevin McCormack**, DRK Research
Supply Network Demand and Operations Planning: Integrating Strategic Suppliers into Your S&OP Process
- **Peter Mueller**, Epicenter Consulting Inc.
Forecasting in the Pharmaceutical Industry
- **Tom Reynolds**, John Deere Agricultural Marketing Center, *Challenges in Forecasting and the Pursuit of Accuracy*
- **Vic Richard**, SAS
Demand Forecasting: What Next?
- **Anne G. Robinson** and **N. Grace Hua**, Cisco Systems Inc.
- **Tom Zougas**, SAS
How to Run a Successful Forecasting Pilot

* Scheduled at time of printing. Please check www.sas.com/f2008 for the most updated conference information, speakers and session abstracts.

■ F2008 Session Tracks

Choose from three different session tracks or mix and match to best meet your needs.

FORECASTING APPLICATIONS

Make your forecasts as accurate as possible. See proven, real-world examples of business forecasting methods that really work.

FORECASTING APPROACHES

Whether you are a large or midsize company, learn best practices and the latest research from leading practitioners in the field.

BUSINESS CASE STUDIES

Examine and learn from real-world forecasting examples.

■ F2008 Exhibit Hall



Visit the exhibit hall during breaks to see how our sponsors' products and services can benefit your company. Enjoy a complimentary breakfast and morning and afternoon refreshments, served in the exhibit hall. An Internet café will also be available.

NC STATE UNIVERSITY



International Institute of Forecasters



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■ Conference Dinner Reception



On Monday evening, June 2, join F2008 attendees at Prestonwood Country Club for a night of fun, networking and delicious food. There is no additional cost to attend this event. Transportation will be provided from the conference hotel.

■ Hotel and Travel



New Cary Location!

Conference Hotel: **Embassy Suites Hotel**
 Raleigh-Durham/Research Triangle
 201 Harrison Oaks Blvd., Cary, NC 27513
 Telephone: 919-677-1840
 Fax: 919-677-1841
 800-EMBASSY

The conference will take place at the Embassy Suites Hotel in Cary, NC. A block of rooms is reserved for F2008 attendees. Call 919-677-1840 directly to make your reservations. Ask for the F2008 rate of \$149/night. To receive the block hotel rate, please share the F2008 conference code **SIS** with the reservationist. Reservations must be made by May 9 to receive this rate. Free transportation to and from the airport and anywhere within a two-mile radius of the hotel (restaurants, shopping, etc.) is provided by the hotel.

Raleigh-Durham International Airport is one exit away on Interstate 40 (west) and is a 10- to 15-minute ride. The conference hotel offers free shuttle service to and from the airport.

Ample parking is available near the conference facilities for anyone traveling by car.

■ Register Early and Save!

	Early Bird (expires April 25)	Standard Price	EPTO Price
Conference only	\$895	\$995	2.2 units
Conference plus one day training	\$1,295	\$1,395	3.2 units
Conference plus two days training	\$1,695	\$1,795	4.2 units
Conference plus three days training	\$2,095	\$2,195	5.2 units

■ F2008 Conference Discounts

Academic Discount: Are you a full-time student or employed by a degree-granting college, university or institution? If so, you qualify for 50% off the standard conference price. (*Proof of affiliation required.*)

Group Discount: Bring a colleague and save! Receive \$200 off each registration when two or more people from the same company register and pay together.

EPTO Program: Use your organization's EPTO units to attend F2008! Want to learn more? Visit support.sas.com/epto to save up to 31% on the conference and future SAS training.

■ Agenda

MONDAY, JUNE 2

7:30 – 8:30 a.m.	Conference Registration, Exhibit Hall open
8:30 – 8:45 a.m.	Conference Kickoff, Welcome from Chairs
8:45– 9:45 a.m.	Larry Lapide , MIT Center for Transportation and Logistics (CTL) <i>Improving Your Sales and Operations Planning (S&OP) Process</i>
9:45– 10:00 a.m.	Break, Exhibit Hall open
10:00 – 11:00 a.m.	David A. Dickey , North Carolina State University <i>Understanding Nonstationarity and Recognizing It When You See It</i>
11:00 – 11:15 a.m.	Break, Exhibit Hall open
11:15 a.m. – 12:15 p.m.	Keynote No. 3
12:15 – 1:30 p.m.	Lunch (<i>provided as part of registration fee</i>)
1:30 – 2:30 p.m.	Session Tracks
2:30 – 2:45 p.m.	Break, Exhibit Hall open
2:45 – 3:45 p.m.	Session Tracks
3:45 – 4:15 p.m.	Break, Exhibit Hall open
4:15 – 5:15 p.m.	Session Tracks
5:15 p.m.	Transportation to Prestonwood Country Club
6:00 p.m.	Conference Reception and Dinner (<i>provided as part of registration fee</i>)
8:00 p.m.	Transportation from Prestonwood to Embassy Suites Hotel

TUESDAY, JUNE 3

7:30 – 8:30 a.m.	Conference Registration, Exhibit Hall open
8:30 – 8:45 a.m.	Welcome to Day 2
8:45 – 9:45 a.m.	Paul Goodwin , University of Bath, UK <i>Get the Best Value from Your Forecasting Software</i>
9:45 – 10:00 a.m.	Break, Exhibit Hall open
10:00 – 11:00 a.m.	Nada R. Sanders , Texas Christian University <i>Effectively Combining Managerial and Quantitative Forecasts</i>
11:00 – 11:15 a.m.	Break, Exhibit Hall open
11:15 a.m. – 12:15 p.m.	Kenneth B. Kahn , Purdue University and Charles Chase , SAS <i>Forecasting Performance Measurement: Considerations and Issues</i>
12:15 – 1:30 p.m.	Lunch (<i>provided as part of registration fee</i>)
1:30 – 2:30 p.m.	Session Tracks
2:30 – 2:45 p.m.	Break, Exhibit Hall open
2:45 – 3:45 p.m.	Session Tracks
3:45 – 4:15 p.m.	Break, Exhibit Hall open
4:15 – 5:15 p.m.	Session Tracks
5:15 p.m.	Conference concludes

WEDNESDAY - FRIDAY, JUNE 4-6

8:00 a.m.	Attendee pickup
9:00 a.m. – 5 p.m.	Conference Training (<i>optional</i>), SAS Building F

■ F2008 Post-Conference Training



Stay a few days longer and enhance your conference experience with hands-on forecasting software training. These classes are offered exclusively to F2008 attendees immediately following the conference, June 4-6. All post-conference training will take place in Building F on the SAS Cary campus.

▶▶ Forecasting Using SAS® Forecast Server Software

WEDNESDAY, JUNE 4

This one-day class prepares you to generate large volumes of forecasts automatically using the SAS Forecast Studio interactive interface. You learn to manage default settings to improve forecast accuracy, produce forecasts and reconcile them across hierarchies, and produce forecasts in an appropriate form for integration with a business intelligence solution.

The course is designed for business analysts and others who want to create business forecasts using SAS Forecast Server. The course is appropriate for analysts in any industry, including retail, financial services, manufacturing and pharmaceuticals.

▶▶ Business Forecasting Using SAS®: A Programming Approach

WEDNESDAY-FRIDAY, JUNE 4-6

This three-day course teaches analysts how to use SAS/ETS® software to create forecasting models, evaluate them for accuracy and forecast future values.

The course is intended for scientists, engineers and analysts who have the responsibility of forecasting for their organizations. Students are expected to have some knowledge of analytics coursework such as applied statistics, statistical modeling, or data mining and domain knowledge in an application area such as energy production, manufacturing or a scientific discipline.

▶▶ Using SAS® High-Performance Forecasting Software

THURSDAY-FRIDAY, JUNE 5-6

This two-day course enables you to make accurate forecasts quickly and automatically, giving you the power to confidently plan your business operations. This course focuses on the following areas: creating programs that provide forecasts as output files or SAS data sets and structuring the programs and output so that they can be incorporated into a corporate forecasting system; assessing forecast performance and making decisions about the adequacy of initial forecasts, as well as the adequacy of forecasts that are being dynamically produced; and manually overseeing forecasting or devising automated strategies to determine when a forecast model should be updated.

This course is designed for professional forecasters and business analysts who need to produce forecasts for large numbers of time series.

Register now at www.sas.com/f2008.



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