## ELECTRONIC DATA INTERCHANGE NEW COMPETITIVE DIRECTIONS

OAKLAND, CALIFORNIA • JULY 21-22, 1987

THESDAY HILV 21

DAYONE

## Signaria   ##	7:30 - 8:30	TUESDAY, JULY 21 Registration and Continental Breakfast • SONOMA ROOM
9:10 - 10:45 "The EDI Services and Software Markets," Victor S. Wheatman, INPUT Manager EDI Planning Service  10:45 - 11:00 BREAK  11:00 - 12:30 EDI Service Providers Roundtable: "Why Should I Buy EDI Services from You?" Leading vendors participating will include GEISCO, Dave Foster, Control Data Corporation - Redinet, Bob Murphy; McDonnell Douglas, Paul Olson; Sterling Software - Ordernet Services Division, William Plumb; and IBM Information Network, Mike Ribet  12:30 - 1:30 LUNCHEON + HORIZON ROOM  1:45 - 2:45 "Paperless Procurement and Other Federal EDI Initiatives," John Frank, INPUT Vice President  3:00 - 4:00 EDI Software Providers Roundtable: "Micro, Minl, or Mainframe?"Hank Lavery, Vice President, TranSettlement Inc.; Lew Jenkins, President, ACS AppareInet; Gene Sedlock, Principal, Metro Mark; Ted Annis, CEO, Supply Tech  5:30 - 6:30 WINE AND CHEESE RECEPTION - LANALTWO Dinner and San Francisco Bay Cruise Onboard the Homblower Yacht  DAY TWO WEDNESDAY, JULY 22  Continental Breakfast - SONOMA ROOM  8:30 - 10:30 "Real Life EDI Experiences," EDI case studies presented by American President Companies, Bob Robert Marcus; Hewlett-Packard, Lucie Cole; Levi Strauss, Ralph Briskin; Bergen Brunswig, Mike Selman  10:30 - 10:45 BREAK  10:45 - 11:45 "EDI and Commercial Systems Integration," C. Michael Dishman  11:45 - 1:00 LUNCHEON • NAPA BALLROOM  1:00 - 2:15 "Value-Added Data Services in Western Europe," Paul Crossfield, INPUT London, Senior Consultant and "International EDI Services," Victor S. Wheatman	8:30 - 9:00	
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