



# CONFERENCE PROGRAM

**Tuesday, March 2<sup>nd</sup> 2010**

TIME	EVENT
9:00am – 12:00pm	<p>PRE-CONFERENCE WORKSHOP 1:</p> <p style="text-align: center;"><b>Collection And Analysis Of Warranty Data</b>  <i>Presenters:</i> W.R. Blischke, Consultant in Statistical Analysis &amp; Professor Emeritus  <b>MARSHALL SCHOOL OF BUSINESS, USC</b>            &amp;            D.N.P.Murthy, Research Professor  <b>THE UNIVERSITY OF QUEENSLAND, AUSTRALIA</b></p>
9:00am – 12:00pm	<p>PRE-CONFERENCE WORKSHOP 2:</p> <p style="text-align: center;"><b>Designing A Successful Service Contract Program</b>  <i>Presenters:</i> T. Hawkins, Senior Director, Warranty Management Group            &amp;            M. Yates, VP Risk Management &amp; Underwriting  <b>ASSURANT SOLUTIONS</b></p>
1:00pm – 4:00pm	<p>PRE-CONFERENCE WORKSHOP 3:</p> <p style="text-align: center;"><b>Fraud Detection And Quality Enhancement Via Text And Data Mining</b>  <i>Presenters:</i> S. Ananyan, CEO  <b>MEGAPUTER INTELLIGENCE</b>            &amp;            Dr. V. Kozyrkov            President  <b>ACULOCITY</b></p>
1:00pm – 4:00pm	<p>PRE-CONFERENCE WORKSHOP 4:</p> <p style="text-align: center;"><b>From Stumbling Block To Stepping Stone – Accelerated Warranty Transformation Utilizing Warranty Value Engineering</b>  <i>Presenters:</i> V. Christensen, Consultant            &amp;            S. Georgi, Consultant  <b>PCUBED</b></p>
5:00pm – 9:00pm	EVENING REGISTRATION
7:00pm – 9:00pm	WELCOME RECEPTION DRINKS & HORS D'OEUVRES ( <i>Sponsored by SAS</i> )

**Wednesday, March 3<sup>rd</sup> 2010**

TIME	EVENT		
7:00am – 8:00am	<p style="text-align: center;">BREAKFAST NETWORKING &amp; REGISTRATION</p>		
8:00am – 8:15am	<p style="text-align: center;">WELCOME ADDRESS  A. Griffiths, WCM Conference Director</p>		
8:15am – 9:15am	<p style="text-align: center;">KEYNOTE PRESENTATION  <b>Strategic Warranty Management</b> D.N.P. Murthy, Research Professor <b>THE UNIVERSITY OF QUEENSLAND, AUSTRALIA</b></p>		
9:15am – 10:15am	<p style="text-align: center;">INDUSTRY UPDATES  <b>Update on the Warranty Industry</b> E. Arnum, Editor <b>WARRANTY WEEK</b></p>		
10:15am – 10:45am	<p style="text-align: center;">COFFEE BREAK</p>		
10:45am – 12:30pm	<p style="text-align: center;">Track 1: WARRANTY MANAGEMENT &amp; TRANSFORMATION</p>	<p style="text-align: center;">Track 2: WARRANTY MANAGEMENT &amp; CUSTOMER EXPERIENCE</p>	<p style="text-align: center;">Track 3: EXTENDED WARRANTY CONTRACTS</p>
	<p style="text-align: center;"><b>Implementation Of A Web-based Warranty System – The Warranty Transformation Continues ...</b> F. Kozlowski Warranty Specialist <b>KOHLER</b></p>	<p style="text-align: center;"><b>Improving Customer Experience And Reducing Warranty Claims</b> G. Pirie Director of CRM <b>INGERSOLL RAND</b></p>	<p style="text-align: center;"><b>The Role Of Technology In Driving An Outstanding Customer Service Experience</b> L. Kathol V.P., Service Management Group <b>NEW CUSTOMER SERVICES</b></p>
	<p style="text-align: center;"><b>Warranty Transformation – The Journey And Experiences</b> S. Cardines Enterprise Warranty Manager <b>CATERPILLAR</b></p> <p style="text-align: center;"><b>Warranty: How Little Does Your Company Know?</b> P. Garand Warranty Manager <b>MAGNA CLOSURES</b></p>	<p style="text-align: center;"><b>Utilizing Warranty To Improve Customer Service And Experience</b> C. Tamucci Warranty &amp; Customer Service Manager <b>BIG AGNES</b> (To Be Confirmed)</p> <p style="text-align: center;"><b>Balancing Warranty Costs And Customer Satisfaction Levels</b> M. McKenzie Warranty Management Consultant</p>	<p style="text-align: center;"><b>Extended Warranty National Regulatory Update</b> S.K. McDaniel Assistant General Counsel <b>SERVICE CONTRACT INDUSTRY COUNCIL</b></p> <p style="text-align: center;"><b>Service Contract Law Briefing</b> D. Vigo Vice President/Managing Attorney <b>ASSURANT SOLUTIONS</b></p>
12:30pm – 1:30pm	<p style="text-align: center;">LUNCH</p>		

1:30pm – 3:15pm	<p>Track 4: WARRANTY OUTSOURCING &amp; PARTNERING</p> <p><b>Outsourcing Service Contracts</b> M. Ehlers Vice President, Services <b>SONY ELECTRONICS, INC.</b></p> <p><b>The Ins And Outs Of Service Outsourcing</b> J. Estrada <b>DERING &amp; ESTRADA</b></p> <p><b>Partnering For Growth In A Cost-Driven Sales Environment</b> L. Maye Chief Operating Officer <b>PRECISION CAMERA AND VIDEO REPAIR</b></p>	<p>Track 5: IMPROVING WARRANTY REVENUE &amp; COMPETITIVE ADVANTAGE</p> <p><b>Managing Warranty And Post Warranty Revenue Opportunities</b> T.M. Lux-Boim President <b>MANAGED MAINTENANCE, INC.</b></p> <p><b>Maximizing Warranty Sales Using Effective Management Techniques</b> T. Hebbrook Vice President, Retail Services <b>STUART AND ASSOCIATES</b></p> <p><b>Information Visibility: How Discretion Drives Competitive Advantage</b> P. Sonderegger Chief Strategist <b>ENDECA TECHNOLOGIES</b></p>	<p>Track 6: WARRANTY PROTECTION &amp; PREVENTION PROCESSES</p> <p><b>Privacy, Telemarketing, CANSPAM And You: The Current State of Affairs</b> B.T. Casey Partner <b>LOCKE LORD BISSELL &amp; LIDDELL, LLP</b></p> <p><b>Protecting The Reputation Of Your Product And Reducing Warranty Repair</b> R.P. Spence <b>SEIPP &amp; FLICK, LLP</b></p> <p><b>ESIGN: Practical Tips On Designing And Implementing An Effective Electronic Signature Process For The Warranty Industry</b> G.T. Casamento, Partner &amp; P.J. Hatfield <b>LOCKE LORD BISSELL &amp; LIDDELL, LLP</b></p>
3:15pm – 3:45pm	COFFEE BREAK		
3:45pm – 5:30pm	<p>Track 7: DESIGN FOR WARRANTY &amp; CUSTOMER SELF-REPAIR</p> <p><b>Competitive Advantage And Revenue Benefits Of Design For Self-Repair</b> J. Barkai Practice Director, Product Lifecycle Strategies <b>MANUFACTURING INSIGHTS</b></p> <p><b>Design For Customer Self-Service Warranty</b> T. Bellinger Global Warranty Management SME <b>IBM</b></p> <p><b>Panel Discussion: including:</b></p> <p>W. Lange Director, Warranty &amp; Administration Service <b>ELECTROLUX HOME PRODUCTS</b></p> <p>M.McKenzie Warranty Management Consultant (TBC)</p>	<p>Track 8: WARRANTY ENTITLEMENT AND FRAUD</p> <p><b>Cost Savings Benefits Of An Effective Warranty Entitlement Systems</b> T. King-Setz <b>HEWLETT PACKARD</b> &amp; R. Mueller Managing Director <b>RHM ASSOCIATES</b></p> <p><b>Beyond Business Rules: Using Analytics To Stop Claim Fraud</b> D. Froning Product Manager, Warranty Solutions <b>SAS</b></p> <p><b>Counterfeit Parts</b> Dr. D. Das <b>CALCE / UNIVERSITY OF MARYLAND</b></p>	<p>Track 9: WARRANTY AND THE LAW</p> <p><b>Understanding The Basics Of Lemon Laws</b> C.J. Karo Member <b>FROST BROWN TODD, LLC</b></p> <p><b>Legal Issues And Warranties</b> B. Rathet Partner (Attorney) <b>BROMAGEN &amp; RATHET, P.A.</b></p> <p><b>Magnusson Moss Warranty Act Primer</b> S.K. McDaniel Assistant General Counsel <b>SERVICE CONTRACT INDUSTRY COUNCIL</b></p>
5:30pm – 7:30pm	NETWORKING COCKTAIL EVENT WITH HORS D'OEUVRES ( <i>Sponsored by Fulcrum</i> )		

**Thursday 4<sup>th</sup> March 2010**

TIME	EVENT		
7:00am – 8:00am	BREAKFAST & NETWORKING		
8:00am – 9:45am	<p>Track 10: WARRANTY MARKETING</p> <p><b>A Practical Guide To Warranty Marketing</b>            T.E. Dehoerty            Account Manager  <b>GURUS-2-GO</b>            &amp;            M. Santos            Operations Manager  <b>NUVISION</b></p> <p><b>Panel Discussion, including:</b></p> <p>J. Sannella            General Manager, Product Lifecycle  <b>TTE Technology, Inc. / RCA Television</b></p> <p>J. Zonkoski            National Service Manager (Ret.)  <b>WESTINGHOUSE DIGITAL ELECTRONICS</b></p> <p>Representatives from:  <b>SAMSUNG</b>  <b>VIZIO</b>            (To Be Confirmed)</p>	<p>Track 11: DESIGN FOR WARRANTY, MAINTENANCE &amp; SERVICE EXCELLENCE</p> <p><b>Preparing Warranty Risk-certificates For Complex Product Structures</b>            S. Sundarakrishna            Researcher  <b>GENERAL MOTORS</b></p> <p><b>Optimizing Maintenance In A Capital Intensive Business</b>            G. Link            Solution Architect  <b>SAS</b></p> <p><b>Leveraging Industry Standards To Drive Service Excellence</b>            R. Selleck            Senior Director, ESC Call Center Operations  <b>ASSURANT SOLUTIONS</b>            &amp;            J. Hamilton            President  <b>SERVICE STRATEGIES CORPORATION</b></p>	
9:45am – 10:15am	COFFEE BREAK		
10:15am – 12:15pm	<p>Track 12: USING ANALYTICS TO REDUCE COST</p> <p><b>Counting Claims, Or Solving Problem: Where's The Value?</b>            D. Head            Quality Master Black Belt  <b>GE CONSUMER &amp; INDUSTRIAL APPLIANCES</b>            &amp;            G. Link            Solution Architect  <b>SAS</b></p> <p><b>Optimizing Product Improvement Through Warranty Analytics</b>            H. Carlund            Vice President, Quality Assurance  <b>TOYOTA MATERIALS HANDLING</b></p> <p><b>Fixing Non-Hardware Problems</b>            K. Hammarstrom            Senior Warranty Cost Program Manager  <b>SUN MICROSYSTEMS</b></p>	<p>Track 13: WARRANTY COST ESTIMATION &amp; FORECASTING</p> <p><b>Actuarial Science 101: A Basic Introduction To Its Application To Estimating Warranty Costs</b>            M. Paczolt, FCAS, MAAA  <b>MILLIMAN</b></p> <p><b>Accounting Methodology And Impact On Warranty Reserves</b>            C. Gire, CPA            Global Finance Director  <b>LIFE FITNESS</b></p> <p><b>Price Optimization For The Warranty Industry</b>            C. Hurst, FCAS, MAAA  <b>TOWERS PERRIN</b></p> <p><b>Warranty Prediction Without Fear, Risk Or Unpleasant Surprises</b>            F. Priscaro            Vice President, Marketing  <b>VEXTEC CORPORATION</b></p>	<p>Track 14: IWCM LEGAL UPDATE</p> <p><b>Panel Discussion: Warranty Legal Update</b></p> <p>D. Cassling, Partner            &amp;            D. Janssen, Partner  <b>QUARLES &amp; BRADY, LLP</b></p> <p>C.J. Karo            Counsel  <b>FROST BROWN TODD, LLC</b></p> <p>B.T. Casey            Partner  <b>LOCKE LORD BISSELL &amp; LIDDELL, LLP</b></p>
12:15pm – 1:15pm	LUNCH		

1:15pm – 3:00pm	Track 15: OEM BEST PRACTICES	Track 16: IMPROVING PROFITABILITY OF EXTENDED WARRANTY PROGRAMS	Track 17: SETTING WARRANTY POLICIES & MAXIMIZING SUPPLIER COST RECOVERY
	<p style="text-align: center;"><b>HITACHI</b></p> <p style="text-align: center;"><b>NOVELLUS</b></p> <p style="text-align: center;"><b>TI AUTOMOTIVE</b></p> <p style="text-align: center;"><b>BLACK &amp; DECKER</b></p> <p style="text-align: center;">(To Be Confirmed)</p>	<p style="text-align: center;"><b>Transitioning Customers From Manufacturer’s Warranty To Service Contract</b> W. Eliason Global Warranty Finance Controller <b>SUN MICROSYSTEMS</b></p> <p style="text-align: center;"><b>Building An Effective Extended Warranty Program For Manufacturers</b> J. Mostofi CFO and General Counsel <b>SERVICE NET WARRANTY, LLC</b> &amp; C.J. Karo Member <b>FROST BROWN TODD, LLC</b></p>	<p style="text-align: center;"><b>Warranty Cost Recovery With Your Suppliers</b> P. Garand Warranty Manager <b>MAGNA CLOSURES</b></p> <p style="text-align: center;"><b>A Visit To Doc Warranty’s Clinic</b> P.E. Wojcicki Shareholder <b>SEGAL McCAMBRIDGE SINGER &amp; MAHONEY, LTD</b></p> <p style="text-align: center;"><b>Visual Warranty Management</b> K. Rekola Services Development Coach <b>REKOLA DESIGN OY</b> &amp; H. Haapio International Contract Counsel <b>LEXPRT LTD</b></p>
3:00pm – 3:30pm	COFFEE BREAK		
3:30pm – 4:30pm	<p>PANEL DISCUSSION:</p> <p style="text-align: center;"><b>Warranty Management In A Changing Global Economic Environment</b></p> <p style="text-align: center;">D. Froning (<i>Moderator</i>) Product Manager, Warranty Solutions <b>SAS</b></p> <p style="text-align: center;">S. Cardines Enterprise Warranty Manager <b>CATERPILLAR</b></p> <p style="text-align: center;">E. Arnum Editor <b>WARRANTY WEEK</b></p> <p style="text-align: center;">W. Lange Director, Warranty &amp; Administration Services <b>ELECTROLUX HOME PRODUCTS</b> (To Be Confirmed)</p> <p style="text-align: center;">T. Hawkins Senior Director, Warranty Management Group <b>ASSURANT SOLUTIONS</b></p>		
4:30pm – 4:40pm	<p>CLOSING ADDRESS</p> <p style="text-align: center;">A. Griffiths, WCM Conference Director</p>		