Design @nywhere Manufacture @nywhere 2

A mission critical two-day conference focusing on the latest technologies, processes and working models for virtual product development collaboration.

How to get products made quickly, cost-effectively and the way customers want – across functions, organizations and geographic borders.

Learn to:

- Determine core competencies, identify the right partners, and build win-win alliances
- Select the best collaboration tools and implementation architectures for your organization's unique needs
- Control information flow and engineering change activity across organizations; overcome bureaucracy and corporate politics
- Take advantage of Internet portals, secure neutral exchanges and industry initiatives

Featuring:

Two dynamic keynotes

"Advanced Agility Concepts for Global Product Development"
Roger N. Nagel, Harvey Wagner Professor and Senior Fellow at Lehigh University; co-author of the widely influential business books, *Agile Competitors and Virtual Organizations* and *Cooperate to Compete,* former CEO of Iacocca Institute

"The Deep Dark Secret of DAMA Technology"
Joel Orr, Orr Associates International, leading expert on business restructuring, engineering automation, and the future of technology

PLUS real-world practical implementation case studies from:
Cisco Systems, Compaq, Black & Decker, Lucent, Logicon/ Northrup Grumman, DCT, GE/Honeywell, Integrated Manufacturing Technology Initiative (IMTI) and more...

The Management Roundtable

Design @nywhere Manufacture @nywhere 2

May 21 – 23, 2001 | Tampa Bay

Why this Conference is Important to You

While each organization's definition of DAMA (Design Anywhere, Manufacture Anywhere) may differ, one thing is certain – those without any DAMA strategy and execution plan will ultimately fail.

In today's global internet economy, you must be able to get your products out on time and under budget, regardless of location, without compromising quality or customer satisfaction. There's not much choice when margins are slim, resources are scarce, and customers demand instant gratification.

The challenge is in making DAMA operational. The technology is still evolving, the cultural issues are complex, yet the imperative is undeniable.

Management Roundtable's first groundbreaking DAMA conference, held in October, explored the DAMA vision, landscape and IT requirements. DAMA II, to be held May 21-23 in Tampa Bay, will go even further – to bring together leading practitioners and experts with hands-on experience in making difficult changes, becoming agile, and implementing collaboration technologies.

Who Should Attend

This conference will be of most value to **VPs**, **Directors** or **Managers** of **Engineering, Product Development, Manufacturing, IT, Operations, Finance, Quality, Sourcing** or **Supply Chain** – from aerospace, automotive, computer, electronics, telecommunications and related industries.

It is recommended for companies seeking solutions for managing globally dispersed teams, organizational change, technology integration and decreased time-to-market initiatives.

Multinational or geographically dispersed teams attending together are eligible for flexible pricing. Please call **1.800.338.2223** for details.

AGENDA

Monday, May 21

PRE-CONFERENCE WORKSHOPS

Time	Event
7:00 – 8:00	*Registration and Continental Breakfast*
8:00 - 12:00	**Workshop A** **"Leading Co-Wired Teams"** *Dr. Scott Elliott, Product Development Consulting, Inc.*
12:00 – 1:00	*Luncheon*
1:00 – 5:00	Workshop B **"Strategies for Outsourcing & Partnering in the Internet Age"** *Walter Herbst & Bill Lee, Herbst LaZar Bell*
	Workshop C **"Enabling Technologies for Virtual Collaboration Across the Extended Enterprise"** *Mark Silvestri, Life Cycle Solutions, Inc.*
5:00 – 6:30	*Roundtable Reception*

Tuesday, May 22

Time	Event
7:00 – 8:00	*Registration and Continental Breakfast*
ENABLING AND MAINTAINING AGILITY	
8:00 – 8:15	Welcome, Management Roundtable
8:15 - 9:30	Keynote - **Advanced Agility Concepts for Global Product Development** *Roger Nagel, Lehigh University*
9:30 - 12:30	Case Studies
12:30 – 1:30	*Luncheon Breakout Sessions*
COLLABORATION THROUGHOUT THE VALUE CHAIN	
1:30 – 5:30	Panel Discussion & Case Studies
5:30 – 7:00	Roundtable Reception

Wednesday, May 23

Time	Event
7:15 – 8:15	*Continental Breakfast*
TECHNOLOGIES AND NEUTRAL EXCHANGES	
8:15 - 9:30	Keynote - **The Deep, Dark Secret of DAMA Technology** *Joel Orr, Orr Associates Int'l*
9:45 - 12:15	**Track One: Neutral Exchanges**
	Track Two: Integrated Product Realization Initiative
12:15 – 1:15	*Luncheon*
SHARING DATA WITH EXTERNAL PARTNERS	
1:15 – 5:00	Case Studies & User Roundtables

Visit our website for program news and updates: www.ManagementRoundtable.com

Key Benefits

By participating in DAMA 2, you will learn:

- How to implement 4 key advanced agility concepts when collaborating across multiple organizations

- How **Cisco** uses the Internet to enable product design, life cycle management and new product introduction

- How to manage both the technological and the cultural implications of DAMA

- How **Compaq Computer** decides what to outsource and what to keep

- The current state and future direction of DAMA supporting technologies – what users are experiencing, where the industry is headed, how to ensure interoperability

- About **Lucent Technologies'** development of an internet portal to allow data access through a single gateway and enable the "manufacture anywhere" part of DAMA.

- How to build agile partner relationships based on mutual respect and trust; how to leverage fewer resources into greater returns

- About the specific Commercial off-the-shelf (COTS) tools being used to enable a virtual munitions enterprise linking business, engineering and manufacturing processes

- How **Logicon, Inc** uses EPDM technology; how collaboration requirements, ECOs, and integration (of internal functional areas, external suppliers, and customers) are handled

- The vision and current status of Integrated Product Realization from the Integrated Manufacturing Technology Initiative

- How **DCT**'s seven step "Mouse to Machine 2.0" process improved delivery times by 25% and reduced rework by a factor of ten.

- About **Black & Decker**'s criteria for selecting collaboration tools and its process to roll-out to the supply base

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formerly Unigraphics Solutions

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Alibre

About Management Roundtable

The Management Roundtable is the leading knowledge and networking resource for product developers. Practitioner-oriented and unbiased, our focus is on providing actionable information about new innovations, processes, tools, and technologies that enable faster time to market, increased profitability, and overall competitive advantage.

Founded in 1980, Management Roundtable publishes the PEER-award-winning *Product Development Best Practices Report*, offers an online database of PD Best Practices, hosts a variety of specialized conferences and workshops, and conducts customized research, onsite training and expert referrals.

Special Features

Panel Discussion "Post-Mortem" with Compaq Computer and its design partners – Find out what works and what doesn't when outsourcing design; opportunity to ask questions from both the design and manufacturing perspective

User Roundtables — Unbiased, *no-vendors-allowed* discussion groups for current and prospective users to compare notes about specific systems and tools

Networking and idea exchange opportunities – Q&A sessions, breakout discussion groups, reception roundtables, and participant e-mail list give the chance to meet and talk informally with colleagues.

Over 10 industry led case study presentations which provide action steps to take DAMA from vision to reality

3 in-depth pre-conference workshops focusing on outsourcing, collaboration tools, and managing virtual teams.

Collaboration Technology Exhibitors –hear the latest information about the emerging tools – an opportunity to gain quick information about system capabilities

Printed, bound conference proceedings – plus on-line presentations and follow-up materials to share back at the office.

Special team incentives and discounts - *See page 8*

Management Roundtable's outstanding knowledge-based service – Our 20 year focus on engineering and product development provides you with more than a well–run meeting. Need referrals, leads or research? Just ask – we will make sure that your information needs are met

DESIGN @NYWHERE, MANUFACTURE @NYWHERE

Advanced Agility Concepts for Global Product Development

Roger N. Nagel, Harvey Wagner Professor and Senior Fellow at Lehigh University

Professor Nagel will explore how agility can enhance global product development using design anywhere, manufacture anywhere strategies. Drawing from successful global production case examples (Acer, Boeing, Dell, GE, textile firms, and others), he will share key lessons of four advanced agility concepts:

- The strategic power of developing and building products in a borderless environment using virtual teams of people working across organizational lines;

- Building agile relationships based on mutual trust and empowerment;

- Learning how to collaborate across multiple organizations with each accepting responsibility for significant innovation, working on each other's needs and exploring new opportunities together.

- Providing not only high quality successful outcomes, but also ensuring that the experiences of all parties provide value to the customer and each other in the unique ways that each of them see and measure value.

These agility concepts are information fueled and enabled. Nagel will examine the use of information infrastructures in companies such as Dell, Intel, Cisco, UPS, who are building new 21st century strategies focusing on being more agile and using agility as a competitive differentiation mechanism in global product development

Finally, Dr. Professor Nagel will share his perspectives on the levels of information integration required in various global production examples. While some companies can collaborate using simple information sharing and connection tools, there is a spectrum of capability from connection, to coordination, synchronization and true integration of information in global production systems. The technological capabilities and cultural implications of successfully using these capabilities will be examined.

Roger N. Nagel is a Senior Fellow in the Enterprise Systems Center at Lehigh University. He is also the Harvey Wagner Professor, in the EECS department and the former CEO and Executive Director of the Iacocca Institute. *Business Week, Forbes, and Fortune* magazine have cited him for his visionary efforts as the father of the virtual corporation concept.. He is co-author of the widely influential business book, *"Agile Competitors and Virtual Organizations: Strategies for Enriching the Customer"* and the more recent book *"Cooperate to Compete: Building Agile Business Relationships."*

The Deep Dark Secret of DAMA Technology

Joel Orr, Orr Associates International

The Web has enveloped manufacturing, and given rise to technologies that make DAMA possible—remote collaboration, telerobotics, knowledge management and accounting, wireless networking, and so much more. Previously unheard of ROI multiples are now commonplace. Dr. Orr will provide a whirlwind survey of what is available and what is coming in DAMA support technologies, in his inimitable entertaining style. He will end his presentation with the secret behind successful implementation of these technologies, and how you can make it work for you.

Joel Orr is a consultant, speaker and writer, specializing in engineering automation and computer technologies. He is a partner in Cyon Research, a publishing/consulting firm. Orr is also co-founder and past-president of the NCGA (National Computer Graphics Association) and president of the Virtual Worlds Society. Dr. Orr has authored several books including his most recent book, *The Victorious Engineer* and his last book, *Thoughts on Engineering Automation*, was the first of a series, including *Personal Productivity: Tips from a Traveling Consultant*, and *Humanity and Technology: Convergence or Collision?* Orr has been Manufacturing Systems Series Editor for McGraw-Hill. He is also a contributing editor for CAE, APERTURA, and DOCUMENT MANAGEMENT TECHNOLOGY. Last, but not least, he founded CAD/CIM ALERT, an industry newsletter published by Management Roundtable.

TESTIMONIALS

"Outstanding topics and speakers to help in our transition to virtual NPD teams."
John Hart, Manager, WW Product Engineering, Ingersoll-Rand

"If you don't know how work will be accomplished in the future and the tools that will be used — this conference is a must!"
Richard Sayer, Director, Development Eng, GOJO Industries

"An excellent program for working in the new business millenium. It was informative, motivational, connected, collaborative and comfortable! I left the conference with new ideas, solutions and friends."
Jackie Schafer, Engineering Systems Leader, Maysteel LLC

"Extremely informative; good to know that others attempting to outsource design and manufacturing are experiencing similar problems. I came away with a new network of practitioners and a toolkit to ensure success."
John Gravendyk, Industry Engineering Manager, Boeing Commercial Airlines

"Design Anywhere, Manufacture Anywhere brought together the right level of people on the right topics. This conference helped guide our company's new strategy."
John Sheridan, Executive Director InfoTest, NCMS

Case Studies

ENABLING AND MAINTAINING AGILITY

E-enabled Product Design & New Product Introduction
Tracey Wilen-Daugenti, Business Manager for Supply Chain Solutions, Cisco Systems

Cisco is widely respected for its outsourcing strategy. But what makes it work, especially in product design? Learn how Cisco's teams work with design partners to reduce product life cycle time and how they use the internet to enable Product Design and New Product Introduction.

COLLABORATION THROUGHOUT THE VALUE CHAIN

PRESENTATION/PANEL DISCUSSION:
The Evolution of Design - Five Years' Experience
Kevin Mundt, Mgr, Mechanical Engineering, Consumer Product Design, Compaq Computer Corporation

Over the past five years, Compaq has transitioned from internal product design and development to a system that leverages its partner's capabilities. Based on its successes and failures, this presentation will tell you:

- How to keep your employees content while your organization changes
- How to determine what processes to leverage and what to keep internal to your corporation
- How Compaq facilitates communication
- How to get around limiting corporate procedures

The Consumer Product Design Group has evolved these techniques over the past several years with a constant set of partners. At the end of each design and implementation cycle Compaq conducts a post-mortem meeting with these partners to look for methods of improvement.

For the latter part of this presentation, several of Compaq's partners will join Compaq team members to conduct a "live" post-mortem and to field questions. Joining the Compaq design team will be extended team members from *Design Edge (Design Consulting), Foxconn (Chassis Manufacturing), and Mitac (System Manufacturing)*.

Implementing Project Collaboration, It's Not As Easy As It Looks
Gregory Harris, Director of Engineering Systems, Black & Decker Power Tools and Accessories

The internet has enabled people in the product development business to look at what they do in a new way. Its global nature has brought new attention to international labor rates, time zones, and of course, the need for better communication. Talent is being leveraged over large distances and collaboration tools are being asked to step in and close the gap. This presentation will examine the challenges associated with developing requirements from an organization, evaluating needs against product features, sorting out what the marketplace has to offer, and bringing it all together for organizations who have a mix of Brainiacks and Bumsteads.

TECHNOLOGIES AND NEUTRAL EXCHANGES
Concurrent Sessions: Track A

Advancing Information Exchange via Internet Portals
Tom Boelter, Supply Chain Portal Program Manager, Lucent Technologies

As more OEM providers shift from an internal manufacturing business model to one where manufacturing is done by external manufacturing service (EMS) providers, the exchange of key information and business process linkages between the OEM and its EMS partners become critical. The Internet provides the most cost effective, flexible and scalable enabler of information flow. Although many tools exist to enable business processes across organizations, there is still no single tool that provides a total solution. The use of an Internet "Portal" allows easy access to all information flow between the OEM and its EMS partner through a single gateway. Hear how Lucent Technologies is using an Internet Portal to help enable the *Manufacture Anywhere* part of a DAMA strategy.

Totally Integrated Munitions Enterprise (TIME): Mapping a Collaborative Environment to Integrate Engineering, Production and Business Tools Throughout the Product Life Cycle in Munitions Manufacturing
Sam Rindskopf, General Manager, Louisiana Center for Manufacturing Sciences

The TIME Program has focused on the establishment of a virtual enterprise with the overall objective to create an agile state-of-the-art virtual munitions enterprise. Initial emphasis was on linking design and manufacturing requirements and the creation of a lean and agile production base. This program has placed emphasis on the use of "Commercial Off the Shelf" or COTS products, and an Open Modular Architecture Controller product (not a COTS product). This presentation will explore the applicability of the TIME Program technologies across other industries and will overview the specific tools being used to operate in a real time collaborative environment across multiple geographic locations.

INTEGRATED PRODUCT REALIZATION INITIATIVE
Concurrent Sessions: Track B

From Vision to Reality
Integrated Manufacturing Technology Initiative (IMTI)

Design Anywhere, Manufacture Anywhere is a topic with a broad span of perspectives. To some, it may be a collaborative environment, utilizing the Internet, and assuring the compatibility of the design by compliance with standard protocols. To today's progressive companies, it is an integrated design to manufacturing environment with product data management systems and the emerging integration with ERP.

To the visionary, it is about integrated product realization in an interoperable environment from concept to production with optimized product designs that drive all downstream applications, and with knowledge systems that create the information needed to drive, not just a process, but the right process - all of the time. It is a totally interoperable environment that leaves the shackles of single vendor solutions behind. It is a mindset that goes beyond today's product development goals to a breakthrough 10X reduction in the time and cost of product development.

This presentation will address the vision for integrated product realization and progress toward the vision. It will be presented by four leading practitioners and visionaries.

- **Richard Neal, Executive Director of IMTI**, will call upon the information of the manufacturing technology roadmaps of the Integrated Manufacturing Technology Initiative to compare the current state to the vision.
- **Bob Burleson, Director of the IOWA Center for Lawrence Livermore National Laboratory** and the driving force behind many of the nation's leading enterprise integration activities will overview today's best programs in industry and government.
- **Martin Hardwick, President of STEP Tools**, Inc., will talk about the "Super-Model" project and will highlight the progress in taking product models directly to the shop floor.
- **William Simons, IT System Engineer of GE/ Honeywell**, and a respected leader in feature based design, will discuss and demonstrate one of the tools in tomorrow's toolset - an automated feature extraction, tolerancing, and planning module

Richard Neal will sum up the session with closing comments about activities for the realization of the vision. This session will be of value to all who have a stake in the product development and manufacturing capability of their companies and who are interested in emerging technologies for future success.

SHARING DATA WITH EXTERNAL PARTNERS

Integrated Product Team Collaboration
David J. Torchia, Manager, Software Engineering External Business, Logicon Inc., A Northrup Grumman Company

The session will focus on the use of Enterprise Product Data Management as an underlying technology to support Integrated Product Team (IPT) collaboration. Mr. Torchia will discuss how to address your collaboration requirements control your Engineering Change activity as well as how to effectively integrate internal functional areas, external suppliers and customers. Learn about items related to Build-To Packages and Integrated Product Teams, and some direct correlation to their use on the B-2 bomber and Joint Surveil-lance Target Attack Radar System (Joint STARS) production programs and the Joint Strike Fighter (JSF) development program.

Achieving Manufacturing Efficiency as a Factory Automation Supplier
Ron Brown, Vice President, Engineering, DCT, Inc.
Mark Yadach, Vice President, e-Commerce, DCT, Inc.

Common manufacturing wisdom brings us the $1/ $10/ $100 rule. For every dollar you might spend to fix a problem in engineering, you will need to spend ten dollars to fix it in your production, and a hundred dollars to fix it on your customer's plant floor. This presentation will explain DCT's seven step "Mouse to Machine 2.0" process that has improved delivery times by 25% and reduced rework by a factor of ten. DCT will show how their partnership with SmarTeam, Inc. extended this greatly improved engineering efficiency to the rest of the manufacturing enterprise.

User Roundtables: Collaboration Tools Reality and Maturity Check
Facilitated by the International PDM Users Group

Join candid, no-vendors-allowed roundtable discussions about the current state of some of the most widely talked about collaboration tools. How mature are these tools? Who are they working for? What real differences are they making? Hear what is working for other companies, industries and find out "what not to do" as you either select a new tool or plan to roll-out these tools to your external partners.

Tuesday, May 22 - 12:30-1:30pm

Luncheon Breakout Sessions

A. **B2B Grows Up: How Internet-enabled Visual Collaboration is Changing the Face, the Pace and the Quality of Supplier Collaboration** - *Greg Riccardi and John Heidorn, UGS*

B. **Maximizing Your Investment in Product Design Data: Optimizing the Extended Enterprise Through Internet-based Collaboration** - *Alibre, Inc.*

The convergence of visualization software, 3D design tools, and the Internet is enabling the creation of true virtual teams across the extended enterprise, efficiently integrating supply chain partners to improve quality, collapse development cycle times and speed time to market. In this session, you will have the opportunity to:

- Explore techniques for maximizing your investment in existing product design data
- Learn how enterprises are leveraging the Internet to compress product development **cycles**
- Get a glimpse of practical approaches to applying Web-centric collaborative design technologies

Three half-day pre-conference workshops offer you and your staff an opportunity to delve further into topic areas that will aid you in developing your own Design Anywhere, Manufacture Anywhere strategy. You may choose one or two workshops. Workshop A will be offered from 8:00am – 12:00 noon and workshops B and C will be offered from 1:00pm - 5:00pm. Lunch is included for all workshop participants.

WORKSHOP A — 8:00am-12:00pm

LEADING CO-WIRED TEAMS

Instructor: Dr. Scott S. Elliott, Principal, Product Development Consulting, Inc.

New product development is increasingly happening on "Internet Time" across boundaries, time zones and enterprises. Hewlett-Packard, for example, has multiple development sites worldwide with very complex value chains consisting of development partners, subcontractors and multi-tiered distribution. HP and other leading companies are making advances in achieving rapid time-to-market and lowering costs through inter-enterprise, co-wired collaboration.

Most companies are attempting to manage their "co-wired" teams exactly the same way they managed their old co-located teams, with disappointing results. Getting high performance from a co-wired team requires new disciplines, incentives and leadership skills. This workshop discusses the types of infrastructure, tools, processes, disciplines, skills and behavioral changes required to achieve rapid, inter-enterprise new product development. Case studies are from the electronics and mechanical design industries.

WORKSHOP B — 1:00pm-5:00pm

OUTSOURCING AND STRATEGIC PARTNERSHIP FOR TECHNOLOGY APPLICATION

Instructors: Walter Herbst, Chairman & Bill Lee, Sr. Vice President of Research, Herbst LaZar Bell

This workshop will be centered around a case study. The case study will explore the specific needs of a technology driven organization that lacks the depth of staff to complete the design and development of a new product and bring it to market within a 12 month period of time. The workshop will concentrate on the following:

1. Need for identification of goals
2. Identification of core competency and corporate capabilites
3. Qualification of partners to include structural allignment to internal group
4. Quantification of technical competencies and collaboration tools for information transfer
5. Quantification of core competencies for needed skills
6. Structuring the RFP
7. Structuring the program / assigning responsibilities / team organization

The workshop will outline a basic problem for the group solution. The group will then be divided into small teams for response. Following the team presentations, a formal presentation of the successful process used (and why it was chosen) will be given. Open discussion on the solution and potential variations will follow.

WORKSHOP C — 1:00pm-5:00pm

ENABLING TECHNOLOGY FOR VIRTUAL COLLABORATION ACROSS THE EXTENDED ENTERPRISE — SUPPLIERS, CONTRACTORS AND PARTNERS

Instructors: Mark Silvestri, President and Co-Founder, Life Cycle Solutions, Inc.

The mantra of the modern business environment is "Exploit your expertise, and outsource what is not." For the most part, in today's environment this means a great deal of express mail, disjoint design and manufacturing processes, and a plethora of corrective actions. This does not have to be!

This workshop will focus on the methods, tools and technology available today that can optimize interoperability within your own organization and the extended design and manufacturing community. It will cover:

1. Collaborative products in the market
2. Architectures to support collaborative transactions
3. Standards to consider
4. Security, IP rights, import/export restrictions

Design @nywhere Manufacture @nywhere 2

May 21 – 23, 2001 | Tampa Bay

Presented by The Management Roundtable

Registration Form

Please accept the following registration(s) for the Design Anywhere, Manufacture Anywhere Conference:

☐ Two-Day Conference May 22-23, 2001
☐ Morning Workshop A - May 21
☐ Afternoon Workshop - May 21 (Please choose one: ☐ B or ☐ C)

Photocopy this form for additional registrants - please type or print clearly

1. Name (Mr/Ms) _____

Title _____

Company _____

Address _____

City _____

State _____ **Zip** _____

Country _____

Phone _____

Fax _____

E-mail Address _____

☐ **Please also begin my one-year subscription to the monthly newsletter** *Product Development Best Practices Report* **at a yearly rate of $219. Please apply the $100 subscriber's discount to my DAMA registration.**

Others from my company who will attend:

2. Name (Mr/Ms) _____
Title _____

Phone _____ **Fax** _____

E-mail Address _____

3. Name (Mr/Ms) _____
Title _____

Phone _____ **Fax** _____

E-mail Address _____

Payment Method (Amount $ _____)

☐ Check enclosed, payable in US funds to *Management Roundtable*

☐ Please bill my ☐ VISA ☐ MasterCard ☐ AMERICAN EXPRESS ☐ DINERS CLUB

Account # _____ Exp. _____

Signature _____

☐ Please bill my company, PO# _____

CODE: Web Download

Registration Information

Conference Fees:

2-day conference $1495
Conference + 1 half-day workshop $1890
Conference + 2 half-day workshops $2285
1 Half-day workshop only $595
2 half-day workshops only $995

Team Discount:

Teams of 3 or more may deduct $100/person from the conference fee. For groups of 6 or more, please call 800-338-2223 for special pricing. Alumni of Management Roundtable events and subscribers to Product Development Best Practices Report may deduct an additional $100.

Conference Schedule:

The conference will begin at 7:00am (registration/continental breakfast) on Tuesday, May 22, 2001 and will adjourn at 5:00pm on Wednesday, May 23, 2001. Optional pre-conference workshops are offered on Monday, May 21, 2001.

Hotel & Travel Accommodations:

The conference will be held at **The Hyatt Regency Westshore**, 6200 Courtney Campbell Causeway, Tampa, Florida 33607. Located on a 35-acre wildlife preserve directly on the shores of Tampa Bay. 5 minutes to Tampa International Airport. *(www.hyatt.com)*

To reserve a room at the special rate ($159/night), call the Hyatt directly at 800-233-1234 or 813-874-1234 *and be sure to mention Management Roundtable.*

Skyline Travel is the official travel agency of Management Roundtable. To take advantage of discounted airline reservations, please call (800) 255-3330 and mention Management Roundtable.

No-Risk Guarantee:

Your satisfaction is 100% guaranteed — money back or credit.