

WHAT IS CDMA?

- More than 600 executives from 450 companies in North America, Europe and Asia
- The “one-stop” growth forum in the chemicals and allied industries
- Affiliation with the Commercial Development Association of Japan and the European Chemical Marketing and Strategy Association.

BENEFITS OF ATTENDING

- Learning and networking-rich environments
- Meet industry and corporate contacts
- Get training and insights for managing the future from industry leaders
- Bring home skills and knowledge about building corporate value from branding and intellectual property
- Learn new ways to enhance the top and bottom lines immediately

WHICH INDUSTRY LEADERS WILL BE IN BOSTON?

Professionals in the fields of . . .

Business Development
Marketing and Sales
Commercial Development
New Product Development
Mergers and Acquisitions
Competitive Intelligence
E-Commerce
Product Commercialization
Market Research
Research and Development
Monetizing Technology
Licensing



*Dr. Carl Jennings,
President, NAFTA
Region I, BASF Corp.*

Industry to Honor Dr. Carl Jennings

One of the highlights of CDMA's Spring Meeting is the presentation of the Award for Executive Excellence on Monday evening April 28th. The 2003 Awardee is Dr. Carl Jennings, President, NAFTA Region I, BASF Corp.

Past Award winners include: Raj Gupta of Rohm & Haas, Vincent Calarco of Crompton, Harold Sorgenti of Sorgenti Investment Partners and Donald Rumsfeld of Searle.

Dr. Jennings will be joined on the dais by a number of industry leaders including Jim Cederna, **President and CEO, Calgon Carbon Corporation**; Ed Fording, **President, SOCMA**; Andrew Liveris, **Business President for Performance Chemicals, Dow Chemical Company**; Dr. Scott Lockledge, **Director of Public Affairs, CHF**; Dr. Donald Mueller, **President, IRI**; Dr. Elsa Reichmanis, **President, ACS**; Dr. John Sofranko, **Executive Director, AIChE**; Harold Sorgenti, **Chairman and CEO, Sorgenti Investment Partners**; Nicholas Trainer, **President, Sartomer Company, Inc.**; Dr. Fred Webber, **Past President, ACC**, and others.

Here is what CDMA attendees have said about previous Spring Meetings:

“A thought provoking presentation.”

“Excellent seminar on value pricing.”

“Good topic/speaker fit - presentations flowed well.”
“Good program - real world examples, and not just theoretical! Something that can be implemented tomorrow.”

To Register for the 2003 Spring Meeting:

Feel free to use the enclosed registration form and fax to (215) 963-9784, or call (215) 564-3484, ask for CDMA.

CDMA Headquarters

1900 Arch Street, Philadelphia, PA 19103-1498

Register online: <https://www.cdmaonline.org/registration.html>

The registration fee includes the Welcome Reception, two continental breakfasts, two lunch buffets, the Award for Executive Excellence Banquet, the EF Reception and the hospitality suite each evening.

Hotel Information

The Westin Copley Place Hotel
10 Huntington Avenue, Boston, Massachusetts 02116
Phone: (617) 262-9600 Fax: (617) 424-7483
www.starwood.com

Important Future Dates

Basic Market Research Course
“Tools and Methods for Your Projects”
June 10-12, 2003 Marriott Conference Center, Lisle, IL

CDMA Annual Fall Meeting
October 17-23, 2003, Hilton Head, SC

Visualize the *Future!* Are You in It?

*“Tools and Knowledge for
Profitable Growth”*

- *Insights from CEOs and Experts*
- *How to Optimize Value*
- *Innovative Strategies and Tactics*



*Commercial Development and
Marketing Association
2003 Spring Meeting*

*Westin Copley Place Hotel
Boston, Massachusetts
April 27-30, 2003*

Explore Your Place in the Future of Commercial Development with these Innovative Programs

Sunday, April 27th

1:00 pm - 4:00 pm

Registration

1:00 pm - 3:00 pm

"How To Achieve Success In The New Paradigm of Sales and Marketing"

Dr. Gail Bubenick, CEO, Sierra Communications

4:00 pm - 6:00 pm Keynote Speaker

"Achieving the Potentials of Your Organization: How to Overcome the Dangers of Commoditization"

Dr. Arnaldo Hax, Alfred P. Sloan Professor of Management, Sloan School of Management, MIT

Professor Hax will discuss some of the contributions of the Delta Model, a new business framework he has recently developed, and will illustrate its application to a variety of different business settings. The most important message is to place the customer at the center of management and to avoid the dangers of commoditization.

6:30 pm - 7:30 pm

Welcome Reception

7:30 pm - 9:30 pm

Dutch-Treat Networking
Dinners (local area restaurants)
Hospitality Suite

9:00 pm - Midnight

Monday, April 28th

7:00 am - 8:00 am

Continental Breakfast

7:00 am - 4:30 pm

Registration

8:00 am - 10:00 am

Visualize the Future: Analysts and Investors Speak Out

Thomas Kevin Swift, Senior Director, American Chemistry Council
Stuart Auerbach, General Partner, Ampersand Ventures

Moderator: John Beagle, Managing Director, Grace Matthews Inc.

A panel of experienced financial and economic experts will provide their outside, objective perspective on the state of the chemical industry in a lively question and answer format, moderated by an industry expert.

10:30 am - 11:25 am

"Looking into the Early 21st Century: Fresh Opportunities, Critical Challenges, Veiled Hazards"

Dr. Arthur Shostak, Professor of Sociology, Department of Culture and Communication, and Director, Center for Employment Futures, Drexel University

11:30 am - 1:00 pm

Lunch/CDMA Business Meeting

1:30 pm - 3:30 pm

Visualize the Future: CEOs and Presidents Speak Out

Dr. Carl Jennings, President, NAFTA Region I, BASF Corp.

Jim Cederna, President and CEO, Calgon Carbon Corp.

Nicholas Trainer, President, Sartomer Company, Inc.

Harold A. Sorgenti, Chairman and CEO, Sorgenti Investment Partners

Moderator: Dr. Judy Giordan, Co-Founder/Managing Partner, Aileron Partners

All you ever wanted to know about the Chemical Industry, the business climate and our future, but never had the chance to ask. NOW, CDMA gives you the opportunity to hear four notable industry leaders and have them answer your questions about future industry alternatives! So come prepared and fire away.

4:00 pm - 5:00 pm

Visualize the Future: Bringing the Views Together

Join the panelists from today's two sessions as they field questions from the audience.

Award for Executive Excellence

6:00 pm - 7:00 pm Reception

7:00 pm - 9:00 pm Banquet

9:00 pm - Midnight

Hospitality Suite

Tuesday, April 29th

7:00 am - 4:30 pm

Registration

7:30 am - 8:30 am

Continental Breakfast

8:30 am - 11:30 am

Visualize the Future: Maximizing Value for Your IP

"IP Monetization: Common Denominators of Success"

G. Alan Osan, Chemical Practice Consultant, McKinsey & Company

"Deriving Value from the IP Portfolio at DuPont"

Dr. Jay B. Rappaport, Director, Business Technology Licensing, DuPont

"Valuation of Technology in the Chemical Industry"

Dr. Sam Khoury, President, Inavisic, Inc.

"Value of Intellectual Property from Federal Laboratories"

Dr. Susan Stanton, Vice President, Market and Technology Assessment, National Technology Transfer Center (NTTC)

Moderator: Dr. David Braunstein, Vice President QED Intellectual Property (USA)

12:00 pm - 1:30 pm

Luncheon Presentation

"Survival of the Fittest"

Dr. Fred Webber, former President and CEO, American Chemistry Council (ACC)

Where has the US chemical industry been? Where is it going? What are the challenges and opportunities it faces? How will the industry address them? Get the industry insights from Fred Webber, immediate past president of the ACC.

2:00 pm - 5:00 pm

Visualize the Future: Enhancing Value through Branding

"Branding: Creating Value for your Organization"

Teresa Schantzen, Business Development Manager, Strategic Intellectual Asset Management Group, 3M Innovative Properties Company

"Reality Branding for Industrial Markets"

John Dodds, Global Marketing Communications Director, Air Products and Chemicals, Inc.

"Measuring the Impact of Your Branding Strategy"

Joanne Ulrick, Partner, Ducker Worldwide

Moderator: Dr. Mark De Grandpre, Director, Commercial Development and Licensing, Rohm and Haas Company

Rapid technology diffusion enables competitors to offer "look alike" products to maturing markets, so maintaining pricing leverage is often difficult. The ability to associate your product with a powerful brand image is one way to extract value that is often greater than its properties or composition. In this presentation, we will explore the factors and issues associated with developing brands and brand strategy.

6:00 pm - 10:30 pm

Educational Foundation Reception, Museum of Science, Science Park, Boston.

See www.mos.org for a preview of the Museum. Transportation provided.

Movie - Magar Omni Max Theater
Cocktails and Hors d'oeuvres while you stroll through this exciting museum.

6:00 pm

6:30 pm

Wednesday, April 30th

8:30 am - 4:30 pm

"Essentials of B2B Marketing"

A primer on the Ten Essentials for strategic marketing success, based on using knowledge of the market situation to build an effective marketing plan.

Led by: Dr. Robert J. Thomas, Executive Director, Center for Professional Development, McDonough School of Business, Georgetown University

The workshop is sponsored by the CDMA Educational Foundation.

8:00 am - 10:00 am

Registration
Separate Registration
Fee Required
Lunch is included.