



**CMA**  
Certified  
Management  
Accountant  
Program

The third annual IMA conference on

# Bar Coding and Electronic Data Interchange (EDI)

NEW: OPPORTUNITIES TO  
NETWORK WITH  
INDUSTRY EXPERTS  
AND OTHERS

## TRANSACTIONS FOR THE 21st CENTURY:

- Inventory control
- Order processing and billing
- Electronic funds transfer
- And much, much more  
(see inside for details) ....

**APRIL 13-14, 1992**  
**NEW ORLEANS**  
**HYATT REGENCY**

**NEW** OPTIONAL SPECIAL INTRODUCTORY  
SESSION-APRIL 12TH



# IS YOUR COMPANY READY FOR EDI

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## ?

**EDI** (Electronic Data Interchange) and bar coding are two key technologies for the 21st century. In this unique, information-packed 2-day conference, you will learn:

- How EDI and bar coding work together and complement each other
- How to find – and select – the right standards, hardware, software, and technology infrastructure for EDI and bar coding implementation
- Benefits and cost savings EDI and bar coding can bring to your business procedures and practices
- How to do a cost/benefit analysis for EDI and bar coding
- How to “sell” top management on moving forward with a company-wide EDI and bar coding strategy
- What your colleagues – and competitors – are now doing in EDI (and what *you* should be doing to keep up!)
- And much, much more!

### VENDORS

A limited number of vendors have been invited by IMA to sponsor hospitality suites. Vendors have been selected both for their relevance to the conference topic of implementing EDI and Bar Coding, as well as for their pledge to provide hospitality in a comfortable, low-key environment which focuses on education and solutions.



# THE PROGRAM

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## Sunday Evening – April 12

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5:30 pm - 8:00 pm

### REGISTRATION

6:00 pm - 7:30 pm

Optional briefing – Same session repeated again from  
7:30 pm - 9:00 pm

### EXECUTIVE BRIEFING: BASICS OF BAR CODING & EDI

- What is Electronic Data Interchange? How do bar codes work?
- What is the role of radio frequency terminals?
- What your competition and colleagues are doing in EDI
- How to make EDI a reality for *your* organization

*Speakers:* Edward S. Coe, Interlink Technologies, Inc. and  
Dennis McGinnis, Price Waterhouse

## Day One – Monday, April 13

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7:00 am - 8:00 am

### REGISTRATION AND CONTINENTAL BREAKFAST

8:00 am - 8:15 am

### WELCOME AND INTRODUCTION

*Co-Chairs:* Edward S. Coe, Interlink Technologies, Inc. and  
Dennis McGinnis, Price Waterhouse

8:15 am - 9:00 am

### KEYNOTE PRESENTATION: FORD'S COMMON MATERIAL MANAGEMENT SYSTEM (CMMS) – PROCESS IMPROVEMENTS AND THEIR IMPACT ON THE BUSINESS

- An inside look at Ford Motor Company's innovative new "CMMS" (Common Materials Management System)
- How Ford is using EDI and bar coding in the CMMS system to improve material flow from all suppliers
- Benefits and ROI obtained by Ford from implementing EDI and bar coding

(continued)



- How CMMS is making Ford more competitive in the global marketplace of the 1990s

*Speaker:* Norm Lewis, Ford Motor Company

**NORMAN LEWIS**, as director of corporate systems planning and development for Ford Motor Company, plays a major role in Ford's use of bar-coding and EDI to improve the control and efficiency of materials flow. Since joining Ford in 1966, he has held numerous positions with the firm including systems analyst, director of the systems office for Ford of Europe, and director of North American automotive systems. Mr. Lewis did graduate work in computer science at the University of London.

9:00 am - 10:00 am

### **EDI AND BAR CODING TECHNOLOGY – ARE THEY COMPATIBLE?**

- How EDI and bar coding technology work together for more effective information processing
- Case histories of companies that have implemented bar coding with EDI
- Using information technology to improve commercial practices

*Speaker:* Roger J. Cadaret, Electronic Commerce Services

10:00 am - 10:15 am

### **COFFEE BREAK**

10:15 am - 11:15 am

### **EDI: A PRODUCTIVITY IMPROVEMENT TOOL FOR THE 1990s**

- How EDI and bar coding can dramatically improve your company's productivity in the 1990s
- Cost-benefit analysis of implementing EDI
- Standards and hardware options for EDI and bar coding

*Speaker:* Bob Canis, Canis Consulting

11:15 am - 12:15 pm

### **DISTRIBUTION PROCESS CONTROL**

- What is "distribution process control?"
- How distribution process control can help you achieve 100% inventory accuracy, 100% product tracking, and 100% shipping accuracy
- Why distribution process control is the biggest breakthrough – and "best-kept secret" – in materials management today
- How to determine the potential impact of implementing distribution process control for your company

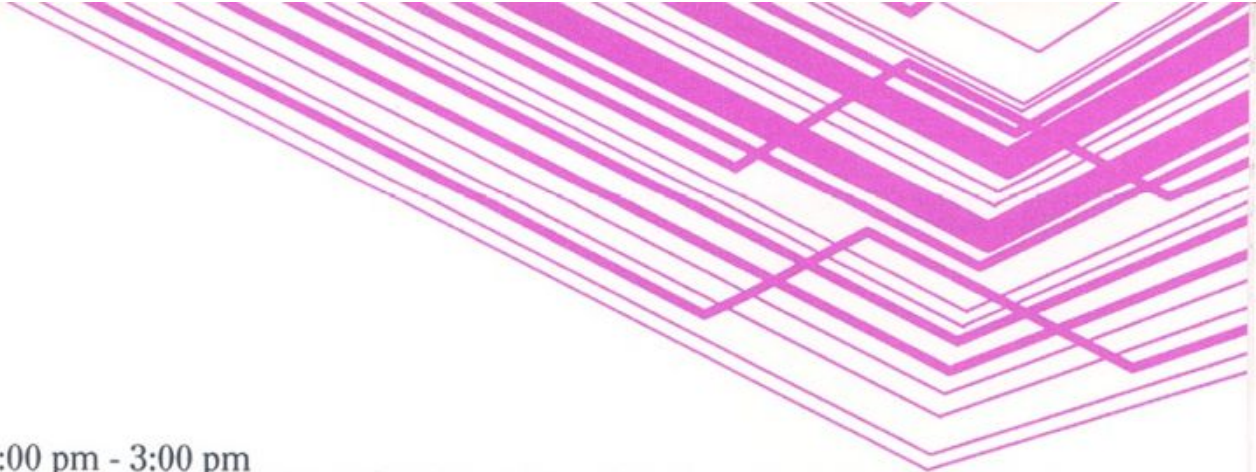
*Speaker:* Edward S. Coe, Interlink Technologies, Inc.

12:15 pm - 2:00 pm

### **LUNCHEON BUFFET HOSPITALITY SUITES OPEN**







2:00 pm - 3:00 pm

**“QUICK RESPONSE” FOR MANUFACTURERS: THE DILLARD CASE STUDIES**

- Why a *total* Quick Response environment (integration of EDI, EFT, and bar coding) is inherently different – and better – than a stand-alone EDI program
- What manufacturers, other companies, and their trading partners can learn from Quick Response systems used by retailers
- Factors that drive the implementation of EDI/Quick Response strategies
- Using a Quick Response strategy to improve customer service

*Speaker:* Ray Heflin, Dillard Department Stores

3:00 pm - 4:00 pm

**USING EDI IN AN INTEGRATED MATERIALS MANAGEMENT NETWORK**

- How JIT (Just In Time) and EDI (Electronic Data Interchange) will impact your business – administratively and operationally
- The strategic relationship between EDI and bar coding...and how they are used by purchasing, supplying, and transportation organizations
- Benefits of incorporating EDI and JIT into an integrated materials management system

*Speaker:* Ronald W. Barker, EPI International Inc.

4:00 pm - 4:15 pm

**COFFEE BREAK**

4:15 pm - 5:15 pm

**USING EDI TO IMPROVE CASH MANAGEMENT**

- EDI and cash management: using EDI to reduce working capital requirements
- Reducing float through EDI: increasing cash availability
- Improving investment returns through EDI: creating a daily investment strategy

*Speaker:* Dennis McGinnis, Price Waterhouse

5:15 pm - 8:00 pm

**HOSPITALITY SUITES OPEN**

(continued)



## Day Two – Tuesday, April 14

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7:00 am - 8:30 am

**CONTINENTAL BREAKFAST** (Served in hospitality suites)

8:30 am - 9:15 am

### **FUTURE SHOCK REVISITED: EDI, BAR CODING, AND OTHER HARBINGERS OF THE NEXT WAVE**

- How EDI and bar coding are revolutionizing business practices in the U.S., Asia, and Europe today
- How you will be required to modify your current business procedures to survive – and prosper – into the year 2000 and beyond
- Strategies for identifying the need for EDI and bar coding in your company – and making it happen

*Speaker:* Thomas Colberg, Price Waterhouse

**THOMAS P. COLBERG** is partner-in-charge of the National EDI Consulting Group at Price Waterhouse and has 17 years experience in the development of EDI and other financial systems. Projects he has conducted for clients include EDI strategic planning, an EDI demonstration pilot, evaluation of EDI software, and technical advisory services. The author of numerous articles on EDI, Mr. Colberg is on the board of directors of The Electronic Data Interchange Association and has served on EDIFACT, an EDI standards development effort sponsored by the UN.

9:15 am - 10:15 am

### **EDI AT BAXTER HEALTHCARE CORPORATION: A CASE HISTORY**

- How Baxter, a manufacturer of health care products and systems, implemented a company-wide EDI strategy: and overview
- Strategic planning, cost/benefit analysis, quality measurement, installation of technical infrastructure
- Internal and external education; targeting, implementation, and follow-up with trading partners
- A look at Baxter's EDI activities: electronic origination and receipt of purchase orders, invoices, shipping notices, and payments

*Speaker:* Dan Browning, Baxter Healthcare Corp.

10:15 am - 10:30 am

### **COFFEE BREAK**

10:30 am - 11:30 am

### **TRENDS IN GOVERNMENT USE OF EDI**

- Federal Information Processing Standards (FIPS) and other policy and directive statements affecting the government's use of EDI
- Actual implementations in place or in progress at various government agencies and departments (federal, state, and local)
- Benefits of EDI in key government applications including acquisition, material management, invoicing and payments
- How government implementation of EDI affects "trading partners" doing business with the government

*Speakers:* Ray Hipsher, Price Waterhouse and  
David L. Brockmeier, Brockmeier & Associates



11:30 am - 12:30 pm

**LUNCHEON**

12:30 pm - 1:30 pm

**THE GLOBAL BAR CODE SHIPPING LABEL**

- Current ANSI work on development of standards for a global bar code shipping label
- Impact on industry use of the label in the U.S. and worldwide

*Speaker:* Gary Ahlquist, Eastman Kodak Company

1:30 pm - 2:30 pm

**IMPLEMENTING EDI AT SOUTHWIRE COMPANY:  
A CASE HISTORY**

- How Southwire Company, the nation's largest manufacturer of aluminum and copper rod, wire, and cable for the transmission of electricity, implemented a company-wide EDI program
- How Southwire's decision to become involved in EDI was actually driven by a request from a major customer
- How Southwire is using EDI to improve customer service, cut operating costs, reduce cycle times, lower error rates, and strengthen relationships with its suppliers and customers

*Speaker:* Bruce Gore, Southwire Company

2:30 pm - 3:30 pm

**THE MARRIAGE OF EDI AND BAR CODING**

- Similarities between EDI and bar coding technologies
- How (and why) to implement EDI and bar coding together as an *integrated process*
- Positive effects of EDI and bar coding on business practices and procedures

*Speakers:* Bob Canis, Canis Consulting and  
Edward S. Coe, Interlink Technologies, Inc.

3:30 pm - 3:45 pm

**COFFEE BREAK**

3:45 pm - 4:45 pm

**TRW PASS THROUGH DISTRIBUTION SYSTEM – CASE STUDY**

- Background TRW Automotive Aftermarket & Maysville Distribution Center
- Overview of System Design, Backup, Data Integrity and Reliability
- Application for Cost Accounting Cycle Counting System, Physical Inventory, Perpetual Inventory

*Speaker:* Don Hanigosky, TRW





## ABOUT YOUR CONFERENCE SPEAKERS...

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**GARY AHLQUIST** is a senior engineer at the Eastman Kodak Company, where he serves as the technical expert on the company's Corporate Bar Code Coordination Committee. In that capacity, he has provided leadership to projects integrating the use of automatic identification into manufacturing and distribution production facilities. In 1991, the Automatic Identification Manufacturers gave Mr. Ahlquist the Don Percival Award for his "outstanding contribution to the advancement of automatic identification technology."

**RONALD BARKER** is director of EDI services for EPI International, Inc., a firm specializing in materials management. Mr. Barker is a member of the UCS (grocery), TDCC (transportation), UIG (utilities), TCIF (telecommunications) and X.12 (national standard) EDI standards organizations, and has served as chairman of the WINS (warehouse) EDI Standards Maintenance Committee. Prior to joining EPI, Mr. Barker spent 11 years in the warehousing industry, managing both administrative and operational functions in public warehousing and distribution.

**DAVID BROCKMEIER**, a noted expert in the government receivables area, is president and founder of the Government Receivables & Credit Association and president of Brockmeier & Associates. He has more than 29 years experience in the management of government payables, including the design and implementation of the Veteran Administration's automated accounts payable management system – which is now being copied for use by other government agencies. He successfully installed the first Corporate Trade Payments system in the government and was also responsible for the first electronic invoicing system.

**DANIEL BROWNING**, in his position as director of EDI for the Shared Services unit of Baxter Healthcare Corporation, played a key role in Baxter's recently completed implementation of a company-wide EDI strategy. He is responsible for the development and implementation of EDI strategy as well as the coordination of Baxter's various EDI activities. His work also involves educating internal staff as well as trading partners on the benefits of EDI.

**ROGER J. CADARET** is president of Electronic Commerce Services, a consulting firm that helps companies effectively apply EDI and related technologies to improve business efficiency. Considered one of the top EDI leaders in North America, he has given more than 100 seminars and presentations on electronic commerce, technology development, and innovations to groups located worldwide. Prior to forming his current company, Mr. Cadaret was a National EDI Focus Group Leader with Ernst & Young and the chairperson of General Motors' Corporate EDI/Bar Code Committee.

**BOB CANIS** is president of Canis Consulting, a provider of EDI and data processing education, analysis, design, and implementation services to corporate



clients as well as EDI industry associations. A popular lecturer on strategic planning, implementation, and other EDI-related topics, Mr. Canis is currently vice chairman of the North American International EDI Users Group, leads the EDI seminar task force of ANSI X.12, and has chaired the AIAG Educational Committee for EDI. Prior to forming Canis Consulting, he was manager of EDI for LTV Steel, a major steel producer.

**EDWARD S. COE** is vice president of Interlink International and a nationally known expert in applying bar code technology to solving business problems. He has published numerous technical articles on all aspects of bar coding and has presented seminars on the topic worldwide. Mr. Coe was the first chairman of the Federation of Automated Coding Technologies and is presently vice chair of the Bar Code Committee for the Telecommunications Industry Forum.


**BRUCE GORE**, Southwire Company's first corporate EDI manager, is responsible for the development and implementation of EDI throughout that organization, including assisting Southwire's customers and suppliers in quotations, orders, billing, payments, and other areas related to EDI. Before becoming EDI manager, Mr. Gore worked in a variety of other positions at Southwire Company including computer programmer, marketing development, and PC support.

**DON HANIGOSKY** is an expert in warehousing and distribution. He is the Manager Production Planning for TRW located in Maysville, Kentucky. His background includes working with manufacturing and production control. He was the system designer and project leader for the Maysville Distribution Center project.

**RAY HEFLIN** is director of "Quick Response" (a program integrating EDI and bar coding technologies) for Dillard Department Stores in Little Rock, Arkansas. He has served on numerous committees involved with EDI and related issues, and has made presentation on EDI and related technologies to such groups as the American Manufacturers Association, International Council of Logistics, Children's Manufacturers of America, and the EDI Council of Australia.

**RAY HIPSHER**, a senior manager in the EDI Consulting Group at Price Waterhouse, has been active in EDI programs and systems development for seven years. A graduate of the University of Alabama with a B.A. in accounting, Mr. Hipsher is chairman of the government subcommittee of the Accredited Standards Committee X.12, American National Standards Institute, and sits on the ASC X.12 Steering Committee and the Data Interchange Standards Association board of directors.

**DENNIS MCGINNIS**, a senior manager in the EDI Development and Consulting Practice at Price Waterhouse, specializes in helping manufacturing businesses implement EDI. Prior to joining Price Waterhouse, Mr. McGinnis was International Director for N.V. Philips, where he managed the international deployment of EDI services to Philips business units and their trading partners. A popular speaker on EDI topics, Mr. McGinnis has held positions with the American National Standards X.12 committee and with EDIFACT.







## REGISTRATION INFORMATION

Recommended Continuing Professional Education Credit: 16 Hours

**Tuition:** \$595 for IMA members and \$725 for nonmembers registered with payment by February 21, 1992. \$695 for IMA members and \$825 for nonmembers paid after February 21, 1992. IMA members who are *full-time* faculty members, are entitled to register at the educator price of \$350. TUITION INCLUDES CONTINENTAL BREAKFASTS, LUNCHEONS, REFRESHMENT BREAKS, RECEPTION AND TECHNICAL MATERIALS.

**Hotel Accommodations:** Participants are responsible for making their own hotel reservations. A limited number of rooms are being reserved for attendees. Please mention the conference when making reservations. Contact the hotel directly:

Hyatt Regency New Orleans  
Poydras at Loyola Avenue  
New Orleans, LA 70140  
(504) 561-1234

**Cancellations and Refunds:** Written cancellations postmarked up to fourteen calendar days before the program begins entitle you to a refund of your registration fee less a \$95 enrollment charge. If you need to cancel less than fourteen days prior to the program, no refund will be made; however, you may apply your registration fee less the \$95 enrollment charge, to another program of your choice within twelve months.

**Substitutions:** If your plans change and you are unable to attend the workshop, you may substitute another in-

dividual for your registration prior to the workshop. Simply call IMA's Registrar and inform us of the change.

**Schedule Changes:** IMA reserves the right to change speakers when necessary and to cancel the program as appropriate, with a minimum of two weeks advance notice to registrants. Should this occur, all registration fees will be refunded in full.

**Dress Code:** Business attire or conservative sport clothes. *We suggest you wear layered clothing to insure your personal comfort since meeting room climates often vary.*

**To Register by Phone:** Telephone the registrar at (800) 638-4427, #3. Or fax your registration to (201) 573-8185.

**To Register by Mail:** Send the registration form at right to the address indicated.



This program meets the ICMA guidelines for CPE credits for CMA



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# REGISTRATION FORM

## Bar Coding & EDI Conference

April 13-14, 1992 • New Orleans • Hyatt Regency

Mail to: Institute of Management Accountants  
10 Paragon Drive  
Montvale, NJ 07645-1760  
Attention: Bar Coding & EDI Conference

Please enroll me in the Bar Coding & EDI Conference being held on April 13-14, 1992 at the Hyatt Regency New Orleans

(Print or type name exactly as it should appear on your badge)

NAME \_\_\_\_\_ (circle if applicable)  
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☐ NONMEMBER—SEND MEMBER INFORMATION

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|   | <i>Paid by Feb. 21</i> | <i>Paid after Feb. 21</i> |
|---|------------------------|---------------------------|
| <input type="checkbox"/> IMA Member         | \$595                  | \$695                     |
| <input type="checkbox"/> Nonmember          | \$725                  | \$825                     |
| <input type="checkbox"/> Educator (member)* | \$350                  | \$350                     |

\*IMA members who are *full-time* faculty members, are entitled to register at the Educator price.

**Executive Briefing** ☐ 7:30 pm ☐ 9:00 pm

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## DON'T MISS

*IMA's Third Annual*

### **Bar Coding & EDI Conference**

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HYATT REGENCY**

