

Association for Strategic Planning
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ASP Annual Conference

Strategic Planning: Lessons from Practice

February 27, 2007

Conference Sponsor: 

Don't miss the only Strategic Planning Conference in North America, featuring over 35 presentations that focus on **Strategic Planning: Lessons from Practice**. Keynote presentations include:



The Strategy Paradox: Why Committing to Success Leads to Corporate Failure, and What to Do About It. Dr. Michael E. Raynor, Consultant, Deloitte Consulting, LLP and Deloitte Research Distinguished Fellow. Dr. Raynor is the co-author of the best-selling business book, *The Innovator's Solution*, published by Harvard Business Press. His new book, *The Strategy Paradox*, is due to be released in February of 2007.

Keynote Panel of Senior Strategy Practitioners



John L. Cullivan, Senior Vice President of Corporate Strategy, Cardinal Health. Cardinal Health is the leading provider of products and services supporting the healthcare industry. He works with the executive team and operating unit leaders to develop and deliver corporate and business unit strategies and is responsible for establishing the conditions and capabilities for continuously creating and executing value-maximizing strategies.



Art De Vooght, Manager, Business Excellence, Caterpillar Inc. Mr. De Vooght has held positions in Pricing and Scheduling, Caterpillar Finance, Caterpillar Export, Corporate Treasury and Caterpillar Brazil Ltd. (CBL). He was part of the 6 Sigma team in 2001 and was appointed Business Excellence Manager in April 2003.



Steven Sturm, Vice President, North America Planning, Toyota Motor Sales (TMS), U.S.A., Inc. Mr. Sturm is responsible for developing strategies for North America and the Western Hemisphere in support of sales, supply objectives and trade issues. Mr. Sturm served as vice president and general manager of Toyota Logistics Services, and has held positions in national distribution, logistics and sales planning, corporate sales planning, and corporate marketing for the Lexus Division and in parts development, U.S. accessory development, product development, and market/price planning for the Toyota Division.

Location:
The Grand Long Beach Event Center
4101 East Willow Drive
Long Beach, California 90815

Date: February 27, 2007
Time: 7:30 AM—7:30 PM

*Optional 1/2 day workshops are available on
Wednesday, February 28, 2007.*

Details and registration at
www.strategyplus.org/conference.shtml
or call Janice Laureen, ASP Executive Director,
at 1-877-816-2080