

23rd Annual
2010 CEO-MC Retreat
“Leadership and Technology: Make No Small Plans”

InterContinental Hotel
Chicago, IL
Exchange Room
Wednesday, June 23, 2010

Boot Camp: Technology

Includes Lunch
12:00 – 5:00

11:30 - 12:00 Check-in

12:00 – 1:00 Lunch

1:00 – 1:45 **Search Engine Marketing: Easy Tactics and Tools for your Firm** –
Mark Johnson and Nick Longtin, ArcStone Technologies, Minneapolis, MN

1:45 – 2:00 Refreshment Break

2:00 – 3:00 Collaboration and Integration: Ways of Connecting Technology in Your Organization - Raj Doraisamey, CEO Tracer Pro, Tampa, FL; Ken Wilson, CEO, Reef Point Technology, Mesa, AZ;

3:00 – 3:30 Augmented Reality: What’s Here and What’s Coming
Marc Goodman, University Innovations Program, Alcatel-Lucent, Chicago, IL

3:30 – 3:45 Refreshment Break

3:45 – 5:00 **Gadgets, Gizmos, and Privacy in the New Tech Era** - William Hession, CMCA, AMS, PCAM, HCi Technology Consulting, Dallas, TX

5:00 – Optional Technology “Field Trips”
Option 1: Garmin Store
Option 2: Apple Store
Option 3: Microsoft Technology Center
Option 4: River walk Open Topic