

Third Annual Maximum Ability Users' Conference

Preliminary Agenda | Sunday, Feb. 8th until Tuesday, Feb. 10th , 2009

Marriott Courtyard/Boynton Beach, FL

Sunday, February 8

6:00 pm - 7:00 pm | Welcome Reception - Join us for a drink and meet our speakers and your fellow conference attendees.

Monday, February 9

8:30 am - 9:00 am | Continental Breakfast

9:00 am - 10:15 am | **Keynote Speaker:** Terry Jukes, President, Ability Commerce
“Trends in the Catalog World”
“News from Ability Commerce”

10:15 am - 10:30 am | Morning Break

10:30 am - 11:30 am | Conference Track Sessions:
Web: “Max Out Your Site: Practical Tips & Tricks for Ability SmartSite™ Customized Websites” - Leah Fernelius
Financials: “Are You Taking Full Advantage of Microsoft Dynamics CustomerSource?” - Matt Dobeck

11:30 am - 1:00 pm | Lunch

1:00 pm - 2:00 pm | Conference Track Sessions:
Web: “The State of Searchandizing: Trends and Technology in Onsite Search” - Connie Chappell
Financials: “How to Use Bank Reconciliation and Related Modules to their Fullest Potential” - Laura Nelson

2:00 pm - 3:00 pm | Conference Track Sessions:
Web: “Web Development Report: What's New in 2009 for Ability SmartSite - Matt Dobeck
Financials: “What's New in Microsoft Dynamics™ GP 10.0?”
- Laura Nelson

3:00 pm - 3:15 pm | Afternoon Break

3:15 pm - 4:15 pm | Conference Track Sessions:
Web: “Instant Web 2.0 Power-Ups: The Latest Add-On Modules for Your Ability SmartSite” - Leah Fernelius
Financials: “Tips & Tricks for Securing Microsoft Dynamics™ GP 10.0”
- Paula Smith

- 4:15 pm - 5:15 pm | Pre - scheduled meetings. One-on-one intensive consultation with business experts:
- In-depth training session on your Ability SmartSite web functionality
 - Personalized Q&A and training on your integrated Microsoft Dynamics™ GP/Ability Financials accounting solution
 - Expert review and analysis of your existing web site or your email program, with valuable insights you can apply as soon as you get home from the conference!

Tuesday, February 10

8:30 am - 9:00 am	Continental Breakfast
9:00 am - 10:00 am	Keynote Speaker: Brenda Ronson, a Partner Account Manager for the US East Region with Microsoft “Weathering the Economic Storm and Building your Future with Microsoft”
10:00 am - 10:15 am	Morning Break
10:15 am - 11:15 am	Conference Track Sessions: Web: “Secrets of Successful Email Marketing” - Reggie Brady Financials: “What’s New in Ability Financials™ 10.0?” - Laura Nelson
11:15 am - 12:15 pm	Conference Track Sessions: Web: “Managing Your Multichannel Marketing and Sales Investments” - Terry Jukes Financials: “Business-Ready Licensing for Microsoft Dynamics™ GP” - Paula Smith
12:15 pm - 1:00 pm	Lunch
1:00 pm - 2:00 pm	Roundtable Q&A in web marketing and financials target areas. Conference feedback and wrap-up.
2:00 pm - 2:15 pm	Farewell