


Retail & E-Commerce

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 **Collaboration.**
The Future of Retail.

Welcome to the FedEx Retail Forum – a series of live forums specially tailored to address the needs and concerns of U.S. retail operators. These forums will be presented to retailers in three major U.S. cities: San Francisco, Dallas and Chicago.

What will the future look like for U.S. retailers and suppliers? How will the current forces of change play out in the marketplace? Find out the answers to these questions, plus what the newest trends and business model refinements are in retailing and e-commerce today. And learn how changes in customer buying behavior could seriously affect your business. These concerns and more will be vigorously debated at each scheduled live city forum.

Listen to the thoughts and predictions of retail industry experts – then have your questions regarding the future of retailing addressed by panelists made up of retailers chosen from your regional area. You will also have the opportunity to share *your* ideas with other local retailers after the main presentation and while enjoying our complimentary dining.

This is an **invitation-only** event. If you are interested to attend, please contact your local FedEx account representative.

Contact Us
If you have any questions concerning the forums or event registration, please e-mail us at jose.li@fedex.com.



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Collaboration.
The Future of Retail.

Retail Forum is an informative event addressing hot topics for the retailer about the future of the retailing industry. Mark your calendar now for this compelling engagement.

Date: March 14, 2007
Time: 1:30–7 p.m.

Location:
 Palomar Hotel
 12 Fourth Street
 San Francisco, CA 94103
Phone: 415.348.1111

Featured speakers:
Patti Freeman Evans
 Sr. Analyst, Jupiter Research
Dr. Stephen Timme
 CEO, Finlistics Solutions
Jose Li
 Principal Retail & E-Commerce, FedEx Services
Bob Thomas
 Managing Director, Information Technology & E-Commerce FedEx Services

I would like to RSVP for the FedEx Retail Forum to be held on **March 14, 2007** at the Palomar Hotel , San Francisco, CA.

[Click here to RSVP.](#)

Forum Agenda

1:30 p.m.	Registration
2–2:45 p.m.	Presentation by Patti Freeman, Jupiter Research
2:45–3:30 p.m.	Presentation by Dr. Stephen Timme, CEO, Finlistics Solutions
3:30–4:00 p.m.	Presentation by Jose Li, Principal Retail & eCommerce, FedEx Services
4–4:15 p.m.	Break
4:15–5:30 p.m.	Audience Q&A
5:30–6 p.m.	Cocktail Reception

6 p.m.

Buffet dinner and networking

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Retail Forum is an informative event addressing hot topics for the retailer about the future of the retailing industry. Mark your calendar now for this compelling engagement.

Forum Details

Date: April 4, 2007
Time: 8 a.m.–2 p.m.

Location:
La Cima Club
5215 North O' Connor Blvd
The Tower at Williams Square,
26th Floor
Irving, TX 75039-3790
Phone: 972.869.2266

Featured speakers:

Wendy Dawson,
Retail & E-Commerce Industry Consultant, FedEx Services
Patti Freeman Evans,
Sr. Analyst, Jupiter Research
Ron Joseph,
Senior Vice President, FedEx Ground
Venkatesh Shankar,
Professor of Marketing, Texas A&M University

I would like to RSVP for the FedEx Retail Forum to be held on **April 4, 2007** at the La Cima Club, Irving, TX.

[Click here to RSVP.](#)

Forum Agenda

8–8:30 a.m.	Registration/Continental Breakfast
8:30–8:40 a.m.	Welcome by Wendy Dawson, FedEx Services
8:40–9:40 a.m.	Presentation by Patti Freeman Evans, Jupiter Research
9:40–10:20 a.m.	Presentation by Venkatesh Shankar, Texas A&M University



10:20--10:30 a.m.	Break
10:30--11a.m.	Presentation by Ron Joseph, FedEx Ground
11a.m.--12:15 p.m.	Panel Discussion/Q&A
12:15--12:30 p.m.	Closing Remarks
12:30--2 p.m.	Buffet Lunch & Networking

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Retail Forum is an informative event addressing hot topics for the retailer about the future of the retailing industry. Mark your calendar now for this compelling engagement.

Forum Details

Date: May 10, 2007
Time: 8 a.m.–2 p.m.

Location:
The Metropolitan Club
Sears Tower, 67th Floor
233 South Wacker Drive
Chicago, IL 60606
Phone: 312.876.3200

Featured speakers:

Wendy Dawson,
Retail & E-Commerce Industry Consultant, FedEx Services
Patti Freeman Evans,
Sr. Analyst, Jupiter Research
Neil Gibson,
Director, Electronic Channels Marketing, FedEx Services
Cheryl Holland Bridges,
Director of the Center for Retailing Studies,
Texas A&M University

I would like to RSVP for the FedEx Retail Forum to be held on **May 10, 2007** at The Metropolitan Club ,Chicago, IL.

[Click here to RSVP.](#)

Forum Agenda

8–8:30 a.m.	Registration/Continental Breakfast
8:30–8:40 a.m.	Welcome by Wendy Dawson, FedEx Services
8:40–9:40 a.m.	Presentation by Patti Freeman Evans, Jupiter Research
9:40–10:20 a.m.	Presentation by Cheryl Holland Bridges, Texas A&M University
10:20–10:30 a.m.	Break



10:30–11a.m.	Presentation by Neil Gibson, FedEx Services
11a.m.–12:15 p.m.	Panel Discussion/Q&A
12:15–12:30 p.m.	Closing Remarks
12:30–2 p.m.	Buffet Lunch & Networking



Cheryl Holland Bridges, Director, Center for Retailing Studies, Mays Business School,
Texas A&M University

Cheryl Holland Bridges brings over 25 years experience as senior executive in the retailing industry to Mays Business School and Texas A&M University as Director of the Center for Retailing Studies. She served as a vice president of merchandising and product development for two divisions of Federated Department Stores; as Senior Vice President for BATUS stores in New York; and Senior Vice President of merchandising for Ashford.com, a luxury e-commerce site founded in Houston.

As Center for Retailing Studies director she teaches a merchandising course and an international marketing study abroad course. Finally, she stays closely connected to industry by working with the 50 plus companies that sponsor the Center for Retailing Studies.

Wendy Dawson, Retail & E-Commerce Industry Consultant, FedEx Services

Leading the marketing efforts for the Retail & E-Commerce Industry within FedEx Corporation, Wendy is responsible for developing and implementing the corporate-wide marketing strategy and solutions for the Retail & E-Commerce industry — enabling multi-channel retailers to increase customer service levels, maximize investments and improve margins. Wendy is part of a strategic Industry Marketing team leading the evolution of FedEx to more of an industry focused, solutions and technology oriented, transportation services organization. Prior to joining FedEx, Wendy led reverse logistics, product marketing strategy, and marketing programs with large office supply retailers such as Office Depot and Wal-Mart for Nu-kote International, the largest ink and laser cartridge recycler and remanufacturer in the world.

Wendy also held various marketing roles including event marketing, marketing communications, and consumer research with leading companies in the Retail/Consumer Products industry, including JCPenney, Service Experts (a subsidiary of Lennox International), and Momentum IMC (event marketing arm of McCann Erickson Advertising). She is also the recipient of a FedEx

Corporate Marketing Shining Star Award. Wendy is currently appointed to the Member Communications Committee of Shop.org, the association for E-Commerce retailers. Wendy holds an MBA from Middle Tennessee State University.

Patti Freeman Evans, Analyst, Jupiter Research

Patti Freeman Evans is a analyst with Jupiter Research, focusing on multi-channel retail strategy, with nineteen years of diversified experience, expertise in creating customer-centric e-commerce sites, integrating channels effectively, developing innovative marketing initiatives and ensuring high-standard customer service and order fulfillment operations.

Freeman Evans has been quoted in major media outlets such as *The Wall Street Journal*, *The New York Times*, *The Chicago Tribune* and *Business 2.0*, as well as in industry publications such as *Internet Retailer* and *Executive Technology*. Freeman Evans has also appeared on NBC Nightly News.

Before joining Jupiter Research, Freeman Evans held leadership positions with leading internationally known companies like Bloomingdale's and Godiva Chocolatier. Most recently, Freeman Evans was Director of Shopping Services with Bloomingdales.com where she touched on all aspects of the multi-channel retail business. Brought on board to create and launch Bloomingdale's Bridal Registry website with WeddingChannel.com, Freeman Evans directed all aspects of the business, from concept to implementation, including backend, customer service and store integration issues. In her previous capacities at Bloomingdale's Freeman Evans led the International Marketing Department and implemented award-winning multiple-media marketing and retention programs. Further, Freeman Evans has done project work to develop interactive educational products for adults and children.

Freeman Evans holds a B.A. in Business Administration and Studio Art from Franklin and Marshall. In addition to her duties with Jupiter Research, she has taught e-commerce at the Fashion Institute of Technology in New York City. Freeman Evans is also a Member of the Board of Directors for shop.org, a membership organization that serves the online and multi-channel retail community and a division of the National Retail Federation.

Neil Gibson, Director, Electronic Channels Marketing, FedEx Services

Neil J. Gibson is the director of Electronic Channels Marketing for FedEx Services. In this role, Gibson has direct responsibility over product marketing and program management of a suite of automated software and technology solutions, such as FedEx Ship Manager Software and FedEx Ship Manager @ fedex.com.

Gibson directs all marketing activities associated with the definition, planning, development and launch of FedEx automation solutions throughout the family of FedEx operating companies and across the world. This includes definition and prioritization of new features and enhancements, product design analysis/reviews, competitive research and analysis, end-user product usability

testing, go-to-market launch planning and execution, and measurement and analytical assessments.

Gibson earned his undergraduate degree in Mathematics from Clemson University and his Executive MBA from the University of Memphis. Gibson has worked within the Electronic Channels Marketing division at FedEx for 7 years. Prior to joining FedEx, Gibson served six years in the United States Air Force.

Ron Joseph, Senior Vice President, FedEx Ground

Ron is currently the FedEx Ground Senior Vice President of Linehaul, Safety and Maintenance. A thirty-three year veteran of the transportation industry, Joseph came to FedEx from RPS, Inc., a member of the Caliber Group, which was acquired by FedEx in 1998. At RPS he was Vice President of Transportation, Safety and Maintenance. He was also a Director of Linehaul Operations for RPS and led special assignments in research and development for Roadway Express. Prior to joining Roadway, he was also Vice President/Director of Special Commodities for Eazor Express.

Joseph was the 2004 recipient of the world renowned FedEx Five Star Award, for exceptional achievement. Joseph is also an active member of the American Trucking Association, which he was named Safety Director of the Year in 2000. He is also active in the Commercial Vehicle Safety Alliance and the Ohio Trucking Association. He also served as a Board Member for the Allegheny County Mothers Against Drunk Driving (MADD) and is a current Advisory Board Member for the Greater Pittsburgh Salvation Army.

Jose Li, Principal Retail & E-Commerce, FedEx Services

Leading the marketing efforts for the Retail Industry within FedEx Corporation, Jose Li is responsible for developing and implementing the corporate-wide marketing strategy and solutions for the Retail industry — enabling multi-channel retailers to increase customer service levels, maximize investments and improve margins. Jose is part of a strategic Industry Marketing team leading the evolution of FedEx to more of an industry focused, solutions orientation, and transportation services organization. Prior to joining FedEx, Jose managed the supply chain and logistics operations for Jamba Juice, a retail chain of fruit juice stores, overseeing a distribution network that supplied product to 450+ stores. Jose also held various sales, international trade, brand marketing and business development positions with leading companies in the Retail/Consumer Products industry, including Alibaba.com, Nabisco/Kraft Foods, Exxon Mobil, and Goldman Sachs.

Jose is an active participant in the retail industry, speaking at industry conferences and webinars and authoring trade journal publications. In 2005, Jose was selected by Chain Store Age magazine as one of 40 Executives that are helping re-shape the retail industry. He is also the recipient of the world renowned FedEx Five Star Award, for exceptional achievement. Jose is an Industrial Engineer and holds an MBA from Carnegie Mellon University. He is bilingual in Spanish, English

Venky Shankar's specialization includes digital business, international marketing, new product management, pricing and retailing.

He is Co-Editor of the Journal of Interactive Marketing and Associate Editor of Management Science. He has been on advisory boards including IBM's e-Business Conference Advisory Committee, Technology Entrepreneur Community Center and European e-Business Center. He holds a Ph.D. in marketing from Kellogg Graduate School of Management, Northwestern University.

Dr. Timme is a recognized authority on quantifying and communicating the value of corporate investments and highlighting the financial-supply chain connection. He serves as an adjunct professor at the Georgia Institute of Technology, where he teaches in the Executive Masters in International Logistics program.

Bob Thomas, Managing Director, Information Technology & E-Commerce FedEx Services

Dear Valued Customer:

You are invited to attend a comprehensive forum dedicated to Online Retail.

Industry experts and FedEx will share their e-commerce market knowledge, best practices and shipping and logistics information in a presentation and panel format aimed at helping you to grow your e-commerce sales.

Join Patti Freeman Evans (Senior Analyst, Jupiter Research), Deena Amato-McCoy (Senior Editor, Chain Store Age), Ken Pasley (Director of IT, FedEx) and other FedEx industry specialists, in discussing these topics:

- Trends in e-commerce, including highlights from the 2005 holiday season.
- Methods to increase online shopping and customer interaction.
- Shipping as a value-added service and marketing tool – to help drive customer loyalty.
- Key e-commerce issues.

At this informative, e-commerce-focused FedEx Retail Forum event, you'll also have a chance to **win an iPod (Video)** that will be given away. We look forward to meeting with you.

Sincerely,
FedEx


Mark your calendar for:

Tuesday, April 25, 2006

From 8:30 a.m. - 1:30 p.m.
(breakfast and lunch will be served)

Location

Hyatt Regency San Francisco
5 Embarcadero Center,
San Francisco, California, USA
Tel: 415 788 1234 Fax: 415 398 2567

[Registration](#) 

Click here for directions ([Maps & Directions](#))

Relax, it's FedEx.®

For more information about FedEx® retail industry solutions please go to <http://retail.fedex.com>.



For information on FedEx Retail Industry Solutions,
please visit <http://retail.fedex.com>



Imagine the Possibilities
A retail forum sponsored by FedEx



E-Commerce

E-COMMERCE

NEW TRENDS.

CUSTOMER EXPECTATIONS.

CUSTOMER INTERACTION.

CUSTOMER SERVICE.

CUSTOMER LOYALTY.

VALUE-ADDED SERVICES.

NEW TECHNOLOGIES.



FedEx Presents a Special Live Forum for Online Retailers in San Francisco

Continental breakfast and buffet lunch will be provided

Welcome to **Imagine the Possibilities** where you will learn about emerging trends, competitive strategies and new consumer expectations and behaviors in retailing – from those who know. Through these forums, we seek to illuminate the most urgent topics facing retailers. Topics that will undoubtedly affect your future, and therefore claim your attention today.

This forum – dedicated to Online Retail and growing your sales – will present important trends in e-commerce (including highlights from the 2005 holiday season), offer methods to increase online shopping and customer interaction, discuss how to use shipping as a value-added service and marketing tool to help drive customer loyalty and will go over key e-commerce issues to consider as you move forward.



A G E N D A

8:30–9 a.m.	Continental Breakfast
9–9:10 a.m.	Welcome
9:10–10:10 a.m.	Presentation by Jupiter Research
10:10–10:50 a.m.	Presentation by FedEx
10:50–11 a.m.	Break
11 a.m.–12:15 p.m.	Panel Discussion and Q&A
12:15–12:30 p.m.	iPod (Video) Giveaway and Closing Remarks
12:30–1:30 p.m.	Buffet Lunch and Networking

Profile of Speakers

Patti Freeman Evans

Senior Analyst, Jupiter Research

Patti focuses on multichannel retail strategy, using her 19 years of diversified experience and expertise in creating customer-centric e-commerce sites, integrating channels effectively, developing innovative marketing initiatives and ensuring high-standard customer service and order fulfillment operations. Patti has been quoted in major media outlets including *The Wall Street Journal*, *The New York Times*, *The Chicago Tribune*, *Business 2.0* and in industry pubs such as *Internet Retailer* and *Executive Technology*.

She has also appeared on NBC Nightly News. Before joining Jupiter Research, Patti held leadership positions with internationally known companies like Bloomingdale's and Godiva Chocolatier. Patti holds a B.A. in Business Administration and Studio Art from Franklin and Marshall. In addition to her Jupiter Research duties, she has taught e-commerce at the Fashion Institute of Technology in New York City.

Deena M. Amato-McCoy

Senior Editor, Chain Store Age

Deena joined *Chain Store Age* in February 2006, and is responsible for the technology section as well as the *Retail Technology Quarterly* magazine. Deena began her career as a journalist covering retail technology at *Supermarket News* as its Tech section's reporter in 1996. After being promoted to associate editor and helping to oversee the section, Deena left in 1999 to be a senior editor at *RT (RETAILTECH)* magazine. She was with *RT* more than three years until it was shut down following 9/11. Deena then embarked on a full-time freelance career, during which time she served as the technology editor for *Grocery Headquarters*. She also became a regular contributing editor for *STORES* magazine, *Dance Retailer News* and various other retail-based trade publications. Deena also has a decade of experience contributing articles to *Bank Systems & Technology*, and 14 years of tenure writing for career-related magazines within the Equal Opportunity Publications family.



Add to Cart

Ken Pasley

IT Director, FedEx

Ken is responsible for developing and implementing the wireless mobile strategy and enterprise solutions for the FedEx wide-area and local-area wireless networks and also heads program management of the FedEx PowerPad project, a part of the FedEx strategic technology innovation initiative. Ken came to FedEx in 2000, bringing 26 years of IT experience spanning the international, wireless telecom and marketing arenas. Prior to FedEx, Ken was General Manager of AT&T Worldwide responsible for FedEx operating units globally, where he helped to develop the next generation wireless strategy for FedEx. Before AT&T, Ken was an IBM consultant designing and implementing supply chain, network and wireless solutions for global Fortune 500 enterprises. Ken holds a B.S. in Electrical Engineering from Christian Brothers University and has received numerous industry awards for technical and marketing achievements.



WWW.

E-COMMERCE

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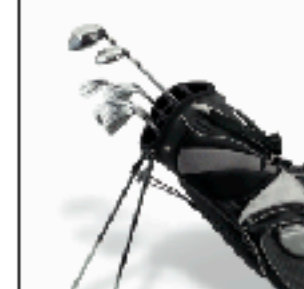
Profile of Speakers

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Senior Analyst, Jupiter Research

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Deena M. Amato-McCoy

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Gene Huang

Chief Economist, FedEx

Gene is chief economist and a managing director of the FedEx Economic and Industry Analysis Group. He is responsible for forecasting global economic and financial conditions, and tracks and monitors all industries served by FedEx. He is a member of the Blue Chip Consensus Panel, which provides the economic consensus used by policy makers and the business community, *The Wall Street Journal* Economic Panel and *BusinessWeek* Magazine's Business Outlook Panel. In 2002, Gene was profiled in *BusinessWeek* as its "Most Accurate Forecaster." He credits his forecasting success to the "front row seat" that FedEx provides him in global supply chain management. Gene is also a member of the Board of Directors of the National Association for Business Economics (NABE). Gene began his corporate career in 1987 with a Wall Street money management firm. Since then he has worked for some of the largest industrial corporations and most prestigious research institutions in the U.S. and Japan, including Eaton Corporation, General Motors Corporation, ICSEAD in Japan and Wharton School's Economic Research Unit. Gene received his M.A. from Yale University and his Ph.D. from the University of Pennsylvania. He also holds a law degree from Fudan University in Shanghai.

WWW.

