



# 2010 Fall International Conference November 5 – 9, Portland Oregon Hilton Portland & Executive Tower



## Friday November 5<sup>th</sup>

## Saturday November 6<sup>th</sup>

## Sunday November 7<sup>th</sup>

## Monday November 8<sup>th</sup>

## Tuesday November 9<sup>th</sup>



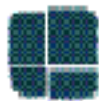
Friday Tour  
Nike Tour/IDL Happy  
Hour  
2pm – 6pm

Education Saturday  
Program  
Rejuvenation/Ziba &  
Lunch  
8am – 4pm

Breakfast  
8am – 9.15am

Breakfast  
7.30am – 8.15am

Breakfast  
8am – 8.45am



CMG Informal  
Welcome Gathering  
“Porta Terra” bar  
6pm – 8pm

Spirit of Portland  
Dinner Cruise  
6.30pm – 9.30pm

Consumer & Contract  
Color Workshops  
9.30am – 5pm

General Session  
8.30am – 10.30am

Closing General  
Session  
9am – Noon



LUNCH  
12.45pm – 1.45pm

Color Expressions  
Workshops  
11am – 3pm

Networking Event  
Ready, Paint, Fire!  
6.30pm – 9.30pm

LUNCH  
1pm – 2.15pm

CMG Chairholders  
Meeting  
4.30pm – 5.15pm



# 2010 FALL INTERNATIONAL CONFERENCE

## OPTIONAL EVENTS & SATURDAY DINNER

### **Friday Tour, Friday November 5<sup>th</sup>: 2pm – 6pm (Lunch will not be included in this tour)**



Nike started with a handshake between two visionary Oregonians – Bowerman and his University of Oregon runner, Phil Knight. They and the people they hired evolved and grew the company that became Nike from a US-based footwear distributor to a global marketer of athletic footwear, apparel and equipment that is unrivaled in the world. Today Nike is the world's leading supplier of athletic shoes and apparel, and a major manufacturer of sports equipment with revenue in excess of \$19.2 billion USD in its fiscal year 2009 and employing more than 33,000 people worldwide.

The Nike campus today consists of 17 main buildings whose names pay tribute to some of our most legendary athletes: John McEnroe, Joan Benoit Samuelson Center, Michael Jordan, Bo Jackson, Mike Schmidt, Nolan Ryan, Lance Armstrong, Mia Hamm, Ken Griffey Jr., Pete Sampras, Jerry Rice, Tiger Woods Center and many more. The six-acre lake that rests at the heart of the Nike World Campus is seven feet at its deepest point.

This is a unique opportunity to tour Nike and discover the secrets to this global sports superpower. Our Guide, Bryan Laing will lead you on an informative, educational and inspiring tour, followed by a relaxing networking event hosted by IDL Worldwide ([www.idlww.com](http://www.idlww.com)).

**Education Saturday Program, Saturday November 6<sup>th</sup>: 8am – 3pm (Lunch will be included)**

**Rejuvenation and Ziba:**

**Morning Event: [www.Rejuvenation.com](http://www.Rejuvenation.com): Period architectural lighting, hardware and house parts.**



Rejuvenation has been working with contractors, architects, specifiers, designers, and restoration professionals since 1977. They provide value & versatility and their authentic reproduction lighting and hardware adds long-lasting beauty and integrity to residential, commercial, and public projects, whether small or large in scale.



Every single reproduction of classic American lighting and hardware that Rejuvenation makes is handcrafted at their Portland factory. Meet with Rejuvenation's product development designers and their on-site product historian to learn how they developed the color palettes for

collections like their Mid-Century Modern line, the striped schoolhouse shades and colors for the art Glass shades line. Dig into Rejuvenation's archives to discover the source of color and design inspiration for new reproductions.

This is a unique opportunity to visit their state of the art showroom in Portland, Oregon and learn more about historical, handcrafted lighting.



**Afternoon Event: [www.ziba.com](http://www.ziba.com): Ziba is people; diverse passionate, talented people who live to create.**



The second half of Education Saturday will be spent at Ziba, a Design and Innovation Consultancy existing to design beautiful experiences. Ziba believes product and service offerings must be a genuine expression of the soul of your brand. Hear from several speakers address the topic of “Understanding WHO”. Karen Reuther of Ziba will present focusing on Consumer Hearts and Minds. Dennis Wilde, a real estate developer with a passion for sustainability who works as a senior project manager at Gerding/Edlen Development Company, will discuss The Living Building Holst/Ziba and the design of Ziba headquarters.

Please join us for a unique and inspiring Education Saturday experience in Portland!



**Networking Event – Sunday November 7th: 6.30pm – 9.30pm**



This is a great opportunity to create, play and network with your color colleagues. Choose from over 500 designs of pottery, many exclusive to Ready, Paint, Fire! You will receive all the colors, design tools, and assistance on an individual basis, to create a fantastic, personalized, and unique expression of yourself. Many pieces are functional, food safe and dishwasher proof. Make something for yourself, or as a heartfelt gift. Enjoy a glass of wine, hors d'oeuvres and great company!

Dinner is provided. Additional cost for alcoholic beverages & pottery. Pottery prices range \$6-\$185.



**Saturday Night Event: Spirit of Portland Cruise: 6.30pm – 9.30pm**



For over 15 years, the vessels and crew of Portland Spirit River Cruise Dining and Columbia River Adventures form the premier fleet of dinner ships in the Northwest. A family owned company that offers Willamette River cruises from downtown Portland Oregon aboard the Portland Spirit, the Willamette Star, the Crystal Dolphin and the Outrageous Jet boat. They also offer Columbia River cruises from the Port of Cascade Locks aboard the Columbia Gorge Sternwheeler. Your riverboat dining experience aboard the Portland Spirit vessels includes fresh Northwest cuisine prepared in on board galleys, offering superb service, beautiful views of Portland's downtown skyline, and stunning vistas in the Columbia Gorge.



The Portland Spirit is a 150' yacht with three public decks, two of which are enclosed and climate controlled. The Portland Spirit features delicious Northwest cuisine prepared to order in our on-board galley, several full service bars with a vast wine selection, grand pianos with live performers (don't forget the singing wait staff), a ship-wide sound system, and a marble dance floor.

**Main Speaker – Aaron Keller (<http://www.linkedin.com/in/aaronjkeller>)**



Aaron Keller, Co-Managing Principal, Capsule Aaron Keller has been the managing principal for Capsule for the last five years, where he has been responsible for business development, marketing, finance, and human resources for the firm. Capsule has grown from three employees to ten and has gone from \$100,000 in billings to over \$200,000,000 in total fees. Aaron has twelve years of consulting experience in the areas of marketing and corporate brand and retail strategy. He has worked with clients as large as Fisher-Price and as small as a one-person start-up organization. He has managed a variety projects, from the development and launch of a large retail identity to the creation and distribution of a national business publication. His research experience has come in many forms, from working with Royal Caribbean International on a customer experience audit for a 7 day cruise to testing of a national environmentally friendly energy brand before its eventual launch. He has also conducted research on consumer behavior issues around milk consumption, nail care products, gourmet shopping behaviors, and home office networking technology. After attending the University of St. Thomas where he earned a BA with an emphasis in marketing management, Aaron worked for the internationally recognized brand identity development firm Yamamoto Moss. While there he worked on a variety of marketing, Web development, and research projects for clients of Yamamoto Moss.

Aaron sharpened his research and communication skills while attending the Manchester School of Business in Manchester, England where he worked with Marks & Spencer and Vodafone on retail and customer experience related projects. Aaron obtained his Master's in Business Administration from the Carlson School of Management at the University of Minnesota and he teaches marketing at the University of St. Thomas as an adjunct professor. Aaron has spoken on a variety of subjects for the University of St. Thomas, Frontline Forum, The Envision Series, The Canadian Consulate, AdFed, Human Resource Professionals, Market Research Association, The U of M Communicators Forum, and International Association of Business Communicators (IABC). His writings have been published by the Design Management Institute (DMI), American Institute of Graphic Arts and Minnesota Business Magazine. He has been quoted in a variety of local and national publications including The New York Times, Dallas Morning News, Pittsburg Tribune, Florida Today, Brand Packaging, The Business Journal, Progressive Grocer, Packaging Digest, Visual Merchandising and Store Display (VM+SD), HOW Magazine, and Graphic Design USA. Client experience: Fisher-Price, Honeywell, Cargill, HoMedics, Red Wing Shoes, Byerly's, Lund's, Schroeder Milk, Royal Caribbean International, Northwest Airlines, Holden Farms, Deluxe Corporation, Nortrax, clickandmove.com, Pink Business Interiors, International Wolf Center, Goldsmith Agio Helms, Vodafone, Marks & Spencer, Whirlpool, CNS-Breathe Right, Lutheran Brotherhood, 3M, Netgear.