

LAWSON™

PLAYERS BILL  
New York City

# THE LION THING

*Featuring the hit  
"The Circle of Product Life  
Cycle Management"*

See how Lawson Holistic PLM can  
help you manage business processes  
from product conception to consumer

The Skylight Room, 9th Floor  
The Graduate Center/CUNY  
365 Fifth Avenue (at 34th Street)

**New York City**  
**Monday, February 22, 2010**  
**1:30 p.m. - 5:30 p.m.**



# AGENDA for the Lawson Seminar

- Act I**  
1:30-2:00 p.m. **Registration**
- Act II**  
2:00-2:15 p.m. Clayton and Corey  
**Introductions and a look at  
the Agenda**
- Act III**  
2:15-2:45 p.m. Nancy Johnson, Optimize  
**PLM and ERP go better together**
- Act IV**  
2:45-3:15 p.m. Anne Mullins  
**PLM Demo**
- Act V**  
3:15-3:30 p.m. Bob McKee and Clayton Fortna  
**Case Study**
- Act VI**  
3:30-4:00 p.m. Ann Florine  
**ERP/ARP Demo**
- Act VII**  
4:00-4:15 p.m. Ray Forrest and Brenda Gil,  
The Revere Group  
**Partnership and Case study on LBI**
- Act VIII**  
4:15-4:30 p.m. Bob McKee  
**Why Holistic PLM?**
- Act IX**  
4:30-5:30 p.m. Open Workshop:  
**Lawson PLM, Lawson ERP/ARP,  
TradeCard, The Revere Group**
- Act X**  
5:30 p.m. **Cocktails at the Katwalk with  
The Revere Group**

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Free for Attendees

**Fun Goody Bags &  
\$200 Raffle**



# PRESENTERS



Clayton Fortna  
Lawson Fashion Account Manager



Corey Schwartz  
Lawson Fashion Account Manager



Bob McKee  
Lawson Fashion Strategy Director



Ann Florine  
Lawson Fashion Solution Consultant —ERP and ARP



Anne Mullins  
Lawson Fashion Solution Consultant —PLM



Nancy Johnson,  
CEO and Founder of Optimize



Ray Forrest and Brenda Gil,  
The Revere Group

## Don't Miss This One-time Event

To register for the Lawson Seminar  
please contact

**Mary Otten**

Phone: (847) 890 3729

e-Mail: [mary.otten@us.lawson.com](mailto:mary.otten@us.lawson.com)

or register online at: [www.lawson.com/NYC](http://www.lawson.com/NYC)

# REGISTER