

# The **Product Management & Innovation Event** 2012

March 12-14, San Francisco, CA

**Product Planning and Analysis**  
**Integrated Business Planning and Analysis**  
**Advanced Product Innovation Processes**  
**Strategic Product Lifecycle Management**  
**Product Marketing**  
**Growth Strategy Across the Category Lifecycle**

# Event Presenters

## Pam Kanazawa

Director of Marketing at **Cisco Systems**

## Michele Davis

Senior Manager of Sales & Operations Planning at **Cisco Systems**

## Bob Clark

President at **24k Marketing, LLC**

## Scott Scoggins

VP, Mobile Channel Product Manager at **SunTrust Bank**

## David Watta

Vice President of Digital Strategy and Innovation at **Educational Insights**

## Payal Srivastava

Sr. Principal Product Manager at **Oracle Corp**

## Varun Kohli

Director of Product Marketing, Enterprise Solutions at **Hewlett-Packard**

## Suzette Skulan

Commercialization Project Manager at **Clorox Company**

## Sarah Rose

VP of Product Management at **ModCloth**

## Janet Jaiswal

Senior Director of Global Product Marketing at **Tealeaf Technology**

# Program Agenda



## Monday, March 12, 2012

8:30 am	<b>Keynote Product Planning and Analysis</b> <i>Harness analytics to promote better strategic planning and drive execution</i>		
9:30 am	<b>Keynote Information Management for Product Decision Making</b> <i>Managing information and data resources in a complex decision-making environment</i>		
	<b>Product Innovation</b>	<b>Product Management</b>	<b>Product Marketing</b>
11:00 am	<b>Advanced Product Innovation Processes</b> <i>Leverage practices that promote efficient innovation throughout the organization</i>	<b>Product Roadmapping</b> <i>Engage in collaborative roadmapping with both internal and external stakeholders</i>	<b>Go-To-Market Planning Framework</b> <i>Utilize a framework for planning and analyzing a go-to-market strategy</i>
12:00 pm	<b>Lunch and networking break</b>		
1:00 pm	<b>Collaborative Innovation</b> <i>Use cross-functional innovation teams to maximize human capital in the innovation process</i>	<b>Strategic Product Lifecycle Management</b> <i>Build a holistic product lifecycle management strategy based on lean principals</i>	<b>Hi-Impact Product Launch</b> <i>Align marketing plans to product objectives for optimal launch results</i>
2:15 pm	<b>Competitive Intelligence</b> <i>Develop a fact-based approach to understanding competitors for improved insight into product planning</i>	<b>Integrated Commercialization Planning</b> <i>Develop cross functional, full life-cycle product introduction capabilities</i>	<b>Marketing Mix Optimization</b> <i>Maximize resource allocation for more effective usage of marketing spend</i>
3:30 pm	<b>Innovation Prioritization Matrix</b> <i>Develop a simplified product development and portfolio management framework</i>	<b>Product Portfolio Optimization</b> <i>Optimize product portfolios through effective management of innovation, introduction and existing products</i>	<b>Data-Driven Competitive Positioning</b> <i>Next-generation positioning methodology to distinguish your offerings and create value in the marketplace</i>
4:30 pm	<b>Networking Reception</b>		

## Tuesday, March 13, 2012

8:30 am	<b>Keynote Integrated Business Planning and Analysis</b> <i>Align sales and operations planning to streamline product management and measure effectiveness</i>		
9:30 am	<b>Keynote Growth Strategy Across the Product Lifecycle</b> <i>Evaluate how category lifecycle stages impact marketing decision making and brand growth</i>		
	<b>Product Innovation</b>	<b>Product Management</b>	<b>Product Marketing</b>
11:00 am	<b>Predicting Future Innovation</b> <i>Use predictive analytics to maximize your innovation success and return on innovation</i>	<b>Product Roadmap Action Plan</b> <i>Develop roadmap requirements that promote successful product planning</i>	<b>Multi-Channel Analytics</b> <i>Advanced analytics capabilities across a breadth of marketing channels</i>
12:00 pm	<b>Lunch and networking break</b>		
1:00 pm	<b>Innovation Measurement, Risk and Performance Evaluation</b> <i>Evaluate the performance and risks of innovation strategy and implementation</i>	<b>Product Finance, Price, Margin and Profitability through the Lifecycle</b> <i>Support managerial decisions with product financial planning &amp; analysis</i>	
2:15 pm	<b>Communication and Integration</b> <i>Enhance organizational performance by integrating communication throughout the organization</i>		
4:00 pm	<b>Post-conference Workshops</b>		

## Wednesday, March 14, 2012

9:00 am	<b>Post-conference Workshops</b>		
---------	----------------------------------	--	--

# The Product Management & Innovation Event 2012

Dynamic product innovation, management and marketing are more important than ever in the pursuit of competitive advantage. Customers' ever changing wants and needs drive the need to develop more efficient innovation practices, optimize use of knowledge and insights, better manage product lifecycles and increase the effectiveness of marketing initiatives.

**The Product Management and Innovation Event 2012** addresses the full spectrum of product management, from streamlining innovation to end of lifecycle. Comprised of three unique tracks, this is the most comprehensive product management event available. Tracks include:

**The Product Innovation Forum**  
**The Product Management Forum**  
**The Product Marketing Forum**

Attendees will instantly realize the difference between this forum and other conferences. Learning sessions are vendor agnostic and there are **NO sales pitches**. Presentations will be conducted by the most talented corporate experts and thought leaders, both regionally and nationally. For those who are interested in learning more about available tools, a select few vendors will be invited to provide demos and information by request.

*The Product Management & Innovation Summit is a unique opportunity for business professionals looking to leverage thought leadership from some of the world's leading organizations*

## Key Learnings & Take-Aways

- Evidence-based approach to product management through effective insights and analytics
- Innovation optimization and prioritization
- Unique methods for gaining and leveraging customer insights
- Growth strategies through a full product lifecycle analysis
- Product portfolio optimization
- Go-To-Market strategies and high-impact product launches
- Product forecasting techniques to anticipate introduction and growth metrics
- Collaborative innovation processes to leverage the knowledge and insight of a wealth of stakeholders
- Product roadmapping to effectively plan ownership of different product attributes throughout the product lifecycle
- Information management for better decision making
- Sales and operations planning framework
- Predictive analytics to anticipate and prioritize future innovation
- Product pricing and cross-selling strategies throughout the entire product lifecycle
- Innovation risk analysis
- Competitive landscape analysis and economic variables that impact product development, operations and launch
- Communication and integration among product developers, managers, marketers and sales organizations

## Who Should Attend?

Product Managers  
Innovation Managers  
Marketing Professionals  
Market Research Managers  
Competitive Intelligence  
Business and Customer Insights  
Strategic Planners  
Product Developers  
Data Managers  
Product and Business Analysts  
CEOs, CMOs, COOs, CIOs  
Forecasting Managers  
Commercialization Managers  
Relationship Marketing

# Workshops

## Product Category Lifecycle: Growth Strategy Workshop March 13; Half-day workshop 4:00pm – 7:00pm

Understanding the stages of product category lifecycle is a critical part of strategic planning, forecasting and evaluation. Furthermore, the long term success of a brand often depends on have the foresight to make decisions based on anticipated outcomes. This workshop achieves the developing of a full category lifecycle framework, matching the marketing mix with lifecycle and developing growth strategies throughout the lifecycle stages.

### Course Learning Objectives:

- Understanding the category lifecycle
- Matching the marketing mix to the category lifecycle
- Evaluating and prioritizing innovation, product range, communication and pricing
- Examples and applications of disruptive growth
- How to bring your brand in line to lifecycle thinking

### About the Instructor:

Bob Clark has over 25 years of strategic marketing and product experience in consumer packaged goods. Mr. Clark has held senior marketing positions at Lipton (Unilever), Kellogg Brands, Sara Lee and SC Johnson Company. Mr. Clark is founder and president of 24k Marketing, an independent, strategic marketing resource to help drive growing businesses.

## Innovation & Product Prioritization March 14; Half-day workshop 9:00am – 12:00pm

The purpose of this workshop is to provide product management practitioners with a strategic framework and a set of tools to assist with simple and effective prioritization decisions. This workshop will develop and explain a useful prioritization framework and provide just-in-time tools to help with real-world portfolio management decisions.

### Course Learning Objectives:

- Three-phase portfolio optimization methodology
- Develop a dynamic decision-making process to assess strategic alignment and relative prioritization of a business's collective project list
- Project evaluation and innovation scoring and measurement system
- Scenario planning techniques to anticipate viability
- Case studies and optimization exercises
- Take-away toolkit to implement prioritization methodologies

### About the Instructor:

David Watta is Vice President of Digital Strategy & Innovation at Education Insights. In this roll, David manages product and innovation for seven separate products and brands. David has implemented his innovation and prioritization tool numerous times within the product management function, across several product lines and industries. His experience includes product management and innovation rolls at Redbox, Corporate Executive Board, Sherman's Travel, Intel and AARP

Day One:

## Keynotes

*Thought Leadership in Innovation and Product Management*

Day One - 8:30

### **Product Planning and Analysis**

*Harness analytics to promote better strategic planning and drive execution*

- Optimize distinct business capabilities to gain competitive advantage
- Effective analysis that allows senior management to make more informed decisions
- Decision support aligned to business needs and objectives
- Utilize analytics to better determine ROI
- Establish predictive capabilities through analytics for better forecasting

Day One – 9:45

### **Information Management for Product Decision Making**

*Managing information and data resources in a complex decision-making environment*

- Understand data quality and implement a system of checks and balances
- Implement governance and stewardship
- Tools for data monitoring that report variations in quality and accuracy
- Manage processes for data mining, flow and transfer of intelligence
- Create linkages between data gathering, data analysis and strategic planning

Day One:

# Break-out Sessions

Best Practices, Case Studies and Strategy Sessions

## Product Innovation Forum

11:00 am

### Advanced Product Innovation Processes

*Leverage practices that promote efficient innovation throughout the organization*

- Create a single source of product and process knowledge to facilitate innovation
- Determine market constraints most relevant to product offerings
- Prioritize innovation needs to meet organizational goals
- Use innovation to create a portfolio mix that aligns strategic objectives
- Create an innovation mix that considers both organizational and customer needs

1:00 pm

### Collaborative Innovation

*Use cross-functional innovation teams to maximize human capital in the innovation process*

- A holistic approach to innovation that utilizes the breadth of knowledge found throughout the organization
- Meaningfully transform the ways in which people engage with each other as they pursue critical questions facing the organization
- Use people, processes and technology to better plan and prioritize innovation
- Better understand the risks and value of partnerships in the innovation process

2:15 pm

### Competitive Intelligence

*Develop a fact-based approach to understanding competitors for improved insight into product planning*

- Apply analytical insight to competitive market analysis
- Use advanced tactics to identify strengths and weaknesses of competitors
- Identify access and challenge points for new market entrants
- Use analytics to uncover unmet market needs
- Create dynamic competitor profiles to forecast changes in the competitive landscape

3:30 pm

### Innovation Prioritization Matrix

*Develop a simplified product development and portfolio management framework*

- Strategic framework to assist with simple and effective prioritization decisions
- Just-in-time tools to help with real-world portfolio management challenges
- Three phase approach to defining and evaluating products and portfolios for optimal resource allocation
- Methodology to extrapolate information and score innovation for prioritization

## Product Management Forum

11:00 am

### Product Roadmapping

*Engage in collaborative roadmapping with both internal and external stakeholders*

- Incorporate the most effective product management measures
- Determine what KPIs are essential to meet strategic objectives
- Assess the input and performance metrics used in the forecasting process
- Utilize a management system to monitor and drive performance
- Develop timely, engaging reports with thorough analysis of results

1:00 pm

### Strategic Product Lifecycle Management

*Build a holistic product lifecycle management strategy based on lean principals*

- Control the complexity of the complete PLM value Chain
- Framework for cradle-to-grave product life-cycle model
- Forecasting costs from inception through market exit
- Capitalize on internal and external stakeholder capabilities for more efficient lifecycle management
- Gauging practices for understanding where a product is in its lifecycle

2:15 pm

### Integrated Commercialization Planning

*Develop cross functional, full life-cycle product introduction capabilities*

- Align commercialization plan with all stakeholders for effective launch
- Map path-to-market options and analyze which best supports commercialization
- Reduce risks that hinder a product from reaching its market potential
- Link supply data with production forecast
- Analyze a new product in respect to product portfolio

3:30 pm

### Product Portfolio Optimization

*Optimize product portfolios through effective management of innovation, introduction and existing products*

- Apply analytics to optimize and gauge portfolio performance
- Gauge individual product effectiveness within the portfolio
- Anticipate changing trends and how they will affect the whole product portfolio
- Develop triggers to prompt product innovation
- Visualize individual product lifecycle stage and develop a portfolio "age"

## Product Marketing Forum

11:00 am

### Go-To-Market Planning Framework

*Utilize a framework for planning and analyzing a go-to-market strategy*

- Use customer and market data to evaluate the best channel approach to market
- Align the value proposition to current portfolio and strategic objectives
- Utilize a prioritization and ranking system that determines the best approach to customer engagement
- Develop an organizational process to guide customer interactions from contact to fulfillment

1:00 pm

### Hi-Impact Product Launch

*Align marketing plans to product objectives for optimal launch results*

- Develop a data-driven market research approach for planning product and sales objectives
- Use a multi-channel approach that clarifies objectives, roles and responsibilities
- Evaluate the product to ensure it aligns to portfolio and strategic objectives
- Create a messaging strategy based on market research
- Develop a governance and accountability framework that addresses all stakeholders

2:15 pm

### Marketing Mix Optimization

*Maximize resource allocation for more effective usage of marketing spend*

- Identify key advertising, marketing, internal and external drivers
- Provide an analytical framework for strategy assessment via simulations
- Support continuous feedback and improvement

3:30 pm

### Data-Driven Competitive Positioning

*Next-generation positioning methodology to distinguish your offerings and create value in the marketplace*

- Use analytics to define the market need that a new product will fulfill
- Leverage search engine optimization (SEO) analytics tools
- Take a data-driven market profiling approach to better understand market needs
- Create a governance framework for product messaging that aligns to brand, strategy and portfolio objectives

Day Two:

## Keynotes

*Thought Leadership in Innovation and Product Management*

Day One - 8:30

### **Integrated Business Planning and Analysis**

*Align sales, marketing and operations planning to streamline product management and measure effectiveness*

- Use a functionally integrated approach for streamlined business planning
- Create a communication and governance culture to ensure optimal execution
- Leverage technology and advanced processes for more accurate product and customer information
- Insure sales, marketing and operations plans are linked to strategic plan

Day One – 9:45

### **Growth Strategy Across the Product Lifecycle**

*Evaluate how category lifecycle stages impact marketing decision making and brand growth*

- Gain a better understanding of Category Life Cycle
- Align the marketing mix to category lifecycle through effective management of innovation, product range, communication and pricing
- Bring your brand in line to lifecycle thinking
- Key examples of disruptive product growth

Day Two:

# Break-out Sessions

Best Practices, Case Studies and Strategy Sessions

## Product Innovation Forum

11:00 am

### Predicting Future Innovation

*Use predictive analytics to maximize your innovation success and return on innovation*

- Use data and predictive analytics to better understand current and future customer needs
- Process for evolving customer needs into future goals for innovation
- Understand innovation goals, how to achieve them and when to bring to market
- Align innovation prioritization with “How to Look” for innovation to create innovation efficiencies

1:00 pm

### Innovation Measurement, Risk and Performance Evaluation

*Evaluate the performance and risks of innovation strategy and implementation*

- Quantify the benefit of each innovation investment using rigorous measurement practices
- Analyze, map, monitor, document and resolve innovation questions and processes
- Use an evidence-based approach to ensure plan effectiveness
- Create rolling measurement models for continuous analysis

## Product Management Forum

11:00 am

### Product Roadmap Action Plan

*Develop roadmap requirements that promote successful product planning*

- Turn your roadmap into actionable, testable and predictable requirements
- Base roadmap requirements on data and track results using a release control plan
- Develop a responsibility framework that aligns to product goals and objectives
- Take an analytics-based approach to planning and evaluating the success of a product launch

1:00 pm

### Product Finance, Price, Margin and Profitability through the Lifecycle

*Support managerial decisions with product financial planning & analysis*

- Total product cost and budget forecasting
- Methods for continuous cost forecasting for better full-cost analysis
- Improve gross margins through effective pricing strategies
- Benchmark performance against competition
- Translate data cross-functionally between product, marketing and finance

## Product Marketing Forum

11:00 am

### Multi-Channel Analytics

*Advanced analytics capabilities across a breadth of marketing channels*

- Incorporate forward-looking insight to execute successful multi-channel marketing activities
- Gain comprehensive business insights across all customer touch points
- Utilize effective analysis to gain deep access into customer behavior and trends
- Correlate customer interactions across multiple channels
- Integrate multi-channel analytics into broader strategic planning initiatives

2:15 pm

### Communication & Integration

*Enhance organizational performance by promoting marketing planning and awareness*

- Maximize the liaison role between marketing and executive decision makers
- Incorporate planning and analysis throughout the organization
- Translate marketing data to engage employees and attain improved buy-in
- Provide access to information to promote accountability and transparency
- Assist departments and business units to track and achieve their performance

*A Unique*

# Networking Event

Not only do attendees come to learn innovative skills and best practices in product management, innovation and marketing, they also come to meet with peers from different industries across the nation. Keeping this in mind, attendees are given a chance to network with colleagues from an array of backgrounds and disciplines.

*Network with colleagues and thought leaders from a breadth of industries and functional disciplines*

This event includes a number of valuable networking opportunities over the course of three days, including an event-launch cocktail reception, multiple networking breaks and a networking reception. Additionally, pre and post-event forums are available to meet peers prior to the event and stay in touch following this engagement's closure.

## *Organizations that attended 2011 events include:*

Accuray • Actelion Pharmaceuticals  
Adobe Systems • Affymetrix • AGCO • Alere  
Allstate • American Superconductor • Amway  
Amica Mutual • AppliedMicro Circuits  
Appro • Array BioPharma • Audi • Atmel  
AutoTrader.com • Bank of the West • BASF  
Beekley • Blessing Health • Bose Corporation  
Briggs International • Cadence • Carlson  
Cedar Sinai • Celanese Corporation  
Centura Health • Cepheid • Charles Schwab  
Chik-Fil-A • Chipotle • Chiquita  
Cisco • Citrix • CNN • Comcast • ConAgra  
Copa Airlines • Cox • Dean Foods • Diebold  
Dolby • Dominoes • Electronic Arts • eBay  
EJ Gallo • Emerson • England Logistics  
Eon US • Ericsson • ESPN • Exelon Corporation  
Expedia • F5 • Facebook • FedEx  
Ferring Pharma • Fifth Third Bank • FL Smidth  
Flour • Foot Locker • FW Murphy • Gap Inc.  
Genentech • Gilead • Grant Thornton LLP  
JCI • JDS Uniphase • JP Morgan  
Juniper • Genworth • Hamilton Beach Brands, Inc.  
Hardies • Harvard Clinical Research Institute  
IHG • IMClone • Infinity Pharmaceuticals  
Ingram Micro • Intuit • Jabil Circuit  
JCI • JDS Uniphase • Johnson Matthey  
JP Morgan • Juniper • Keurig  
Kaiser Permanente • KLA-Tencore  
Lam Research • Lancer Corp • Land O' Lakes  
Levi's • Lexis Nexis • Liberty Mutual Group  
Life Technologies • McDean  
Maxwell Technologies • Maxygen, Inc.  
Macys.com • Mercedes-Benz USA • MGM Resorts  
Micron Technology • Microsoft Corporation  
Mutual of Omaha • Nestle • NetApp  
Nike • Nissan • Omnicell, Inc.  
Papa Murphy's Intl. • PayPal  
Popeyes® Louisiana Kitchen • Procter & Gamble  
RCI • Rent-A-Center • Research In Motion  
Roche • SanDisk • Sara Lee • Scotttrade  
Sephora • Stryker • Symantec • Tibco  
URS • USAA • Visa Inc • Vonage  
WellPoint, Inc. • Wells Fargo • Turner Sports  
Sony Playstation • Sigma-Aldrich • Qwest  
HighMark Inc • InComm • Netsuite  
Parker Hannifin • SunTrust Bank • UTi  
Blue Cross • Gen-Probe • Lockheed Martin  
Ventura Foods • Syncapse • Assurant Solutions  
Abbott Laboratories • Certiport • Camden  
JDSU • Robert Half International • PamLab  
Harley Davidson • Safeway • Onvia  
Bally Tech • Planview • Manheim

510-768-7920 ♦ [www.gmi-solutions.com](http://www.gmi-solutions.com)  
Contact Jeff Brown for detailed speaker  
information:  
[jbrown@gmi-solutions.com](mailto:jbrown@gmi-solutions.com)



## Location – San Francisco International Airport

Located near San Francisco International Airport, our venue provides excellent access to Bay Area transportation as well as all the city has to offer. Gateway Management has on-the-ground knowledge of the area's best restaurants, hotels and shows to maximize your experience outside the Summit.

## Hotel and Accommodation Facilities

Our venue's excellent location offers easy access to the entire San Francisco Bay Area. We have scouted locations throughout the region and found that hotels near San Francisco International Airport offer excellent accommodations, an unrivaled meeting environment and tremendous value. Furthermore, venues along the San Francisco Peninsula are the perfect launch point to explore the Bay Area

## Travel

This event is best accessed by-way-of San Francisco International Airport. A hotel shuttle leaves every 20 minutes from SFO, directly to the event location. Oakland International Airport offers another convenient traveling option for our non-local guests and can be accessed by BART trains or taxi cabs. San Jose International Airport is another convenient alternative but would likely require renting a car.

## Venue – Westin San Francisco International Airport

The Westin San Francisco Airport  
1 Old Bayshore Highway  
Millbrae, CA 94030



Room Rate

**\$ 149.<sup>00</sup> / night**

Reservations: 1-888-627-8404

*Mention the **Gateway Management Room Block** to the customer service agent to receive this exclusive reduced rate.*

Online Reservations:

<https://www.starwoodmeeting.com/StarGroupsWeb/booking/reservation?id=1201068461&key=68337>



San Francisco

# Area, Venue & Travel Information



**Earn CPEs**

**CPE Credits: 21**

Gateway Management is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Web site: [www.nasba.org](http://www.nasba.org).



The Product Management and Innovation Event 2012

# Registration & Contact Information

### Attendee Information

Attendee Name	
Title	Organization
Email	Phone Number
Additional Attendee Name	
Title	Email
Additional Attendee Name	
Title	Email

### Payment Information

Check/Purchase Order
  Credit Card

Name on Card	
Card Number	
Expiration Date	CV2 (card verification number)
Billing Address	
City/State/Zip	

**Pay By Check:**  
 Checks should be made payable to Gateway Management. The mailing address for checks and tax forms is:

Gateway Management  
 2625 Alcatraz Avenue, #341, Berkeley, CA 94705

**Cancellation/Rescheduling Policy:**  
 All cancellations made four weeks or longer from the summit's start date will be provided a full refund or credit toward current or future Gateway Management programs. Any cancellations made within four weeks of the programs start date will be provided with credit toward current or future Altamont Group programs.

### The Product Management & Innovation Event 2012

<input type="checkbox"/>	<b>Early Registration</b> <i>Includes Monday – Tuesday event plus networking reception</i>	\$ 1,599. <sup>00</sup>
<input type="checkbox"/>	<b>Standard Registration</b> <i>Includes Monday – Tuesday event plus networking reception</i>	\$ 1,799. <sup>00</sup>
<input type="checkbox"/>	<b>Additional Attendee</b> <i>Includes Monday – Tuesday event plus networking reception</i>	\$ 1,299. <sup>00</sup>
<input type="checkbox"/>	<b>3 Attendee Rate</b> <i>Includes Monday – Tuesday event plus networking reception</i>	\$ 3,995. <sup>00</sup>
<input type="checkbox"/>	<b>Optimal Product Management</b> Full Day Workshop <i>Wednesday, March 14<sup>th</sup></i>	\$ 899. <sup>00</sup>
<input type="checkbox"/>	<b>Product Growth Strategy</b> Half-Day Workshop <i>Tuesday, March 13<sup>th</sup></i>	\$ 499. <sup>00</sup>
<input type="checkbox"/>	<b>Innovation &amp; Product Prioritization</b> Half-Day Workshop <i>Wednesday, March 14<sup>th</sup></i>	\$ 499. <sup>00</sup>

For "Early Registration", register by December 30, 2011

Call  
510-768-7920

Fax  
510-380-7377

Online  
[www.gmi-solutions.com](http://www.gmi-solutions.com)

For group discounts, packages and local information please email Jeff Brown:  
[jbrown@gmi-solutions.com](mailto:jbrown@gmi-solutions.com)