

# 39TH ANNUAL BROAD EXECUTIVE FORUM

## Secrets of Extreme Customer Service

**Conference Schedule**  
**Wednesday, December 1, 2004**

**Michigan State University**  
**Management Education Center**  
**Troy, Michigan**

**2:00 PM**

**Faculty workshop**  
**"Using IT to Enrich Customer Relationships"**

**Cheri Speier**

Michigan State University  
The Eli Broad College of Business

**3:30 PM**

**Panel discussion**  
**"Winning Loyal Customers"**

**Doron Levin**

Bloomberg News  
Moderator

**Steve Goodall**

J. D. Power and Associates

**Greg Haller**

Verizon Wireless

**Gil Harrell**

Eli Broad College of Business

**Steve Liguori**

Morgan Stanley

**5:00 PM**

**Reception**

**6:00 PM**

**Dinner & keynote presentation**

**Steve Ballmer**

Microsoft Corp.



**Keynote Speaker: Steve Ballmer**  
**Chief Executive Officer**  
**Microsoft Corporation**

Steve Ballmer joined Microsoft in 1980 and was the first business manager hired by Bill Gates. Since then, Ballmer's passion and leadership have become hallmarks of his tenure at the company. During the past 20 years, Ballmer has headed several Microsoft divisions, including operations, operating systems development, and sales and support. He is known inside and outside the company for his devotion to building closer relationships with Microsoft customers and partners – and for ensuring their needs are heard, understood and served by every Microsoft employee.



**Steve Goodall**  
**President and CEO**  
**J.D. Power and Associates**

Steve Goodall joined J.D. Power and Associates in 1978 and has administrative responsibility for all operations conducted by the firm. During his career with the firm, he has developed expertise in measuring customer satisfaction, new product acceptance, brand image and buyer motivations, as well as designed and managed quantitative and qualitative research projects. He earned an MBA from the University of Southern California as well as undergraduate degrees from there in Psychology and Business Administration.



**Greg Haller**  
**Regional President**  
**Verizon Wireless**

Greg Haller, who oversees the Michigan/Indiana/Kentucky Verizon Wireless region, is credited with increasing subscriber growth and dramatically reducing the number of subscribers leaving Verizon Wireless for other telecommunications providers, among other successes. His introduction of accessory bundling, which has doubled local sales of wireless phone accessories, has been adopted company-wide, as well as by many of Verizon Wireless' competitors.



**Gilbert D. Harrell, Ph.D.**  
**Professor of Marketing**  
**Eli Broad College of Business**

Over the years, Gil Harrell has worked with the undergraduate, MBA, Executive MBA and Ph.D. programs at the Broad School, where over 20,000 students have taken his classes. His teaching, research and consulting activities focus on sustainable competitive advantage; building business value; consumer loyalty; and strategic business, marketing and sales planning systems. Harrell received his bachelor's and master's degrees from Michigan State University and his Ph.D. from Pennsylvania State University.

**Doron Levin**  
**Columnist**  
**Bloomberg News**

Doron Levin joined Bloomberg in 2001 after a distinguished career as a correspondent with key national, local and financial publications, including the *New York Times*, *Wall Street Journal* and *St. Petersburg (FL) Times*. Before coming to Bloomberg, Levin was a columnist with the *Detroit Free Press* for seven years, offering insight on key economic and business issues related to the global automotive industry. Born in Haifa, Israel, Levin served in the Israel Defense Forces for three years after earning a bachelor's degree from Cornell University in 1972 and prior to completing his master's degree in Journalism from Columbia University in 1977.



**Stephen J. Liguori**  
**Managing Director**  
**Global Retail Marketing Officer**  
**Morgan Stanley**

Stephen Liguori is responsible for the marketing activities of Morgan Stanley's worldwide Individual Investor Group. Previously he served as business manager for Citibanking North America and chief executive officer of Citibank's national retail bank branches. He also spent more than 19 years in general management and strategic marketing with the Kraft/Phillip Morris organization and Pepsico. Liguori has twice been recognized by leading industry publications *Brand Week* and *Advertising Age* as one of the top consumer marketers in the United States. He earned his MBA from the University of Southern California and his undergraduate degree from Cornell University.



**Cheri Speier, Ph.D.**  
**Associate Professor of Information Systems**  
**Eli Broad College of Business**

Cheri Speier's research interests include the influence of work environments on decision making, individual acceptance and use of technology, effective user training environments, and the effective use of information technology to support supply chain relationships. Her work has appeared in journals such as *Decision Sciences*, *Organizational Behavior and Human Decision Processes*, *Journal of Marketing*, *Information & Management*, and *International Journal of Human Computer Interaction*, among others. She earned her Ph.D. in Management Information Systems at Indiana University.

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2:00<sup>PM</sup> Wednesday,  
December 1, 2004

Michigan State University  
Management Education Center  
Troy, Michigan

YES! I / We will attend the Broad Executive Forum on December 1, 2004. My payment of \$90.00 is enclosed for each of the people listed below.

OR

YES! I would like to reserve a table for eight. My payment of \$720.00 is enclosed and my associates are listed below.

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