



2009 ARGO SYSTEMS X-CHANGE CONFERENCE AGENDA

MONDAY • March 9th

9:00 – 12:00 pm *Arrival*

12:00 - 1:30 pm • **Lunch (provided by Argo Systems) (Altitude – Top Floor)**

1:30 – 2:00 pm • [Welcome](#), *Doug Calahan, President, Argo Systems* (Focus Room)

2:00 - 2:30 pm • [What's New](#), *Eric Levitan, COO, Argo Systems* (Focus Room)

2:45 – 3:45 pm • [How Technology is Driving Affiliate Distribution and Revenue Models](#) (Focus Room)

James Capps, Executive Director, Comcast Media Center

Tracy Anderson, SVP Content, Avail Media

Shellie Rosser, Founder and President, SR Consulting

Moderated by:

Paul Maxwell, Owner and CEO Media Business Corp, Columnist/Founder, CableFAX Daily

3:45 - 4:00 pm • **Break**

4:00 – 5:00 pm • [Distribution Full Circle. A Role Play](#) (Focus Room)

Brian Jones, Vice President of Operations, NCTC

Greg Causey, Manager Product Management, Comcast Southeast Division

Blaine Oberhardt, Director Sales Operations, Hallmark Channels

Edward Mockus, Senior Credit Manager, Tower Distribution

Adam Mazzola, Director Program Accounting, Comcast Corp

Jamie Cherlin, VP Client Relations, Argo Systems

5:15 – 6:45 pm • **Reception (provided by Argo Systems) W Hotel (Altitude – Top Floor)**

6:45 pm - Dinner and evening on your own...*Free to explore!*



TUESDAY • March 10th

8:00 - 9:00 am • Breakfast (provided by Argo Systems) W Hotel (Focus Foyer)

9:00 - 10:00 am • [Cable Industry Projections](#) (Focus Room)

***Tom Eagan**, Senior Research Analyst, Collins Stewart*

10:00 – 11:00 am • [Concurrent Sessions](#)

<p style="text-align: center;">Medea New Functionality</p> <p style="text-align: center;"><i>Kera Jones</i> Client Support Coordinator, Argo <i>Lisa Longley</i> Director, Support, Argo <i>Bonnie Isaac</i> Requirements Analyst, Argo</p> <p style="text-align: center;">(Industry IV)</p>	<p style="text-align: center;">Medea: Management Reporting</p> <p style="text-align: center;"><i>Eric Levitan</i>, COO, Argo Systems</p> <p style="text-align: center;">(Industry II)</p>	<p style="text-align: center;">Introduction to Nestor for Linear</p> <p style="text-align: center;"><i>Become familiar with Argo's flagship product for Operators</i></p> <p style="text-align: center;"><i>Geoff Nagel</i>, VP, Product Management, Argo <i>Jamie Cherlin</i>, VP, Client Relations, Argo (Strategy)</p>
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11:00 - 11:15 pm • Break

11:15 - 12:15 am • [Affiliate Revenue Streams in a Tightened Economy](#) (Focus Room)

Ron Garfield, COO, OvationTV
David Pugliese, SVP Product Marketing, Cox Communications
Sean Riley, SVP Affiliate Sales, Fox Cable Networks
Moderated by:
Joy Phenix, SVP National Accounts, AETN

12:15 - 1:30 pm • Lunch (provided by Argo Systems)

1:30 – 2:15 pm • [Concurrent Sessions](#)

<p style="text-align: center;">Signal Management in Medea</p> <p style="text-align: center;"><i>Terry LaMarre</i> Manager, Professional Services, Argo</p> <p style="text-align: center;">(Industry IV)</p>	<p style="text-align: center;">Medea Frequently Asked Support Questions</p> <p style="text-align: center;"><i>Lisa Longley</i> Director, Support, Argo <i>Kera Jones</i> Client Support, Argo</p> <p style="text-align: center;">(Industry II)</p>	<p style="text-align: center;">Operator Roundtable</p> <p style="text-align: center;">Nestor for Budgeting & Forecasting</p> <p style="text-align: center;"><i>Geoff Nagel</i> VP, Product Management, Argo (Strategy)</p>
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2:15 – 3:15 pm • [Concurrent Sessions](#)

<p style="text-align: center;">Medea Unleashed</p> <p style="text-align: center;"><i>Kera Jones</i> Client Support, Argo <i>Lisa Longley</i> Director, Support, Argo <i>Bradley Reznik</i> Manager, Professional Services Argo Systems (Industry IV)</p>	<p style="text-align: center;">Argo Product Offerings</p> <p style="text-align: center;"><i>Cathy Dunn</i> VP, Business Development Argo Systems (Industry II)</p>	<p style="text-align: center;">Operator Roundtable</p> <p style="text-align: center;">VOD & Retransmission Consent</p> <p style="text-align: center;"><i>Geoff Nagel</i> VP, Product Management, Argo (Strategy)</p>
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3:15 - 3:45 pm • Break

3:45 – 4:30 pm • [General Musings on the Cable Industry](#), (Focus Room)

Paul Maxwell, Owner and CEO Media Business Corp, Columnist/Founder, CableFAX Daily

4:30 - 4:45pm • [Closing Remarks and Wrap-up](#), Doug Calahan, President, Argo Systems (Focus Room)

6:30 - 9:30 pm • Dinner, South City Kitchen
Meet in W Hotel Lobby at 6:30 PM, walk to restaurant