

# CEO2CEO LEADERSHIP SUMMIT

NEW YORK STOCK EXCHANGE | DECEMBER 6, 2012

## Thriving In The Global Ideas Economy

A game plan for mid-market CEOs

### FEATURED SPEAKERS:

**Duncan Niederauer**  
CEO, NYSE Euronext

**David Novak**  
CEO, Yum! Brands

**Douglas Oberhelman**  
CEO, Caterpillar

**Doug Conant**  
former CEO,  
Campbell Soup

**Murray Martin**  
CEO, Pitney Bowes

**Kurt Schneider**  
CEO, Harlem  
Globetrotters

**Bob Nardelli**  
CEO, XLR-8

**Chris Kearney**  
CEO, SPX

**Nicholas Akins**  
CEO, American  
Electric Power

**Bill Nuti**  
CEO, NCR

**Abhi Talwalker**  
CEO, LSI

**Mark Dorman**  
CEO, Wolters Kluwer  
Law & Business

**Bob Grabill**  
CEO, Chief Executive  
Network

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KEY CEO ISSUES • ACTIONABLE FOCUS • EXPERT RESOURCES • TRUE PEER NETWORKING

PRESENTED BY  
**Chief Executive** magazine



Dear CEO,

In the global ideas economy, the sun never sets on your competitors or your opportunities for growth.

Come and learn from the best—these CEOs have successfully grabbed market share, ignited culture change and adapted to increasingly fickle customers. They'll share insights that every business leader can use to overcome market disruptions and build value, translating their most successful strategies for application in enterprises of all sizes—from micro-businesses to mid-market manufacturers.

We invite you to join *Chief Executive* magazine and peer CEOs at the **2012 CEO2CEO Leadership Summit**, December 6th, where we'll explore:

- Practical steps to aligning your organization, people and capabilities
- How your company can stay competitive in North America and beyond
- How to maintain bottom-line performance while transforming your culture for the new economy

**Talk to someone who's lived it**

In addition to off-the-record discussions and networking with these leaders, you will participate in confidential work groups with peer CEOs to delve into your issues, challenges and opportunities. We guarantee you will get take-home value worth several times the investment of your time at this conference.

Produced by Chief Executive Group, the publishers of *Chief Executive* magazine, the **CEO2CEO 2012 Leadership Summit** will give you a wealth of ideas to build into your strategies for the future.

Sincerely,

J.P. Donlon  
Editor-in-Chief  
*Chief Executive* magazine

Marshall Cooper  
CEO  
Chief Executive Group

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CEO2CEO  
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SUMMIT

# Thriving in the Global Ideas Economy

## A game plan for mid-market CEOs

The business world is now truly global. At this summit, you'll get the CEO-level direction you need to compete amidst an ever-expanding array of market forces. You'll take away strategies you can use on Monday morning and incorporate into your plans for 2013. Learn how to use "big data" in a predictive fashion, become more nimble and stay ahead of technological change and customer expectations to ultimately lead your company to a market-leader position.

### We look forward to seeing you at the 2012 CEO2CEO Leadership Summit if you are a CEO concerned about:

- Globalization and technology—how your company can participate
- Minimizing systemic risk in global supply chains
- Social entrepreneurship in the Ideas Economy
- Culture and engagement for goal and role alignment
- Bottom-up transformation to improve customer relationships
- The keys and new rules to disruptive innovation



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## Agenda at a Glance

**December 6, 2012**

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**7:45–8:45 am**  
**Registration and Breakfast**

**8:45 am**  
**Welcome**



Marshall Cooper  
CEO,  
Chief Executive Group



Wayne Cooper  
Chairman,  
Chief Executive Group

**8:50–9:05 am**  
**Overview of Capital Markets**

How today's markets impact you and your business.



Duncan Niederauer  
CEO,  
NYSE Euronext

**9:05–10:05 am**  
**Winning in a Global World**

You've got your hands full managing operations in the U.S., but the rest of the world isn't standing still. Find out how Caterpillar CEO Oberhelman orchestrates his senior leadership team to win against worldwide competitors. Learn how to adapt his strategies to make sure your staff is ready to compete against—and in—emerging markets. Plus find out how Nardelli achieves renowned operational excellence across international borders and internal silos.



Douglas Oberhelman  
CEO,  
Caterpillar



Bob Nardelli  
CEO,  
XLR-8



JP Donlon  
Editor-in-Chief,  
Chief Executive magazine

**10:05–11:00 am**  
**The New Calculus of Culture, Networks and Value Creation for Leaders: What CEOs Must Know**

In a world of diversifying customer needs, being a venerable brand can actually be a liability. These CEOs have each tuned their organizations to the new competitive realities of rapidly shifting customer loyalties, super-shortened timeframes, and instantaneous product development. These hands-on practitioners understand there's no time to react—you have to anticipate. They'll provide insight on putting the right people in the right jobs at the right time to create value.



Doug Conant  
former CEO,  
Campbell Soup



Murray Martin  
CEO,  
Pitney Bowes



Kurt Schneider  
CEO,  
Harlem Globetrotters



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11:00–11:15 am

**Break**

11:15 am–12:35 pm

Concurrent Roundtables

• **Leveraging Connectedness**

• **What’s Next for Governance**

(Consult individual program for session information)

12:35–1:30 pm

**Networking Lunch**

1:30–2:35 pm

**Performing while Transforming:  
Simple Strategies for  
Growing Your Business in an  
Interconnected World**

Success has to be an ongoing process in a world where rapid-cycle trends and leap-frogging technology can disrupt your market and depress your profits. These CEOs will each share how they transformed their companies to thrive in this new era. You’ll take away ideas on how to overhaul your own company—or parts of it—“while flying the plane.”



Bill Nuti  
CEO,  
NCR



Abhi Talwalker  
CEO,  
LSI



Mark Dorman  
CEO, Wolters Kluwer  
Law & Business



“ *We all struggle with some of the same issues: building the bench for the future, setting the right kind of strategies, making sure we’re executing flawlessly. Hearing from [my colleagues], I want to take some of their great ideas and implement them.* ”

— MAJOR GEN. KEITH THURGOOD,  
Former COMMANDING GENERAL & CEO, ARMY &  
AIR FORCE EXCHANGE

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## Agenda at a Glance

*“I thought it was very timely, very appropriate and a lot of good interchange about what CEOs can do to help address the challenges in today's environment.”*

— BILL HICKEY, CEO & CHAIRMAN, SEALED AIR CORP

2:35–3:40 pm

### How U.S. Companies Can Be More Successful in North America and Beyond

By taking into account cultural preferences, infrastructure differences and regulatory challenges, these CEOs have successfully fended off competitors and continued to grow. Apply the insights of these world-wise business experts to help your company take a leadership position in the new global economy—whether international interlopers are making in-roads on your local market or you're seeking cost advantages and new markets offshore. You'll get tips for partnering with people who have local experience and knowledge while managing your risks.



David Novak  
CEO,  
Yum! Brands



Chris Kearney  
CEO,  
SPX



Nicholas Akins  
CEO,  
American Electric Power

3:40–4:00 pm

### Break

4:00–5:10 pm

### Ex Officio Board® Meetings

Bring your specific challenges to CEO peers in confidential, small group meetings facilitated by experts. Over 22 years, Chief Executive Network has pioneered a unique, highly-efficient meeting format that accelerates results and provides clarity based on relevant, real-world peer experiences.



Bob Grabill  
CEO,  
Chief Executive Network

5:10–5:30 pm

### Winning Ideas From Today's Sessions: "What works for me?"

5:45–7:00 pm

### Cocktail reception on the NYSE trading floor



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# Join us for the CEO2CEO LEADERSHIP SUMMIT.

Meet other CEOs and learn from each other.

**YES!** I will join peer CEOs and participate in the  
**CEO2CEO LEADERSHIP SUMMIT December 6, 2012**  
at the New York Stock Exchange.

**Registration Fee:**

**\$1,595**

**RSVP Before December 1:**

YOU  
PAY **\$1,395**

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*My registration fee covers all sessions, breaks,  
lunches and cocktail party.*

*Please note: speakers and  
agendas subject to change*

# RSVP

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- 1 FAX/Mail Back Form:**  
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One Sound Shore Drive, Suite 100  
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- 2 Online:** [www.ChiefExecutive.net/summit](http://www.ChiefExecutive.net/summit)
- 3 For personal assistance with your registration call:** 203.889.4988

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