

PRESENTED BY:



Chief Executive

CEOtech
CONFERENCE



JOHN DONAHOE,
CEO,
eBay



LARRY BAER,
CEO,
San Francisco Giants



JEFF HOUSENBOLD,
CEO,
Shutterfly



GEORGE HALVORSON,
CEO,
Kaiser Permanente

The CEO's Role in Harnessing Emerging Technology

INCLUDING **MOBILITY, SOCIAL MEDIA
AND THE CLOUD**

STANFORD
GRADUATE SCHOOL OF BUSINESS
EXECUTIVE EDUCATION CENTER
PALO ALTO, CA

OCT 18-19, 2011



- Learn how emerging mobile, cloud, social media and analytic technologies may alter your business model and what existing or new competitors may do.
- See which technologies can improve your customer relationships, employee engagement, operational efficiency, sales and marketing effectiveness and other key business functions.
- Hear about pitfalls to avoid from peer CEOs who have already traveled these paths.
- Meet, connect and brainstorm with fellow CEOs committed to innovation.

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1 PORSCHE
TEST DRIVE

2 EXCLUSIVE TOUR OF
GOOGLEPLEX

3 TASTING WITH
TOP WINEMAKER

Chief Executive

Dear Fellow CEO,

Tech CEOs have it easy: the promise (and peril) of disruptive technology is a part of their basic strategies and built into the fabric of their organizations.

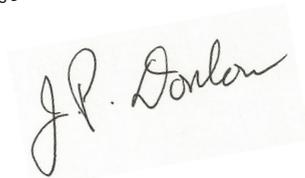
But what about the rest of us?

The wall that separated the IT department from your corner office is gone. And as CEO, leadership means getting out in front of your organization, old competitors and new threats.

To cut through the media hype, join peer CEOs and an all-star roster of speakers Oct. 18-19 at the newly opened Stanford's Graduate School of Business Executive Education Center.

Produced by Chief Executive Group (the publishers of Chief Executive magazine) and Stanford's Graduate School of Executive Education Center, the CEOtech Conference will help CEOs understand, assess and leverage evolving technologies to better lead their companies.

Participants will probe new technologies but also focus on CEO-to-CEO peer interactions to delve into the challenges and opportunities for CEOs in harnessing technologies to transform operations, service delivery, cost structures and business models.



J.P. Donlon
Editor in Chief
Chief Executive magazine



Marshall Cooper
CEO
Chief Executive Group

P.S. In addition to stimulating thinking and exceptional networking, participants at CEOtech will have the opportunity to drive Porsche's latest models, get an exclusive tour of Google's famed worldwide headquarters, the Googleplex, and enjoy a guided wine tasting with a top Sonoma winemaker. Ensure your spot and register today.

COMMENTS FROM PREVIOUS CHIEF EXECUTIVE EVENT PARTICIPANTS:

"It's a chance to reflect on management and how to do even better in the future."

BILL GATES, Microsoft

"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."

MAJ. GEN. KEITH THURGOOD,
Commanding General & former CEO,
Army & Air Force Exchange

"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.

"What I am looking for is really those leaders who have reinvented their businesses, who make reinvention a process. I learn from ideas that they have."

FAROOQ KATHWARI, Chairman, CEO &
President, Ethan Allen Interiors Inc.

"This is a pretty good club to be in."

JIM SKINNER, CEO, McDonald's

"The conversation was robust and the company excellent. I learned much, as is always the case at your executive forums. I applaud your commitment to coverage of leadership issues; there is no other publication with quite this focus."

STEVE HALVERSON, President & CEO,
The Haskell Company

DAY 1 OCT. 18, 2011

CEOtech
CONFERENCE

7:45 – 8:45

REGISTRATION AND BREAKFAST

8:45 – 9:00

WELCOME



WAYNE COOPER, CHAIRMAN, CHIEF EXECUTIVE GROUP

9:00 – 9:40

WHAT EVERY CEO NEEDS TO KNOW ABOUT TECH AND HOW IT IS RESHAPING BUSINESS

Technology used to be a cost center. Today, it's a strategic weapon that you can harness — or be struck down by. In much the same vein that his company's software helps executives make informed decisions using key data, Michael Saylor will outline what should be on every CEO's strategic dashboard today and to which questions you should be asking your team.



MICHAEL SAYLOR, CEO, MICROSTRATEGY

9:40 – 10:40

TECH IMPACT ON STRATEGY -- SHIFTING BUSINESS MODELS

Traditional industries are being disrupted and reinvented. Some CEOs are transforming existing businesses to compete in the new era, while others are starting new businesses to take advantage of innovations. Moderator Jim Feuille, an experienced venture capital investor, will provide insight on managing for long term value creation and the trends he is investing behind. The CEO of Pandora will explain how he's reinventing the music business. The CEO of CCH will share the challenges of transforming a large global publishing company for the digital age, and how to overcome them.



JIM FEUILLE, GENERAL PARTNER, CROSSLINK CAPITAL



JOE KENNEDY, CEO PANDORA



MIKE SABBATIS, PRESIDENT AND CEO, CCH NORTH AMERICA/WOLTERS KLUWER

10:40 – 11:00

COFFEE BREAK

11:00 – 12:00

MOBILITY AND HOW IT'S TRANSFORMING BUSINESSES

Consumers are increasingly mobile and the media is consumed with the Next Big Thing. But in addition to monitoring "breakthrough," customer-facing technologies, smart CEOs are using mobility to improve customer service, increase capacity utilization and streamline back-office functions. This session will explore trends and best practices in harnessing these "today" technologies.



JULIE ASK, VP, FORRESTER RESEARCH



HENRY NOTHHAFT, RETIRED CEO, TESSERA CORPORATION

12:15 – 1:15

LUNCH AND LUNCHEON SPEAKER

The stakes are high and scrutiny intense as one of the world's most famous sports franchises leverages social media and mobile technology. But the payoff includes newly engaged fans and new revenue streams. Understand how the San Francisco Giants are thinking through—and executing—on these shifting, dynamic issues.



LARRY BAER, CEO, SAN FRANCISCO GIANTS

1:15 – 2:05

SOCIAL MEDIA AND HOW IT CAN DELIVER REAL ROI

You're definitely supposed to be doing it, say your marketing people (and your significant other). But what social media should you use and what should you be saying? How do you manage your online reputation and measure efforts? Find out how you can use social media for HR and other internal purposes. Explore these questions with innovative CEOs who are leveraging social media to improve profits at B2C and B2B companies, including a traditional industrial manufacturer.



TOBY DANIELS, CO-FOUNDER, SOCIAL MEDIA WEEK AND CEO CROWDCENTRIC (MODERATOR)



ALEX CHANG, CEO, ROOST



HOWARD LIND, CEO, CICOIL

2:10 – 3:10

ROUNDTABLE DISCUSSIONS

Select a table topic of interest to you and share what's working (and what's not) with peer CEOs. Each table will also have an expert resource. Topics include:

- **SOCIAL MEDIA MARKETING**
- **MOBILITY TO IMPROVE LOGISTICS**
- **MOBILITY AND LOCATION BASED MARKETING**
- **WEB AND BIG DATA ANALYTICS**
- **CLOUD COMPUTING AND SECURITY ISSUES**

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DAY 1 OCT. 18, 2011

BREAK

TECH SHOWCASE

We're in for a real treat as Sandy Climan, the CEO of Entertainment Media Ventures and one of the most powerful people in Hollywood, shares with us a glimpse into where entertainment is heading and how the studios are harnessing technology to revolutionize the entertainment experience as well as the business model.



SANDY CLIMAN, CEO, ENTERTAINMENT MEDIA VENTURES (3D)

THE TECH-BASED BUSINESS: EBAY AND PAYPAL CASE STUDY

Learn how this innovator is leveraging technology to improve the customer experience, as well as benefit channel partners. Gain insight into where online payments and commerce are heading and how one of the world's largest financial services companies (PayPal) is protecting itself from security threats.



JOHN DONAHOE, CEO, EBAY

WINE TASTING AND NETWORKING COCKTAIL PARTY

We'll hear from award winning winemaker Benjamin Sharp how he's applying technology to innovate in the wine business, and then we'll enjoy his wines and network.



BENJAMIN SHARP, CEO, CAPTURE WINES

DAY 2 OCT. 19, 2011

BREAKFAST

CLOUD COMPUTING + CROWD SOURCING + COLLECTIVE INTELLIGENCE = HIGHER SUCCESS

Learn from these dynamic thought leaders about how to take your business to the next level by leveraging the best of cloud computing, crowd sourcing and collective intelligence to their fullest extents. Crossing all functional lines including sales, marketing, recruiting, product management and technology development, this star-studded panel will open your eyes to opportunities hidden within the networks already accessible within your company and living in the cloud.



M. R. RANGASWAMI, CEO AND FOUNDER, SAND HILL GROUP



YVES LERMUSI, CEO, CHECKSTER



JOHN YOUNGER, CEO OF ACCOLO



CHRIS KENTON, CEO AND FOUNDER, SOCIALREP



ROSS MAYFIELD, CHAIRMAN AND CO-FOUNDER, SOCIAL TEXT

CASE STUDY: SHUTTERFLY

Shutterfly is one of a new generation of companies that was built for the web to displace traditional companies in serving an underlying consumer need. Jeff Housenbold has grown Shutterfly dramatically by continuing to innovate and rethink how to leverage technology to attract new customers and provide great customer service.



JEFF HOUSENBOLD, CEO, SHUTTERFLY

COFFEE BREAK

EXPLOITING EMERGING TECHNOLOGIES FOR COMPETITIVE ADVANTAGE

The amount and quality of information potentially at a CEO's fingertips is staggering. Knowing what and how to exploit that information can provide significant competitive advantage in customer segmentation, product development, service delivery, marketing, sales, customer service and other key management functions. Understand how peer CEOs are managing for maximum impact.



GEORGE HALVORSON, CEO, KAISER PERMANENTE

CASE STUDY: TOOLS TO REINVIGORATE YOUR COMPANY

When David Kim came to America as a 14 year old, he was penniless and spoke broken English. Today, he is the owner and CEO of some of America's biggest and most successful restaurant brands. He will share the 5 "Power Principles" he used to turn around the once-lifeless Baja Fresh into the powerhouse Mexican fast casual brand it is today, and how he is using technology to better connect with customers and employees to fuel his company's growth.



DAVID KIM, CEO, BAJA FRESH

TOUR GOOGLEPLEX CEOtech visits Google's famed worldwide headquarters, the Googleplex.

PLEASE NOTE: AGENDA SUBJECT TO CHANGE

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CONFERENCE

3:10 - 3:30

3:30 - 4:00

4:00 - 5:30

5:30 - 7:00

8:00 - 9:00

9:00 - 9:50

9:50 - 10:40

10:40 - 10:50

10:50 - 11:45

11:45 - 12:30

12:30 - 2:30

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ABOUT THE SPEAKERS



JULIE ASK, VP, FORRESTER RESEARCH

Julie joined Forrester in 2008, bringing seven years of extensive analyst experience from Jupiter Research. Julie Ask's research and analysis on telecommunications and consumer mobility have been widely cited in publications including *The Wall Street Journal*, *The New York Times*, *USA Today*, *BusinessWeek* and on *CBS*, *NBC*, and *PBS*. Julie holds a B.S.E.E. and a Master of Science in electrical engineering and computer science from the Massachusetts Institute of Technology (MIT), as well as an M.B.A. from the University of Michigan.



LARRY BAER, CEO, SF GIANTS

With impeccable credentials in the world of marketing, television, film and politics, Larry Baer has gained a national reputation as one of professional sports' leading visionaries. He was named President of the San Francisco Giants in October 2008 and Chief Operating Officer in May 1996. Larry Baer graduated from UC Berkeley and earned his MBA from the Harvard School Of Business.



ALEX CHANG, CEO, ROOST

With more than 15 years of experience in the real estate and technology markets, Alex Chang is the CEO and Co-founder of Roost. Prior to founding Roost, Alex served as SVP of Technology & Operations of TotalMove, Inc. and Senior Director of Services for Walmart.com. Alex holds an MBA from University of California, Berkeley's Haas School of Business.



SANDY CLIMAN, CEO, ENTERTAINMENT MEDIA VENTURES, INC.

Sandy Climan is Managing Director of Entertainment Media Ventures (EMV), a Los Angeles-based venture capital fund focused in investment in the area of technology and media. Prior to EMV, Sandy was the executive vice president and president of Worldwide Business Development for Universal Studios and part of the senior management team at Creative Artists Agency. Climan earned his MBA at Harvard Business School.



TOBY DANIELS, CEO OF CROWDCENTRIC AND CO-FOUNDER OF SOCIAL MEDIA WEEK

Toby Daniels is an entrepreneur with a passion for emerging media, technology & social innovation. Toby is the CEO of New York-based Crowdcentric and the co-founder of Social Media Week, a bi-annual conference that takes place simultaneously in multiple cities across the globe.



JOHN DONAHOE, PRESIDENT AND CEO, EBAY

John Donahoe has been the president and CEO of eBay since March 31, 2008. Before joining eBay, John spent over twenty years at the worldwide consulting firm Bain & Company, where he rose to become the firm's CEO. In 2010, he was appointed to serve on President Barack Obama's White House Council for Community Solutions. John received a Bachelor of Arts in Economics from Dartmouth College and an MBA from the Stanford Graduate School of Business.



JIM FEUILLE, CEO, CROSSLINK CAPITAL

Jim Feuille is the CEO of Crosslink Capital and a member of their venture capital team. Jim's prior positions included Global Head of Technology Investment Banking at UBS, Operating Officer at Volpe Brown Whelan & Company, and Head of Technology Investment Banking at Robertson Stephens. He holds a J.D. and an M.B.A. from Stanford University and a B.A. in Chemistry from Dartmouth College.



GEORGE C. HALVORSON, CHAIRMAN AND CEO KAISER PERMANENTE

George C. Halvorson is Chairman and Chief Executive Officer of Kaiser Foundation Hospitals and Kaiser Foundation Health Plan, Inc., headquartered in Oakland, California. Kaiser Permanente is the nation's largest nonprofit health plan and hospital system, serving about 8.8 million members and generating \$42 billion in annual revenue.

Prior to joining Kaiser Permanente, George was President and Chief Executive Officer of HealthPartners, headquartered in Minneapolis. With more than 30 years of health care management experience, he has also held several senior management positions with Blue Cross and Blue Shield of Minnesota.



JOE KENNEDY, PRESIDENT AND CEO, PANDORA

Joe Kennedy joined Pandora in 2004 following a five-year stint at E-LOAN, where he was President and Chief Operating Officer. Earlier on in his career, Kennedy was the VP of Sales, Service, and Marketing at Saturn, which he grew to over \$4 billion in revenue. Joe holds an M.B.A. from Harvard Business School and a B.S. degree in Electrical Engineering and Computer Science from Princeton University.



CHRIS KENTON, FOUNDER AND CEO, SOCIALREP

Chris Kenton is the Founder and CEO of SocialRep. A longtime marketing and technology veteran, Chris has led both agency and client teams in the development of innovative marketing applications and methods. His accomplishments include managing the development of Devx.com, co-founding Cymbic, and working with top marketing executives on the CMO council as SVP of corporate strategy.



ROSS MAYFIELD, CHAIRMAN AND CO-FOUNDER, SOCIAL TEXT

Ross Mayfield is Chairman & Co-founder of Socialtext. Prior to Socialtext, Mayfield served as VP of Marketing for a Fujitsu spinout and CEO of an enterprise risk management software company. Mayfield co-founded and served as president of RateXchange (AMEX:RTX), the leading B2B commodity exchange for telecom. A noted blogger and industry expert, Mayfield is a serial and social entrepreneur.

ABOUT THE SPEAKERS

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DAVID KIM, CEO, BAJA FRESH

When David Kim came to America at the age of 14, he was penniless and sold toys at a flea market to help his family make ends meet. In 2006, Kim formed Caliber Capital Group, an equity market investment group, specializing in acquiring distressed companies and turning them around in record times. Using his personal experience as a reference, David wrote the inspirational guide *Ignite! 7 Values that Fuel Billionaire Success*.



JEFFREY HOUSENBOLD, PRESIDENT AND CEO, SHUTTERFLY

As Shutterfly's President & CEO, Jeffrey Housenbold leads the Company's strategic direction and growth with his new-media vision. Jeffrey has also previously held senior management positions at eBay, AltaVista, Raging Bull, WinStar Communications, and Accenture. Jeffrey earned his MBA from Harvard Business School where he was a Dean's Fellow; and his undergraduate degrees, with High Honors in Economics and Business Administration, from Carnegie Mellon University where he was a Presidential Scholar.



YVES LERMUSI, CEO, CHECKSTER

Yves Lermusi founded Checkster after 7 years at Taleo as President of Taleo Research. Prior to Taleo, Yves founded iLogos and held several positions in research and consulting organizations in Europe. He is a well known public speaker and a Career and Talent industry commentator. Yves earned a degree in Physics and Philosophy, and has a diploma in Economics from the University of Brussels and from the University of London.



HOWARD LIND, CEO, CICOIL

Howard is CEO of Valenica, CA-based Cicoil, a manufacturer of flexible cables and assemblies for military, aerospace, capital equipment and medical customers. Since implementing new technologies and marketing techniques including a web-based "Cable Configurator," Cicoil sales and profitability have grown consistently since Lind led its 2006 purchase. In his first foray into entrepreneurialism, he and a classmate transformed a small (\$300k in sales) gear manufacturer into a \$65 million global business. Howard received his MBA from Harvard and BA from the University of Regina in Canada.



M.R. RANGASWAMI, FOUNDER, SAND HILL GROUP AND SANDHILL.COM

M.R. co-founded Sand Hill Group LLC, one of the earliest "angel" investment firms, and has been a strategic advisor to several fast-growing companies. In 2008, he co-founded Corporate Eco Forum, an organization dedicated to the effectiveness of eco-strategies at Global 500 companies. He has held global VP marketing positions at Baan Company, Avalon Software, and Oracle Corporation. M.R. was profiled on the front page of the Wall Street Journal and has been named in Forbes' "Midas 100 List" as one of the most influential investors in technology. He holds an MBA from Kent State University and a bachelor's degree from the University of Madras.



HENRY NOTHHAFT, RETIRED CEO, TESSERA CORP

Henry Nothhaft is the former President, CEO, and Chairman at Tessera Technologies. Henry is also the author of *Great Again: Revitalizing America's Entrepreneurial Leadership*, a business policy book published by Harvard Business Review Press. He received an M.B.A. in Information Systems Technology from George Washington University and a B.S. with distinction in Politics & Economics from the U.S. Naval Academy; Henry is also a former officer in the U.S. Marine Corps.



MIKE SABBATIS, PRESIDENT AND CEO, CCH NORTH AMERICA/WOLTERS KLUWER

Mike Sabbatis is the current President & CEO of CCH, a leading provider of tax, accounting and audit information, software and services. Previously, Sabbatis was the executive vice president of sales and marketing for Wolters Kluwer Tax & Accounting and the vice president of business development and strategic accounts for Thomson Tax and Accounting. Mike is consistently recognized as one of the Top 100 Most Influential People in the tax and accounting profession.



MICHAEL SAYLOR, CEO, MICROSTRATEGY

Michael J. Saylor has served as CEO and Chairman of the Board of Directors since founding MicroStrategy in November 1989 and as president from November 1989 to November 2000 and since January 2005. Before MicroStrategy, Michael was employed by E.I. du Pont de Nemours & Company and by Federal Group. Mr. Saylor received an S.B. in Aeronautics and Astronautics and an S.B. in Science, Technology and Society from the Massachusetts Institute of Technology.



BEN SHARP, PRESIDENT AND CEO, CAPTURE WINES LLC AND TIN CROSS VINEYARDS

Ben Sharp serves as President and CEO of Capture Wine Brands, LLC. Ben has a wide range of professional experience and has done extensive work with the California wine industry's most revered estates, such as V&P, Lokoya and Cardinale. Ben lives in Sonoma County with his wife and co-founder of Capture Wines, Tara Sharp.



WESLEY D. STERMAN, M.D., PRESIDENT AND CEO, PHARMACOFRE

Wesley Sterman is the current President and CEO of the biotechnology company Pharmacore. Prior to Pharmacore, Wesley founded and directed EndoVascular Technologies, Heartport, and Theravance. Dr. Sterman holds a California medical license and earned both M.D. and M.B.A. degrees from Stanford University. He currently serves as a voluntary instructor at the Stanford Graduate School of Business.



JOHN YOUNGER, CEO, ACCOLO

For over 23 years, Accolo CEO John Younger has been driven by a passion to dramatically improve how people and jobs find each other. Highlights of his career include serving as VP of HR for over 16,000 people at Bank of America and founding y/net in '96. He earned a degree from Notre Dame in Mathematics & Computer Science and is a former member of the USA National (Olympic) Rowing Team.

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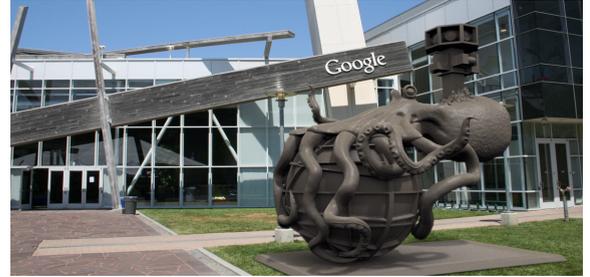


1 Porsche, known for consistently delivered engineering wizardry and soul-thumping performance, will help kick off the event by bringing their latest machines for CEOtech participants to examine—and test drive.



2 JOIN PEER CEOS AND **Capture Wine CEO BEN SHARP** for a private tasting at the conclusion of Day 1 of our conference. Experience the best of Sonoma winemaking with unparalleled networking—and a chance to discover for yourself why **Wine Spectator** calls Capture a new “WINERY TO LOOK OUT FOR.”

3 We'll finish the conference with an exclusive tour of the Googleplex. See for yourself how Google's workplace—featuring a replica of SpaceShipOne, lap pools and 9,212 solar panels supplying 30% of the facility's electricity—helps reinforce its culture of innovation.



ABOUT THE **STANFORD** GRADUATE SCHOOL OF BUSINESS EXECUTIVE EDUCATION CENTER

CEOtech is one of the first events to take place at the newly opened \$345 million Knight Management Center, which has transformed the Stanford Graduate School of Business into a vibrant and unified indoor-outdoor, living and learning community. This new state-of-the-art campus features tiered classrooms with extensive floor-to-ceiling glass, the latest in audiovisual technology, numerous breakout and study rooms, outdoor seating areas

to encourage informal discussion, and an open collaboration lab that employs hands-on and design thinking techniques.

Designed to facilitate interaction and spontaneous intellectual discussion between faculty, students, and alumni, the Knight Management Center is an inviting and stimulating space that encourages people to learn, innovate, and dream.

CONFERENCE HOTEL INFORMATION

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WE HAVE ALSO ARRANGED SHUTTLE-BUS TRANSPORTATION TO AND FROM THE CONFERENCE ON THE STANFORD CAMPUS FROM THESE HOTELS.

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4 EASY WAYS TO REGISTER TODAY

- 1 **ONLINE:** www.chiefexecutive.net/ceotech
- 2 **EMAIL TO:** afitzpatrick@chiefexecutive.net
- 3 **CALL:** 203 -889-4977
- 4 **FAX | MAIL BACK FORM FAX:** 203-930-2701 **OR MAIL TO:**
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REGISTRATION FEE: **\$1,995 (\$1,795 BEFORE SEPT. 16 BY USING EVENT CODE "CEOSAVE")**



YES! I will join peer CEOs and participate in CEOtech Oct. 18-19 at the Stanford Graduate School of Business Executive Education Center in Palo Alto. My registration fee covers all sessions, breaks, Day 1 lunch, wine tasting and Googleplex tour.

NAME _____

TITLE _____

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