

Executive Briefing Center

# PLAYBILL

Orchestrating a World Class Program



16th Annual ABPM Spring Conference

March 31 - April 2, 2009 NJ/NY

**Act 1: Collaborate**

**Act 2: Innovate**

**Act 3: Transform**



2009 Spring Conference Design by MC<sup>2</sup>

**TUESDAY, MARCH 31, 2009**

Conference Communications sponsored and produced by Derse

ABPM Advisory Board Dinner sponsored by Kaon Interactive

ABPM Advisory Board Lunch sponsored by Perkins+Will

**10:00 a.m. - 5:00 p.m.**

### **Event Check In - Lower Lobby**

*Sponsors: Namebadges by AVI-SPL, Keycards & Conference Branding by MC<sup>2</sup>, Totes by BriefingEdge Solutions, Notebooks by Benham, Presentation CDs by The Brand Experience*

**1:00 p.m.**

### **Newcomer's Orientation - Terrace 1**

Ann Benett of Benett Communications and Candie Hurley of Mandel Communications will introduce first timers to the ABPM Advisory Board and talk about how to best navigate the conference.

**2:00 p.m.**

### **Opening General Session - Sky Room, 12th Floor**

*Projectors throughout the conference provided by AVI-SPL*



#### **Orchestrating a World Class Program: Collaborate, Innovate, Transform**

*Roxanne McCreery, President, and Elizabeth Simpson, Vice President, ABPM*

The ABPM's management team will open the conference with a focus on its theme. What does it mean to be a world class program today? Well, there are criteria, and those criteria are evolving as world class member programs drive that evolution. We'll explore the changing face of the 21 Characteristics of World Class. Within the theme's framework of orchestrating world class briefings, we'll look at the role of "collaborate, innovate, and transform": the three acts in this year's EBC Playbill. How does that play out in your programs? How does it tie to established criteria? And what should it mean to you as you navigate this, the ABPM's 16th annual spring conference?



**3:00 p.m.**

### **Break**

**3:30 p.m.**

### **Keynote Address**

#### **Unleashing You**

*Keynote Victoria Labalme, Victoria Labalme Communications, LLC.*



Our keynote committee was interested in finding someone who knows something about playbills and orchestration, and who had a business message that could energize our attendees. No small order! We were fortunate to find international performing artist and communications catalyst Victoria Labalme, who brings 20 years of professional acting, comedy, film, and television experience to the business community. Her specialty -- applying the performing arts to the communications and relationship building industry -- has helped scores of individuals and organizations increase their impact; build meaningful and profitable relationships; and reconnect with the creativity and passion that ultimately inspires their best work. We've asked Victoria to Unleash You: renewing your passion, performance, and productivity! What a great way to open our conference!

**5:00 p.m. - 7:30 p.m.**

### **Supplier Celebration Reception - Grand Ballroom, Lower Lobby**

Enjoy food and refreshment during this heavy hors d'oeuvres reception while you get to know the ABPM supplier members who add so much value to the briefing profession and to this conference. Whether you're in the market for products and services now, or whether you want to collect collaterals for future reference, we encourage you to join us as we celebrate the ABPM supplier membership! *Dress: Business Casual*

7:30 a.m.

**Grab & Go Breakfast - Lower Lobby** *Sponsored by H.B. Stubbs Companies*

8:00 a.m. - 4:30 p.m.

**Tour Day: Alcatel-Lucent, AT&T, Avaya, NCR, Sprint, Steelcase**

*The color of the 'ABPM Tour Day' signs on the buses coordinate with the color of the star on your badge; please wear your badges and bring your picture ID on Tour Day. Cameras are not allowed in centers.*

*Buses will board at 8:15 and depart promptly at 8:30 Please be on time to avoid being left behind!*

*Tour Day transportation sponsored by Mandel Communications*



**Alcatel-Lucent** - The Alcatel-Lucent Executive Briefing Center is located within the shadows of New York City in picturesque Murray Hill New Jersey. The Murray Hill location is the headquarters to our Americas region and home to more than 70 years of research as the worldwide headquarters for our renowned research arm, Bell Laboratories. This EBC is one of four in our regional network and part of a global network of centers. Alcatel-Lucent operates in one hundred and thirty countries and is more than seventy thousand strong. Alcatel-Lucent's vision is to enrich people's lives by transforming the way the world communicates. Born with an unparalleled ability to offer end-to-end communications solutions to our customers, we are focused on enhancing client relationships and enriching the lives of people through communications. Construction of our seven thousand square foot center was completed in January of this year. You can still smell the fresh paint! We have

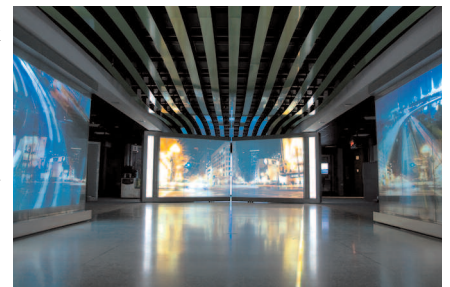
two primary meeting rooms, one small break-out room, and dedicated dining area with a state of the art demo facility.

**AT&T CBC & NOC** - The AT&T Corporate Briefing Center is a powerful asset in communicating the new AT&T story to key clients, press, analysts, and other influential constituencies. As you tour the facility, you will be immersed in AT&T's vision -- to connect people with their world, everywhere they live and work, and do it better than anyone else. Located in Bedminster, NJ, the center hosts AT&T's largest enterprise business clients for customized full-day strategic briefings. Recently renovated, the AT&T CBC incorporates a mix of leading edge technology and contemporary design to create a stimulating environment for discussion and interaction. Our 3,250 square foot, state-of-the-art demonstration facility is a fully functional lab that gives clients the opportunity to experience a variety of solution capabilities which bring our vision to life. Visitors also have an opportunity to see AT&T's Global Network Operations Center—AT&T's world-class command and control center—where we monitor live network activity taking place around the world using our advanced network management and diagnostic tools.



**Avaya** - The Avaya Executive Briefing Center is based at Avaya's worldwide headquarters building in Basking Ridge, New Jersey. The center enables Avaya customers to experience our solutions first-hand and meet with senior executives in a private setting. These sessions include customized presentations to meet the specific business needs of our customers as well as "experiential" demonstrations which can be tailored according to verticals and specific customer requirements. In this hands-on, experiential environment, the Executive Briefing Center briefers and sales teams are able to forge strategic partnerships with our clients. The Briefing Center staff is versed in the entire Avaya portfolio including Unified Communications, Contact Center and Integrated Office Communications.

**NCR** - Experience a new world of interaction at the NCR Executive Briefing Center in New York City. Located on the 35th floor of our new Executive Office at 7 World Trade Center, the EBC conveys NCR's vision of a new world of interaction through an unparalleled video experience, and then invites our guests to interact through our multi-media portal and solution demonstrations. As the shades rise, visitors are exposed to stunning views of the Hudson River, Statue of Liberty, and Ellis Island. Guests also have an opportunity to experience a virtual briefing through Cisco Telepresence, connecting our briefing centers in New York, Dayton, Atlanta, and Dundee Scotland.



**WEDNESDAY, APRIL 1, 2009**



**Sprint** - The Sprint Executive Briefing Center is located in midtown Manhattan one block east of Times Square. Opened in September 2007, the NY EBC is a 4400 sq.ft. regional center co-located in a business sales office. The program mission is to shorten the sales cycle, yield higher close ratios, increase revenue, promote the corporate brand, and strengthen client relationships. The EBC gives visitors the opportunity to experience Sprint's leading edge technology while showcasing business class mobile broadband and IP solutions. A visit includes presentations and discussions with executives and subject matter experts and interactive demonstrations in a live production environment.

**Steelcase** - As the global leader in its industry, Steelcase is intent on "providing a better work experience" – which guides everything the company does and everything it makes. Steelcase has a passion for understanding what's happening in the workplace and how work is changing. By paying attention to how people work and by applying proprietary research methodology, Steelcase is able to enhance the understanding of high-performance work environments and how they can help people work better. The Steelcase WorkLife Center at 4 Columbus Circle brings that story to life in a space that celebrates design, encourages dialogue and welcomes exploration. Here, corporate customers and design professionals can learn about new trends in the workplace and discover new workplace solutions all while overlooking a view of Central Park.



### **Free Night in the Garden State or the Big Apple**

Grab old and new friends and choose to have an evening of casual dining around Hasbrouck Heights, or it's only 11 miles into Manhattan where you and your colleagues can paint the town in almost limitless ways!

**THURSDAY, APRIL 2, 2009**

**7:30 a.m. Breakfast, Grand Ballroom, Lower Lobby**

### **8:30 Breakout Sessions**

#### **Successful Strategies for Working with an Advisory Board and Speakers Bureau - Salon D ♦**

*Jackie Haywood, Director, and Lisa Chace, Communications Manager, Aetna Customer Center*

Your program's success is critically linked to your alignment with senior level advisors and speakers. Establishing an Advisory Council comprised of cross-enterprise leaders ensures the EBC's goals have a clear line of sight to your overall corporate strategy. A Speakers Bureau will advance the skills of your speakers to support dynamic dialogue with guests and deepen the EBC's speaker bench strength. This session will provide methodologies and tools for implementing and managing these strategic partner groups.

#### **Strategic Roundtable for Managers of Mid-Sized and Smaller or Younger Programs - Salon E ♦**

*Candie Hurley, Executive Consultant and Trainer, Mandel Communications*

This strategic roundtable for managers of mid-sized and smaller or younger programs, like its partner roundtable for managers of large and mature programs, is a by-invitation-only session. Topics of interest to the two groups differ, and there is high value for strategic managers in participating in these roundtable discussions with managers of similar programs.

#### **Effective Business Planning in a Tough Economy - Room 5, Lobby Level ♦**

*Kathy Jensen, EBC Manager, VeriSign*

Companies continue to do business through the good times and bad. However, the game changes slightly during market shifts. Logic tells us to leverage good strategic business planning, but during an economic downturn your survival could depend on how well you manage return on investment spending and drive value-add services. Programs and projects that keep a high visibility during a slow economy are more likely to be perceived as successful, sustainable and solid. As a result, building strong business strategies to reach your goals both inside and outside of the briefing center will always pay off in the future. This seminar focuses on key tips and planning tools that are essential to persevere and grow during tough economic times.

#### **Hurry Up and Net It Out: Managing the Big Dogs in Your EBC - Room 1 & 2, Lobby Level □**

*Melissa Schwartz, Vice President of Training, PowerSpeaking, Inc.*

Speaking effectively to executives and customers can mean the difference between a project being funded or customers choosing a competitor. EBC professionals will leave this session knowing how to "Net it Out" when "Big Dogs" cut your time or ask you to "get on with it", how to "Ride the Bull" (handle the distractions and/or interruptions that occur and use specific strategies that will move the EBC presentation along and make it more interactive), and how to increase speakers' chances of success while in front of executives in the EBC. This session will look at elevator pitches, bottom line statements and hot-off-the-press research with CEOs and senior business professionals.

♦ *Managers Track*   ✳ *Centers Track*   □ *Teams Track*

**Latest Design Trends: Are They Right for Your Center? - Terrace 3 ❄**

*Tim Larson, President, Downstream and Roseanne Bell, VP & Director, Interior Design, The Benham Companies*

In the briefing center world, the bar is constantly being raised. If you want to stay in the game, you need to understand what your competitors are doing and create new ways to stay on top. In this session, we will discuss current thinking about the best environments in which to showcase your message and engage your customers. We will demonstrate the latest and greatest technology, discuss new trends in design and address how these concepts affect the customer experience. We will also touch on the concept of "design thinking," a simple but highly effective method to help you understand how to apply new trends to your briefing center.

**Be Prepared for Change: Best Practices for Managing the Center Project - Terrace I ❄**

*Susan Fisher, Director New Business Development, Exhibitgroup/Giltspur*

For most EBC managers, creating a new environment involves skill-sets that they already possess, but the specific tactics and road-map for making the process and the outcomes successful are extremely important to the success of the project. This session will share materials created by a team of design professionals who have seen the behaviors that constitute successful relationships and projects. These ideas, check-lists and preparatory tools will be explored: best practices for streamlining the successful project, case studies, and tactics for maximizing resources.

**10:00 Break****10:30 Breakout Sessions****Lessons from the Front: What the U.S. Can Learn from Overseas EBCs - Salon D ◆**

*Amanda Hoffmeister, Dir. Global Events & Executive Briefing Programme, Amadeus & Dale Tesmond, Chief Experience Officer, The Brand Experience*

Building EBCs in foreign countries sounds exciting, and it is. But it also comes with many challenges for U.S. companies trying to replicate their program in an international setting. What happens in the US, or vice versa, doesn't necessarily convert to working in another country. How do customers buy, how does your global message translate, how do you leverage your assets in another country's EBC? This session will introduce attendees to the considerations and steps necessary to expand their program into the global market.

**Strategic Roundtable for Managers of Large and Mature Programs - Salon E ◆**

*Ann Bennett, President, Bennett Communications*

The strategic roundtable for managers of large and mature programs has become a required element of ABPM conferences. This is a by-invitation-only roundtable discussion, which will be limited in size. It is an opportunity for managers of large and mature programs to meet each other and to explore strategic matters of high relevance to their programs.

**Working with Telepresence: A Panel Discussion - Room 1 & 2, Lobby Level □**

*Candie Hurley, Executive Consultant and Trainer, Mandel, moderator. Panel Members: Heidi Diener, Director, Executive Briefing Center, AT&T, Bob Basiliere, Director, Worldwide Executive Briefing Program, EMC Corporation and Rich McDonald, EBC Manager, NCR*

It's the technology that everyone is talking about. Telepresence is high-definition video conferencing that essentially creates the feeling that remote participants are in the very same room with you and your local briefing team. It's also a technology that many program managers are only dreaming of. A nearly perfect application for briefing programs, particularly in an economic downturn when travel budgets are tight, it is understandably difficult to justify in today's economy. In this session, Candie Hurley will moderate a panel of three member managers whose programs use telepresence. Together, they will explore its opportunities, challenges, and best practices for its use.

**Multi-Client Study on the Role of Executive Briefings, Readout - Terrace 3 ◆**

*Roxanne McCreery, President, ABPM*

This breakout will review the high-level aggregate results from the 18th Annual Multi-Client Study on The Role of Executive Briefings. If you missed hearing it last October, this is your chance to learn what external and internal customers are saying about the value and contribution of the briefings they attended. Key modules of the research cover customer satisfaction, business relationships, and contribution to business results (sales cycle advancement and incremental revenue generated). This is primary research conducted some time after the briefing to measure its longer term results.

**Immersion and the Art of Creating Memorable Corporate Stories - Room 6, Lobby Level ❄**

*Richard Zampi, Principal, ZB Space; Frank Nave, Director, and Steve Tremblay, Account Executive, for Lynch Museums and Environments*

Not only will this session expose the audience to exciting new ways to tell their corporate stories, the presentation itself will deliver content in a new and immersive way. Participants will gain a broad spectrum of knowledge on innovations that have, and will, set new standards for message delivery. They will experience ideas that span from the "tried-and true" to those that are just now being developed. We will explore solutions that range from simple and cost-conscious to complex and "blue-sky". The session will be fun, engaging, filled with valuable and applicable information, and this is very important ... immersive!

**Six Tactics for Managing Executive Briefing Programs During an Economic Downturn - Terrace I ◆**

*Ellen Barnes-Pfiffner, EBC Consultant, EBP Business Consulting*

In challenging economies, briefing managers often face a decline of 20-30% in scheduled briefings, suffer reduced headcounts and the promise of still more budget cuts. Your most precious commodity now, as always, is time. In the quiet "hunkering down" times, necessity drives the opportunity to become creative and resourceful: to implement initiatives that will move your program rapidly forward when the economy strengthens. As it will. In fact, there is so much to be done right now that your primary challenge is to focus on those strategies that will really make a difference. In this interactive session we will review Six Tactics for managing in a downturn, and we'll brainstorm best practices.

**THURSDAY, APRIL 2, 2009**

**12:00 Lunch - Grand Ballroom** *sponsored by Lynch Exhibits*

## **1:15 Breakout Sessions**

### **Getting the Message Out in Today's Economy - Salon D ♦**

*Rosario Montes-Arena, Manager, IBM Software EB Program, Linda Suvalsky, Manager, IBM Internet Security Systems Program, and Karen Fonseca, IBM Software Center Manager*

In an economic downturn, when constraints on your customers' travel budgets often prohibit their ability to come to your centers, you've got to get creative about taking the message to them. That could mean via a variety of technologies or taking briefings on the road. Is it ideal? No. But it can be effective. This is a time when your customers need reassurance, encouragement, and the help your services and solutions offer, and so it is precisely now that you must do what it takes to get those messages to them. This session will explore some of the creative initiatives IBM is taking to do just that.

### **Global EBC Expansion: Strategies for Developing a Global Business Plan and How to Get Started - Salon E ♦**

*Linda Stevens, EBC Global Business Consultant and Trainer, Global Executive Briefing Services, affiliated with Mandel*

If you've been charged with expanding your program globally and are not sure where to begin, this session is for you. Prior to taking early retirement, Linda Stevens managed the global Microsoft program. Her session will examine a strategic business plan for global expansion and will provide the opportunity to ask questions of the facilitator and your peers. The session will address fundamental strategic planning issues such as how to get started, who should be involved, how long it takes, what it costs, cultural challenges, critical success factors and pitfalls to avoid.

### **Notes from a Juror's Diary - Room 1 & 2, Lobby Level □**

*Tony Hicks, Senior Manager, Nortel's North American EBCs, ret.*

First-time juror of the World Class Briefing Awards, Tony Hicks, didn't know how much work he was in for when he agreed to the invitation. He would soon learn that the task is daunting, much as candidate teams learn that the task of preparing their documentation is great. What everyone involved discovers is that not only must a program attain world class status, its team must submit world class documentation. To a juror, the quality of the documentation speaks volumes about the quality of the program. Is it thorough yet crisp and concise? Does it convince jurors that the program is really world class in one or more categories? Hear from someone who's been on both sides about how to submit a world class entry.

### **From Presenter to Discussion Leader: The Evolution of a Speaker Program - Room 5, Lobby Level □**

*Steve Mandel, President, Kathleen Redd, VP, Global Training Services, and Candie Hurley, Executive Consultant and Trainer, Mandel Communications*

Are you trying to work with your presenters to get them to talk *with* your customers instead of *at* them? Would you like to see them using fewer slides? How about asking the customer questions instead of just answering questions? These are just some of the skills and competencies that characterize highly skilled Discussion Leaders. If you've been thinking of putting a speaker certification program in place or defining multiple levels of presenters, join us to explore current trends in speaker development and review an example multi-tiered speaker competency mapping.

### **The Power of Customer Feedback: the EBC as Change Agent - Terrace 3 ♦**

*Lynne Smith, Senior Manager, Dell Executive Briefing Center*

In the annual multi-client study on the Role of Executive Briefings, customers often suggest that they would like to hear about their host's product road map and to be heard in a way that helps drive strategic direction. The Dell briefing model is built on "listening and responding" to customers. At Dell, customers drive innovation. The EBC is the listening post and incubator of those ideas and feedback. Hear how the Dell program leverages customer conversations to the fullest, impacting change with product and solutions future planning.

### **Sustainability and Its Impact on Your EBC's Image - Terrace 1 ✨**

*Stevanie Demko, Principal, and Ron Quicquaro, Sr. Associate of Perkins+Will, and Joan Robichaud, Marketing Manager for Aetna*

This Aetna case study evaluates the importance of sustainability from a new and important perspective: its role in communicating your company's values. The approach to facilitate the design was specific to the client. The outcome was the alignment with the client's values. Although there were many aspects which achieved a successful result, the integration of sustainability became a criterion of focus and interest. This panel discussion outlines the enlightenment, process and implementation of a sustainable design.

## **2:45 Break**

## **3:15 Breakout Sessions**

### **Control Solutions: Leveraging Your Technology Infrastructure - Salon D ✨**

*John Gonzalez, President & CEO, Cloud Systems*

Today's latest and greatest control solutions help transform technology infrastructures into dynamic presentation systems. While most centers today have invested heavily in their technology infrastructure, they may lack a control solution that harnesses that infrastructure. This session will include a case study company with an up-to-date control solution that makes their infrastructure totally flexible, dynamic, and relevant by using software that enables presenters and facilitators to change the state of their spaces and their messages in real time. We will discuss methods for simplification, so presenters readily embrace the potential, and we will explore the monitoring, reporting, and ROI measurement that is so critical in today's business environment.

♦ *Managers Track*   ✨ *Centers Track*   □ *Teams Track*

**THURSDAY, APRIL 2, 2009**

**The Value of a Sales Engagement Strategy - Salon E ♦**

*Penne Allen, Business Development Architect, Dell Executive Briefing Center*

The Dell Executive Briefing Program has a vision of fully engaging and leveraging the sales community for revenue results, and the Program is considered by its sales executives as the number one way to close business. Today's selling environment is becoming more complex and more competitive, so finding ways to "make it simple" for the field and sales community is critical. Learn how to empower sales, build lasting relationships and increase customer purchase likelihood. You'll leave with ideas about acquiring new customers, training and influencing sales leaders, and getting exposure with online/offline methods.

**From a Meeting Room to a Briefing Program: Lessons Learned in Building a Program - Room 1 & 2 , Lobby Level □**

*Michael Ballard, Manager, Executive Briefing Program, NEC Corporation*

If you are new to the Briefing Program world, you may be asking questions like: Where do I start? What are the basics or key elements of a Program? How should we market our Program internally and externally? What are the best practices for conducting meetings? How do I get executive support? This session examines a case study. A very short time ago, Michael Ballard was asking just these sorts of questions. Now he'll share the answers he discovered.

**Why Facilitate? A Case Study - Room 5, Lobby Level □**

*Karen Bintz, Senior Manager, Global Briefings, BMC Software*

Effective briefings don't run themselves. One of the 21 Characteristics of World Class asserts that all briefings should be facilitated, and successful facilitation involves much more than passive "hosting." Facilitation is an active role involving a strategic opening, powerful introductions, well-considered time control, effective transitions and a skillful close. Implementation of the practice took the BMC program to new levels of success. Come learn how this program reached new heights by implementing facilitation — without using briefing staff.

**Cool Tools for Briefing Programs - Terrace 3 ✨**

*Gavin Finn, Ph.D., President & CEO, Kaon Interactive, and Doug Baldwin, Briefing Center Manager, IBM*

This session has become an annual ABPM tradition. Gavin Finn's Kaon solution was so well received at last year's session, that we asked him to consider leading discussion about cool tools this year. If you attended the ABPM's 2007 Fall Conference, you may remember that Doug Baldwin and his team had installed some very cool technologies in IBM's Raleigh center — among them the Kaon solution. So we're taking a slightly different tack this year: Gavin and Doug will team up to talk about cool tools for briefing centers, framed around an IBM case study.

**5:25 p.m. - 10:00 p.m.**

**An Evening aboard the Elegant Bateaux New York**



**World Class Briefing Awards Ceremony & Gala Dinner**

We're returning to a venue many long-time ABPMers still remember fondly 9 years later: the Bateaux New York. We'll start the evening with the 2009 World Class Briefing Awards followed by an elegant dinner enjoying live music under a glass ceiling boat as we view New York's icons. If you wish to continue after the event, it's a short taxi ride across the river to the city that doesn't sleep!

*Buses will board from the Lower Lobby at 5:25 and depart at 5:30 sharp. Please be on time to avoid being left behind!*

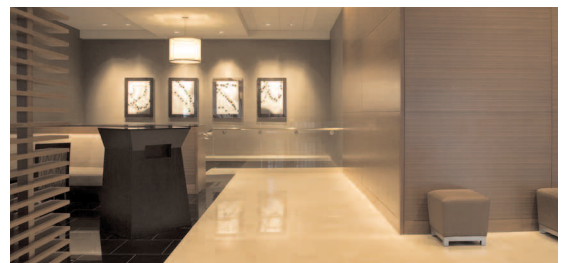
*Dress: Cocktail - Jeans are not permitted on the Bateaux New York Awards Ceremony sponsored by Downstream Gala Dinner sponsored by The Brand Experience*

**LOGISTICS**

**Lodging:** The Hilton Hasbrouck Heights, 11 miles from midtown Manhattan and located at **650 Terrace Avenue Hasbrouck Heights, NJ 07604**, is the primary location of the 2009 ABPM Spring Conference.

**Ground Transportation and Parking:** The Hilton Hasbrouck Heights is 14 miles from Newark Airport. Taxi is recommended (\$55 one way plus tolls and tip). Parking at the hotel for overnight guests is \$10 and \$5 for day parking.

**Dress:** All activities are business casual with the exception of the Gala Awards Dinner which is cocktail (jeans not permitted). We recommend dressing in layers during conference sessions.



The ABPM gratefully acknowledges the following Sponsors whose generosity is contributing to the success of the 2009 Spring Conference:

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**Newcomer's  
Orientation**

If you're a first-time attendee, we want to help you get oriented before the busy days ahead. If New Jersey/New York is your first ABPM conference, join us at 1:00 pm on Tuesday, March 31, in EMC 1&2. Ann Benett of Benett Communications and Candie Hurley of Mandel Communications will introduce you to the ABPM Advisory board and talk about how to best navigate the ABPM's 16th Annual Spring Conference.

**Questions? Call 214-389-0990 or email [info@abpm.com](mailto:info@abpm.com).**

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