

The Daily Planet

The Voice of the 1997 Intelligent Electronics Annual Conference

Thursday, January 16, 1997

Welcome to Florida

Come bask in the sunshine!



Welcome to the 1997 Intelligent Electronics Annual Conference.

While much of the country is blanketed in snow and freezing temperatures, relish your phone calls home this week to brag about Orlando's balmy temperatures. Although, we hope you keep those pasty winter legs covered for a few more months, there will be plenty of time to get out and mix business with pleasure.

This year, IE is celebrating "The Power of Partnership"—



that means our long and loyal partnerships with you. We've lined up more informative breakout sessions and dynamic speakers than ever before to help you build a more profitable business. Our strategic vendor partners are bringing in knowledgeable reps to discuss all the latest technology break-throughs and upcoming industry trends. Then, when that warm sun goes down, it's time to cast the briefcase aside and get ready to play. ☺

Magic Moments Cocktail Reception

It's mesmerizing. It's mystifying.

Leave your inhibitions at the door as you enter into a world of magic and intrigue during this evening's Magic Moments Cocktail Reception, sponsored by 3Com, Computer Reseller News/VARBusiness and Intelligent Electronics.

This grand-illusion style evening is sure to surprise and please everyone. Wander in and

out of four fabulous magical galleries, presenting talented and beautifully costumed contortionists ("Magic of Movement"), sleight-of-hand magicians ("Do You Believe in Magic?"), fortune tellers ("Magic of the Mind"), and the tricky and talented act of Rick Wilcox ("An Illusion"). Oh, and by the way, that guy in downtown Orlando promising to make your wallet disappear... he's not part of the act.

We look forward to seeing you there! ☺

Thursday Events

7:00 a.m. - 7:00 p.m.
Reseller and Vendor Registration

7:00 a.m. - 8:00 a.m.
Breakfast

8:00 a.m. - 2:00 p.m.
Products and Services Expo

8:15 a.m. - 9:30 a.m.
Services Sessions
Manufacturer Training Sessions

9:45 a.m. - 11:00 a.m.
Services Sessions
Manufacturer Training Sessions

11:15 a.m. - 12:30 p.m.
Services Sessions
Manufacturer Training Sessions

Noon - 1:30 p.m.
Lunch at Products & Services Expo

2:00 p.m. - 6:30 p.m.
General Session
First Half: 2:00 p.m. - 3:45 p.m.
(Resellers and Vendors)
Second Half: 4:00 p.m. - 6:30 p.m.
(Resellers only)

7:00 p.m. - 10:00 p.m.
Magic Moments Cocktail Reception

Just a reminder...

Don't Forget

To sign up for lots of great stuff, stop by the IE Activities Desk soon. It's located in the lobby of the Convention Center.



Sign up now for Grand Finale seating

Stop by the IE Activities Desk to reserve your seating at Compaq's Grand Finale "Puttin' on the Ritz" Saturday evening show. This will be one entertaining event so be sure to confirm your reserved seating!

Leave the kids behind on Friday and Saturday evening

During the "adults only" Friday and Saturday evening events, your children ages 3-12 are invited to participate in a separate Kids Program. Make your reservations today at the IE Activities Desk.

Make sure you're on course for Sunday's golf

Planning to tee off on Sunday? If you are registered to play in the Annual Conference Golf Tournament on Sunday, please be sure to confirm your reservation in advance with the kind folks at the IE Activities Desk.

Reserve your discount coupons for theme-park fun on Sunday

If you plan to spend Sunday at Disney's theme parks, be sure to take advantage of IE's discount coupon offer. This discount is good for Sunday only and you must register for the coupons no later than Friday. Stop by the IE Activities Desk and pick up your coupons from 8 a.m. to 10 a.m. on Sunday.

Don't get stuck without a ride to the airport

Apple sponsored ground transportation from the Dolphin to the airport is available on Sunday, January 19. Sign up for transportation from the Dolphin to the airport at the IE Activities Desk during the hours listed below:

Wednesday 9:00 a.m. - 7:00 p.m.
Thursday 9:00 a.m. - 5:00 p.m.
Friday 7:00 a.m. - 2:00 p.m.
Saturday 9:00 a.m. - 2:00 p.m.
(Desk hours are for ground transportation reservations only.)



Break-dancing contests replace reseller breakout sessions

OKAY, maybe we'll save the break-dancing for another day when Tim Jeffries is ready to bust a move. But now that we have your attention, we're confident that you'll feel like moon walking after attending our action-packed lineup of breakout sessions. Service managers and store owners—make a special point to stop by and learn about IE's International Program. Plan to stay for the NSN Educational Forum and discover how to make services more profitable for your business. In addition, learn how to sell Help Desk services or just become an expert on a host of other exciting industry topics designed to increase your business acumen.

Gain a new perspective from this diverse group of industry experts.



Challenge them and learn from them. And then take what you have learned and apply it to your business—to improve upon what you have to offer your customers. It's an information-packed Conference that you'll find most valuable in building a more profitable business in '97.

Today's sessions are outlined in the handy Conference Pocket Guide. Check the Guide for details on these sessions to make the most of your day. (We advise you sneak peeks when no one's watching if you're worried about looking like a tourist). The topics of each session are summarized for quick reference starting on page 30. Find the time and location of a session as outlined in the Guide's Conference Agenda on page 18. Bring your dancing shoes and catch the beat at the breakout sessions. ☺

IE General Session

PARTNERSHIP is a term that you will hear in nearly every arena during this year's

Annual Conference.

And with good reason. Over the years, IE has shared a com-

mitment to the success of its partnerships with resellers and manufacturers alike. This year's Conference reaffirms our commitment by providing the opportunity for you to strengthen existing relationships and to forge new ones.

Resellers and vendors are invited to attend the first half of the General

Norris will discuss the industry including the structure of IE and how resellers can profitably partner

Session which begins as Intelligent Electronics President Michael A. Norris delivers opening remarks and a state-of-the-union address. Norris will discuss the future of the industry including the strategic direction of IE



Free Stuff Free Stuff Free Stuff Free Stuff Free Stuff Free Stuff Free Stuff Free Stuff Free Stuff Free Stuff Free

"Do you feel lucky, punk?
Well, do 'ya?"



Remember to have plenty of business cards with you while you peruse the Products & Services Expo on Thursday morning and Friday afternoon. Your business card is your chance ticket to win in IE's two prize drawings—each for a \$2,500 travel certificate to the destination of your choice. Wow! Two lucky winners will walk away with a \$2,500 travel certificate!

Visit each Expo booth to examine the hottest product and services displays and to take part in the exhibitors' sensational prize giveaways. To increase your chances to win one of the two travel certificates, just leave a business card in each of the Expo booth's "fish bowls." (Please, no live fish.) The drawings will be held from any one of the many Expo booths. All reseller representatives attending the Annual Conference may participate in the drawing. Good luck, "punk!" ☺

Take a load off!



Tired after running around to all the exhibits lugging bags of loot? Then stop into the Professional Services Expo Room (Asia 4) on Thursday and Friday and give your feet a break. We want to treat you to a foot massage, a fruit smoothie, and a great vendor theatre presentation (See the registration insert for a theatre presentation schedule.) Don't miss this opportunity to treat your tootsies and your taste buds while gaining valuable vendor information! ☺

A suite deal

The early birds to sign up for this year's Conference didn't get worms, they instead won four nights in luxurious suites at the Walt Disney World Dolphin during their Conference stay. By registering for the Conference before December 20, two lucky resellers get to sleep like royalty. Congratulations to **LONNIE CROSS**, president of Computer Depot in LaGraner, Georgia, and his wife Walda, who won the executive suite. Congrats also to **MARK GOLDSTEIN**, chief executive officer of EAC, Inc. in Turnbull, Connecticut, and his wife Barbara, who won the junior suite. Mark graciously gave his prize accommodations to his associate, **JEFFREY GOMBOS** and his family to enjoy.

Now you know who's hosting the after-hours parties! ☺

Session: Partnership

and how resellers can easily and profitably partner with IE.

the future of the strategic direction can easily and partner with IE.

Stay tuned for an enlightening presentation from corporate strategy and business transformation expert Dr. Michael E. Treacy. Dr. Treacy will discuss his philosophy of the disciplines related to market leadership.

Resellers will stay to share in the second half of the general session, which includes the IE Reseller Network Executive team's open forum and the IE Dealer Advisory Council Closed (DAC) Session. Take advantage of this valuable opportunity to engage in open dialogue with the executive team and to voice your concerns with your peers.

This opportunity provides the occasion to raise issues, share ideas, and provide feedback to the Council.

Join us in the Northern Hemisphere Ballroom at 2 p.m. ☺

Please note our correction...

We don't want you to miss any of the exciting Conference events, so here's a quick change to two of the many popular manufacturer training sessions as listed on page 35 of the Conference Guide.



Although the Compaq Manufacturer Training Session is listed as "How to Sell Compaq Services," please note that the correct title is "How to Do Business With Compaq Services." The description remains the same.

The Hewlett-Packard manufacturer training session, which is listed as "Increase Your Profitability with HP Services," is actually titled "Increase Your Profitability With HP Products and Programs." The description remains the same.

Enjoy the sessions! (Take notes. There'll be a pop quiz later.) ☺

Like Peanut butter and Jelly



Special thanks to sponsoring

vendor Intel and co-sponsors Compaq Retail and Hitachi for helping resellers and IE associates celebrate "The Power of Partnership." With the help of Snapshot playing our favorite tunes, we had a great time hanging with the folks we work with all year long. The Opening Reception was an ideal way to kick off the 1997 Annual Conference with friends and start a new year of successful business together. ☺

Who's the new guy?

There are two new, not-to-be-missed vendors joining us at the Products & Services Expo. Stop by and visit them.



Allied Micro Corporation

Allied Micro is a manufacturer and distributor of Mobile Productivity Products as well as Flash and Memory upgrades for a variety of consumer and professional products. Allied Micro's products range from digital cameras to notebook computers, from the technologically advanced file server to the simplest of printers.

creative Labs

Creative is the world-recognized provider of multimedia products for personal computers. Creative's Sound Blaster products are the industry standard for audio systems. Creative also offers quality multimedia upgrade kits, telephony, and video products. ☺

Spikes' Corner

Dave Schunk, a.k.a. "Spike," has been cooped up in his Denver office a bit too long during year-end. As he pontificated over moving product and hitting the sales goal, he drew inspiration from many of our great leaders. Here are a few deep thoughts that made us go hummm...

"Minor surgery is surgery someone else is having."

—J. Carl Cook

"A nickel ain't worth a dime anymore."

—Yogi Berra

"The best thing about the future is that it comes only one day at a time."

—Abraham Lincoln

"If I look confused, it's because I am thinking."

—Sam Goodwin

"If you look confused, it's because you didn't go to Auburn."

—Tim Cook



This day in history...

- **1948 Cliff Thorburn**, Victoria, BC, champion snooker player was born (Dataflex's Mariano Dy-Liacco, Clearwater's local snooker champion, is looking for a challenger to meet him in the game room before dinner tonight)
- **1979 Ted Cassidy Pittsburgh**, actor (Lurch—Addams Family), dies at 46 (Guthrie Chamberlain has been asked to resume door answering duties.)
- **1964 "Hello Dolly!"** starring Carol Channing, opens on Broadway (That means that for over 30 years we've had to endure her taking Love Boat cruises.)
- **1972, Super Bowl VI**—Dallas Cowboys beat the Miami Dolphins (Connecting Point's Mary and Rick Chernick from Packer country are taking bets on this year's game from any brave Patriot fans.)
- **1976 "Donny & Marie"** [Osmond] musical variety show premieres on ABC TV (We've requested the hotel staff to promptly remove ANYONE caught humming one of their songs.)
- **1997 The PlanIt** predicts that Ted Warner's competitive nature will compel him to rig the crab races. ☺



Looking for magical moments



We know you're out there. Calm, cool, and collected businesspeople by day, partiers by night. The Daily PlanIt wants to verify any rumors that have trickled in from San Diego and New Orleans.

We're looking for the scoop on anyone seen doing the **Macarena with Mickey**, the **Tango with Tigger**, or getting **dipped by a dwarf**. (Cinderellas who turns into pumpkins at midnight need not respond.) If there is anyone who is seen talking to the gorillas at Harry's Safari Grill, go ahead and let us know, but frankly, we're a bit frightened.

The PlanIt is your publication. We want you to be a part of it. Contact any Intelligent Electronics associate with your story and you too may be making headlines! ☺