

Symposium Agenda

Thursday, September 30, 1999

- 8:00 - 9:00 Registration/Breakfast
- 9:00 - 9:15 Opening Ceremonies:
Thomas Rittenhouse, President and CEO - Uniform Code Council, Inc.
Dr. David K. Allison, Chairman, Information Technology & Society –
Smithsonian Institution's National Museum of American History
- 9:15 - 10:00 *How a Low-Tech Industry Pulled Off the U.P.C. Standard*
Thomas W. Wilson, Jr., Chairman of the Executive Committee –
Information Resources, Inc.
- 10:00 - 10:45 *The Diffusion of UCC Standards*
John T. Dunlop, Lamont University Professor, Emeritus - Harvard University
- 10:45 - 11:00 Break
- 11:00 - 11:45 *Scanning's Silver Celebration*
John Nelson, Lead Partner, Midwest Region – Consumer Industrial Products -
PricewaterhouseCoopers
- 11:45 - 12:15 *From Vision To Reality*
Bob L. Martin, Past President and CEO, International Division - Wal-Mart Stores,
Inc.
- 12:15 - 1:30 Lunch, Ronald Reagan International Trade Center
- 1:30 - 2:00 *U.P.C. in Perspective: Context for a Revolution*
Dr. David K. Allison, Chairman, Information Technology & Society –
Smithsonian Institution's National Museum of American History
- 2:00 - 3:30 *Standardization – The Philosopher's Stone of the Information Age*
Ronald L. Nicol, Senior Vice President – Boston Consulting Group
- 3:30 - 3:50 Break
- 3:50 - 4:30 Discussion Panel / Q & A / Closing
Moderator – **Lawrence C. Russell**, President of Information Services –
Unisys Corporation

The Evening Program – By Invitation Only

- 6:15 - 6:45 Cocktail Reception
- 6:45 - 7:15 Exhibit Unveiling: "Behind the Lines – The Universal Product Code at 25"
- 7:15 - 8:30 Dinner in the Flag Hall
- 8:30 - 9:00 Closing Keynote
Cracking the Code
Marvin L. Mann, Chairman Emeritus – Lexmark International
- 9:00 Special Viewing of The Star-Spangled Banner
Conservation Laboratory and Exhibition

