



2022 CFE Media  
& Technology

EXECUTIVE CONFERENCE

The 2022 CFE Media & Technology Executive Conference is an invitation only networking event with CFE, our partners, and other prominent industry executives. Attendees will hear presentations on Best Practices in Leadership, Manufacturing and Marketing.



*You are cordially invited...*

Ft. Myers/Bonita Springs, Florida • Wednesday, October 26-29, 2022

### *Event Details:*

- Logistics:** Fly into Ft. Myers Airport
- Oct. 26 Opening Event:** 7:30 p.m. Cocktail Reception and Dinner (casual attire)  
Banyan Courtyard, Hyatt Regency
- Accommodations:** Hotel: Hyatt Regency Coconut Point, 5001 Coconut Rd.,  
Bonita Springs, FL 34134, Tel: 239-390-4277, [coconutpoint.hyatt.com](http://coconutpoint.hyatt.com)
- Questions?** Contact Jim Langhenry, [jlanghenry@cfemedia.com](mailto:jlanghenry@cfemedia.com), 773-288-9576

*Conference Registration Fee is \$2,950.00 for 3 nights' stay at the Hyatt Regency and all sessions, special gift, excursions, breakfasts, lunches, networking breaks, sunset cruise and dinners. Spousal rate is \$950.00 and includes all excursions and dinners.*

**Registration fee payment due by October 19, 2022.** Checks should be made out to CFE Media and mailed to: 3010 Highland Pkwy. • Suite 310 • Downers Grove, Illinois 60515  
*If paying by credit card, please alert CFE Media and request a credit card form.*



A detailed AGENDA can be found on page 3 of this document.

**PLEASE COMPLETE THE INTERACTIVE PDF FORM ON PAGE TWO AND RETURN BY OCTOBER 1**

**E-mail to: [tkelly@cfemedia.com](mailto:tkelly@cfemedia.com)**

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RSVP REPLY FORM E-mail to: tkelly@cfemedia.com

WEDNESDAY, OCTOBER 26

Practice Round at Old Cork Screw Golf Course Estero, FL, 2:00 p.m.

I will attend

Networking Dinner w/entertainment, Hyatt Regency Coconut Point, Hosted by Data Axle, USA, 7:30 p.m.

I will attend  I am unable to attend

THURSDAY, OCTOBER 27

Poolside Lunch at the Hyatt Regency, 1:30 - 3:00 p.m.

I will attend  I am unable to attend

Dinner with entertainment at the Hyatt Regency Coconut Point, 6:30 p.m.

I will attend  I am unable to attend

Boat cruise with beverages/snacks to see dolphins, birds and other wildlife., 4:00 - 6:00 p.m.

Sponsored by Omeda

I will attend  I am unable to attend

Hosted by The Communications Group

FRIDAY, OCTOBER 28

Golf and Lunch at the Colony Golf & Country Club, Bonita Springs, FL, 1:30 p.m.

I will attend

Closing Dinner with entertainment at the Banyon Courtyard / Hyatt Regency Coconut Point

Hosted by Educated Change, 7:00 p.m.

I will attend  I am unable to attend

Fishing from Hyatt Regency Pier, 1:30 p.m. OR

Kayaking from Hyatt Regency Pier, 1:30 p.m.

I will attend

I will attend

\* Please choose only ONE daytime event: golf outing OR alternate organized activity

SATURDAY, OCTOBER 29

Golf at The Forest Country Club-Private Course

Just 10 minutes from RSW Airport, 6100 Club Blvd. SW, Ft. Myers, 10:00 a.m.

I will attend

PLEASE COMPLETE THE FORM BELOW BEFORE SUBMITTING

Name: \_\_\_\_\_ Spouse's name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Cell No: \_\_\_\_\_ E-mail: \_\_\_\_\_

Airline: \_\_\_\_\_

Arrival Date/Time: \_\_\_\_\_ Departure Date/Time: \_\_\_\_\_

Are you renting a car?  Yes  No

Please tell us your key marketing initiatives/challenges for 2022: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# 2022 CFE Media EXECUTIVE CONFERENCE

## Agenda Ft. Myers/Bonita Springs, Florida • October 26 - 29

### Wednesday, October 26

- 2:00 p.m. Practice Round at Old Cork Screw Golf Course Estero, FL  
**17320 Corkscrew, Estero, FL**, Tel: 239-949-4700
- 7:30 p.m. Networking dinner with entertainment (casual attire)  
Hosted by Data Axle  
**Hyatt Regency Coconut Point / Bonita Springs**



### Thursday, October 27

- 8:00 a.m. Breakfast in the Blue Heron Room / Hyatt Regency
- 8:30 a.m. **Opening Remarks: Being Balanced Leads to Better Results.** by Jim Langhenry, President and Co-Founder, CFE Media & Technology
- 9:00 a.m. **Keynote: Leading a Team to Drive Results!** by Tim Hanley, Dean, College of Business, Marquette University, Deloitte, Global Industry Leader, June 2010-2019.
- 10:00 a.m. **The Process of Leveraging the Value of the Brand.** by Tracy Long, VP, ABB
- 10:45 a.m. **The Future of B2B Media.** by Pat Lynch, Managing Director/Partner, CFE Media and Technology
- 11:30 a.m. **Why System Integrators Improve Processes - Case Study.** by Jim Selitto, Principal, Martin Control Systems, Inc.
- 12:15 p.m. **Increase Sales by Using the Right Content With the Right Database.** by Jeff Mungo, Data Axle, and Rick Ellis, Data Protection Officer, CFE Media & Technology. (Case Study with Omeda)
- 1:30-3:00 p.m. Lunch at the Cabanas/Pool Area
- 4:00-6:00 p.m. Boat cruise with beverages/snacks to see dolphins, birds and other wildlife. Sponsored by Omeda
- 6:30 p.m. Dinner with entertainment at the **Hyatt Regency Coconut Point**, hosted by The Communications Group

### Friday, October 28

- 8:00 a.m. Breakfast in the Blue Heron Room / Hyatt Regency
- 8:30 a.m. **Keynote: Accelerating Smart Manufacturing!** by Tim Hanley, Dean, College of Business, Marquette University
- 9:30 a.m. **The Need for Cybersecurity on a Highly Connected Factory Floor!** by Aurelio Banda, VP Automation, Motion Industries
- 10:15 a.m. **Digital Transformation in Manufacturing Effects on Marketing Today.** by Matt Waddell, VP Sales, CFE Media & Technology
- 11:00 a.m. **Commercial Construction Future Regarding Growth, Supply Chain, Costs & Projects.**  
by Steve Rebor, President, Desman Group
- 1:30 p.m. Golf & Lunch at the **Colony Golf & Country Club**, 4101 Pelican Colony Blvd., Bonita Springs  
*Or alternate activity: 1:30 p.m. - Choice of Fishing or Kayaking from the Hyatt Regency Pier*
- 7:00 p.m. Closing Dinner with entertainment at **Banyon Courtyard / Hyatt Regency**, hosted by Educated Change

### Saturday, October 29

- 8:00 a.m. Breakfast in the Tanglewood Room / Hyatt Regency - vouchers given at conference.
- 9:00 a.m. - 12:00 p.m. Enjoy the Pool until your departure
- 10:00 a.m. Golf at the **Forest Country Club** - a private course just 10 minutes from RSW Airport, 6100 Club Blvd. SW, Ft. Myers, FL, Tel: 239-482-8378

Direct your questions to: [jlangehenry@cfemedia.com](mailto:jlangehenry@cfemedia.com), 773-288-9576

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