

# E-Business Day

Friday, January 31, 2003

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8:30-9:30 a.m.

**Career Panel:** *251 TNRB*

IBM  
Microsoft  
Diebold  
Beneficial Life  
Cisco

9:45 - 10:45 a.m.

**Breakout Company Presentations**

- **Marketing:** "Internet Marketing Success Stories and the Powerful Strategies That Fueled Them" *251 TNRB*  
Paul Allen  
CEO / founder, 10x Marketing, former president of Ancestry.com
- **Strategy:** "E-Business Strategy" *710 TNRB*  
Ty Mattingly  
Executive VP, Corporate Development, SBI and Company, former BYU football player
- **IT:** "Surfing E-Business Technology Cycles or How NOT to Become a Fireball While Your Competition Goes Up in Smoke!" *284 TNRB*  
John Hafen  
President, US Logical Division, Logical is a member of HP's Service Provider Program

11:00 a.m. - 12:00 p.m.

**Keynote Speaker:**

"Yo Ho, Yo Ho, A Pirates' Life for Me: Digital Transformation of Media Companies" *151 TNRB*  
Douglas Parrish  
Senior Vice President and Chief Technology Officer, Walt Disney Internet Group

12:15 a.m. - 2:00 p.m.

**Lunch and Career Fair,** *TNRB Atrium*

**FREE PIZZA FOR THOSE WHO ATTEND A PRESENTATION!**

