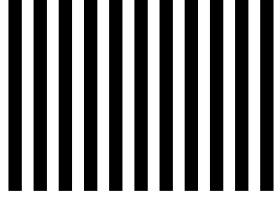


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Meet The Presenters...

Jerry Bernstein is an expert in pricing for manufacturing companies with engineered and technology based products. His methods are proven through his work with over 40 global industrial/technology based companies, each having \$50 Million to \$15 Billion in sales. Implementation of his pricing processes, combined with detailed operational experience, result in significant increases in client company profitability.

Jerry brings over 20 years of pricing experience to help solve your pricing problems. His achievements include international recognition through speaking engagements at association conferences, as well as the publication of a number of articles on pricing. The utilization of his work has been cited in the *Wall Street Journal* and *BusinessWeek*. Jerry has over 12 years of service as a member of the Board of Advisors for the Professional Pricing Society.

Sam Shapiro is the President of Channel Pricing Associates, a consulting firm specializing in the development and implementation of pricing, discounts, rebates and programs to recognize, compensate and motivate channel partners. Sam has over twenty five years' experience, and possesses an in-depth understanding of channel behavior. He is the author of many published articles on Channel Pricing.

Sam has helped clients across a wide range of industries including High Tech, Telecom, Construction, Industrial Manufacturing, Food Service, Automotive, Consumer Products, Health Care and other segments. He has changed the way industries operate with strategies that focus on value rather than the traditional factors of volume and growth. These strategies enable clients to accelerate their sales, reduce operating costs, increase price and improve margins both for themselves and their channel partners.

Prior to his consulting experience, Sam was a distributor principal where he evaluated hundreds of supplier programs from the channel's perspective.

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