



Exploring Big Ideas in Big D Insights, Innovation & Engagement

Program Highlights Include

Rhonda Shasteen

Retired CMO, Mary Kay Inc.

Michelle Adams

Vice President of Shopper Insights, PepsiCo

Merrill Dubrow

President & CEO, M/A/R/C Research

Benjamin Smithee

Managing Partner, Spych Market Analytics

2010 Educational Forum

August 19 & 20, 2010 Hyatt Regency DFW Airport

Opening Reception - August 19, 2010

6:00 pm to 9:00 pm

Educational Sessions - August 20, 2010

8:00 am to 4:00 pm



**Join us for an exciting educational event full of
knowledge sharing, relationship building,
professional advancement and FUN.**

For program details, registration and sponsorship opportunities, visit www.SWMRA.org.