

Upcoming Events BAI: Profitability and Performance Measurement Conference

April 24 - 26, 2006 - MGM Grand, Las Vegas, NV

Joe M. Gabrosek, FirstMerit Bank
Kim Sutherland, Market Line Associates
Anna-Fay Lohn, Market Line Associates

Case History Clinic with FirstMerit Bank - Monday, April 24th, 4:15p - 5:15p

Fully Integrated Customer & Relationship Profitability Metrics Really do Translate into Bottom-Line Success:

- * What Integration of Customer and Relationship Profitability Metrics Means to FirstMerit
- * Why Integration is important
- * How was the Integration achieved at FirstMerit
- * How long did it take
- * Lessons Learned
- * Next Steps

Come see how to implement meaningful metrics, how long it takes to see results and lessons learned.

Networking Breakfast - Tuesday, April 25th, 7:30a - 9:30a
MGM Grand - Studio 1 in the Grand Garden Arena

[Learn more about this event >>](#)