

Date: 2006
Featured: Joe M. Gabrosek, First Merit Bank
Kim Sutherland, Director COO
Anna-Fay Lohn, Director of Client Services
Periodical: Profitability and Performance Measurement Conference

Upcoming Events BAI: Profitability and Performance Measurement Conference

Case History Clinic with First Merit 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 First Merit
 - *Why Integration is important?
 - *How was the Integration achieved at First Merit?
 - *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