

Upcoming Events

- CAM-I Fourth Quarter Meeting
Austin
December 10-12, 2007
- APQC Winter Training Program
Houston
Feb 5-6, 2008
- Passport to ABC Book Launch
Los Angeles
January, 2008

People in the News

- Stephan Chase, VP Marketing at Marriott featured in SAS web cast with Tom Davenport on Competing on Analytics
- Gary Cokins, SAS Strategist, published article on Customer Lifetime Value

Blast-off

With this issue we announce the November 2007 launch of **ONE EIGHTY**, a newsletter for finance, operations, marketing, planning, and other professionals responsible for performance management and measurement in their organizations.

Whether it's segmenting markets, accounting for costs, planning the future, measuring performance, or providing business intelligence, each of you are responsible for providing information to run the business and to enable effective strategic and operational decision making.

Many of you are charged with implementing strategic initiatives like Balanced Scorecard, CRM, Supply Chain Management, Activity-Based Costing or Six Sigma.

More often than not you play an integral role in developing measures, analyzing and interpreting data, and advising management.

Most of all, you're

knowledge workers expected to keep up with emerging trends, new tools and methods, changes in technology, and best practices.

ONE EIGHTY is provided to share information and knowledge with professionals in the performance management and measurement community.

Emerging trends.

What's coming, what's hot. What's working, what's not.

Best practices. Formal and informal practices and methods for better results. Real examples.

Perspectives/Lessons learned. No theory, just practical solutions, tools, and applications.

The name **ONE EIGHTY** conveys three meanings.

180 seconds.
Short and to the point.
One topic. One page.
Three minutes to read.

180 degrees.
Change in perspective.
Best practices, new tools, ideas, and trends provide a fresh perspective and

opportunity to do things differently.

180 years.

Combined experience of CAM-I, the APQC, and individual Subject Matter Experts sharing research, expertise and knowledge.

On occasion, **ONE EIGHTY** will feature interviews, personal stories, or real life experiences intended to interest, amuse, or humor the reader.

We'll endeavor to keep our messages relevant, useful, and value-adding.

Our performance measurement is reader satisfaction, measured by growth in readership.

We encourage you to forward this e-mail to your friends and colleagues. Visit arkonas.com to register.

Until next time...

John A. Miller

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