



# OUTDOOR POWER EQUIPMENT INSTITUTE

56<sup>TH</sup> Annual Meeting  
June 19-21, 2008

The Ritz-Carlton  
Lake Las Vegas  
Henderson, NV

opei<sup>®</sup>

# SPEAKER PROGRAM



**Lee Hamilton**  
**Friday, June 20**  
**8:00 a.m.**

## INTELLIGENCE, SECURITY AND U.S. INTERESTS IN THE GLOBAL ECONOMY

Former U.S. Congressman Lee H. Hamilton is one of America's most respected voices in international affairs. Acknowledged worldwide as a bipartisan public policy professional he is sought out by American Presidents to tackle some of the nation's most difficult challenges.

Lee Hamilton is a graduate of DePauw University and Indiana University School of Law. He is the author of *A Creative Tension – The Foreign Policy Roles of the President and Congress*; *How Congress Works and Why You Should Care*; and co-author of *Without Precedent: The Inside Story of the 9/11 Commission and the Iraq Study Group Report*.

Mr. Hamilton's presentation on U.S. interests in the world economy will provide a unique and informed vantage point for OPEI Annual Meeting attendees. His presentation is set against the backdrop of the 2008 elections and he is uniquely positioned to discuss America's political landscape.



**Ralph Trombetta**  
**Friday, June 20**  
**10:00 a.m.**

## VALUE INNOVATION: A STRATEGY TO CREATE NEW MARKET SPACE

The innovation imperative is upon each one of us, but what does that mean? While there are many definitions of innovation, unless it is linked to business strategy and buyer value, it is unlikely to yield profitable business results. Over the past decade, continued technological advances and globalization have resulted in intense competition in the OPE industry. The result is that we now have more industry supply than demand giving consumers more product choices than ever before. As the industry matures, it has become increasingly difficult for OPE suppliers to stand out in the crowded market place and this has resulted in an overall erosion of our industry's profit margins.

Ralph G. Trombetta, senior member of the Value Innovation Network, will talk about the key ideas from his experience and the best selling Harvard Business School Press book, *"Blue Ocean Strategy"*, by W.Chan Kim and Renee Mauborgne of the European Business School INSEAD. Trombetta will show how companies have broken out of intensely competitive industries by breaking buyer compromises, expanding the boundaries of established markets, and redefining buyer groups.



**Mike Kenna**  
**Saturday, June 21**  
**8:00 a.m.**

## IT'S HARD BEING GREEN

Dr. Michael P. Kenna is director of the United States Golf Association's (USGA) Green Section Research. His position was created in 1990 out of a need to extend greater support to the USGA's growing turfgrass and environmental research program. The program distributes more than \$1.5 million in grants annually.

Dr. Kenna's presentation will focus on the critical issues for the industry including: the search for turfgrass' carbon footprint; a summary of carbon sequestration research; water sustainability and irrigation dynamics; the work of the Chicago Climate Exchange; the dynamic tension between science and politics on "being green"; and what do we need next? Dr. Kenna will describe the challenges facing industry in finding government funding sources for turfgrass benefits research.

Dr. Kenna serves on advisory boards and research foundations for the National Turfgrass Federation, Turfgrass Research Initiative, the Golf Course Superintendent's Association of America, and the Turfgrass Producers International. He received his M.S. degree in agronomy and his Ph.D. in crop science from Oklahoma State University.



**Bill Boltz**  
**Saturday, June 21**  
**10:00 a.m.**

## INNOVATION AS A DIFFERENTIATOR

Bill Boltz, Home Depot's Merchandising Vice President for Lawn and Garden Outdoor Living will discuss how companies can use innovation to differentiate their organizations in an increasingly competitive and global marketplace. He will discuss Home Depot's innovation programs, including sustainability initiatives that have helped make Home Depot one of the largest retailers and companies in the world.

Mr. Boltz is a 26 year home improvement industry veteran. He graduated from Eastern Montana University and received his MBA from Northwestern's Kellogg School of Management.

Mr. Boltz spent 24 years with Sears Roebuck. Starting in the Sears National Training Program, he gained valuable experience and expertise as he rose through the local, district and regional levels with ever increasing management roles. He moved to the corporate offices and became the Vice President General Merchandise Manager for tools, electric and paint prior to joining Home Depot in 2006.