

Where IT's @: Technology and the Economy

The image is a complex digital collage. At the center is a globe showing the continents of North and South America. Overlaid on the globe is a grid of binary code (0s and 1s) in a light blue/cyan color. The background consists of several US dollar bills, including a prominent one on the right side showing a portion of a person's face. A network of glowing, multi-colored lines (blue, purple, red) crisscrosses the scene, suggesting a global network or data flow. The overall color palette is dominated by blues, purples, and reds, with the green and yellow of the dollar bills providing contrast.

Sponsored by
**Federal Reserve Bank of Dallas
and National Association for
Business Economics**

September 10, 2004



Since 1995, productivity has surged, with output per hour rising an average of more than 3 percent annually. Information technology is getting credit for much of this increase. But should it?

IT has brought significant enhancements: streamlined supply chains, automated routine workflows and greater customer insight, to name a few. These productivity advances have assured firms a leg up on the competition. But now, with the dust beginning to settle, some see IT as just another commodity, another input necessary to compete but insufficient to ensure competitive advantage.

This conference, cosponsored by the Federal Reserve Bank of Dallas and the National Association for Business Economics, will explore the state of information technology as it relates to productivity, the economy, business operations, venture capital, education and more. Join us and hear distinguished speakers assess technology and its potential impact on economic growth and productivity.



Where IT's @: Technology and the Economy

When

Friday, September 10, 2004
8:30 a.m. – 4 p.m.

Where

Federal Reserve Bank of Dallas
2200 N. Pearl St.

Fee

\$95 through August 27
\$110 after August 27
\$50 student rate (must show ID at check-in)

Fee covers conference materials, continental breakfast and lunch.

Cancellations

A full refund will be made if your cancellation notice is received in writing by September 3, 2004. No refunds are available after that date.

Hotel Reservations

A special room rate of \$139 is available at the Westin City Center until August 9. For reservations, call the hotel directly at 214-979-9000 or 866-837-4246 and mention that you are attending the Federal Reserve Bank conference.

Business casual attire is suggested for this conference.

Confirmed Speakers and Topics

Introductory Remarks

Robert D. McTeer, Jr.
President and CEO
Federal Reserve Bank of Dallas

Duncan Meldrum

President
National Association for
Business Economics

Keynote Luncheon Address

Does IT Matter?

Nicholas G. Carr
Author and Former Editor of
Harvard Business Review

A Better Way: Productivity and Reorganization in the American Economy

W. Michael Cox
Senior Vice President and
Chief Economist
Federal Reserve Bank of Dallas



Productivity

Microeconomics of Information Technology: An Overview

Hal Varian

Professor, School of Information
Management and Systems
University of California at Berkeley

The Digital Organization: Practices of Highly Productive Firms

Erik Brynjolfsson

Schussel Professor of Management
and Director of the Center for eBusiness
MIT Sloan School of Management

Industry Applications

Ross Philo

Chief Information Officer
Halliburton Energy Services Group

Alan Camerik "Rik" Heller

President and Founder
FreshLoc Technologies Inc.

Chris Anderson

Editor in Chief
Wired

Financial and Human Capital

Is IT Venture Capital on a Comeback?

Ron Harris

Founder and General Partner
Southwest Capital Partners

Education, Research and Technology

Robert Helms

Dean, Erik Jonsson School of
Engineering and Computer Science
University of Texas at Dallas

Future Trends Discussion

Dennis Wilson

Chief Technology Officer, Chairman
and Founder
Nanotechnologies Inc.

G. Anthony Gorry

Friedkin Professor of Management
and Professor of Computer Science
Rice University

*More speakers to be announced. Watch
www.dallasfed.org for the complete list.*

Where IT's @: Technology and the Economy Registration

Complete this form and return it with your check, payable to the Federal Reserve Bank of Dallas. For additional registrants, please duplicate this form and complete one for each registrant.

You may also register online at www.dallasfed.org, under "News & Events."

The conference fee is \$95 if registration and payment are received by August 27 and \$110 thereafter. The student rate is \$50; ID must be shown at check-in.

Mail or fax the form to:
Federal Reserve Bank of Dallas
Public Affairs Department
10th Floor
Attn.: Felicia Rettig
P.O. Box 655906
Dallas, TX 75265-5906
Fax: 214-922-5268

Phone: 214-922-5286 or
1-800-333-4460, ext. 5286

All registrations must be received by Tuesday, September 7.

Please print or type all information to ensure accuracy.

Name _____

Title _____

Organization _____

Address _____

Phone _____

Fax _____

E-mail _____

Name for badge _____

Students, check here

Method of payment:

Check/money order

Credit Card

VISA MasterCard American Express

Number _____

Expiration date _____

Signature _____