

M·O·C·C·A

Members Meeting August 25, 2009

Host: [CyberSource](#), Mountain View, California

Remote Access ... WebEx is Hosting MOCCA's Online Meeting Today

Online Information

Meeting Number: 924 489 792
Meeting Password: mocca

Teleconference

Call-in toll-free number (US/Canada): 1-866-469-3239
Call-in toll number (US/Canada): 1-650-429-3300

Today's Agenda: Change Management

Start	End	Speaker	Topic
3:00	3:30	Membership	Networking / Intro's
3:30	4:00	MOCCA Board	Welcome & Survey Results
4:00	6:00	Today's Moderator	Beth Weesner, CEO of MTS
		Today's Participants	Adobe: Krista Calvo Apple: Brad Poston Net App: Tracy Myers & Judy Ash Salesforce.com: Scott Keane
6:00	8:00	Cascal's 400 Castro Street Mountain View, CA	More Networking and No Host Drinks and Dinner

Welcome - Upcoming Meetings

- November 10, 2009 Q4 Membership Meeting
- November 2009 Executive Forum – Targeting executive staff from around the world

Welcome - MOCCA Mission

- Foster a community for sharing practical experience
- Encourage the professional development of Marketing Operations practitioners
- Develop the Marketing Operations professional

Welcome – Survey Results



Change Management Panel

Moderator

- MTS: Beth Weezner

Panelists

- Adobe: Krista Calvo
- Apple: Brad Poston
- Net App: Judy Ash
- Net App: Tracy Myers
- Salesforce.com: Scott Keane

Wrap Up & Reminders

- November 10, 2009 Q4 Membership Meeting
- November – 2009 Executive Forum – Targeting executive staff from around the world

- **Networking Tonight!**

Cacal's, 400 Castro Street, Mountain View

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Professional Development and Development
of the Marketing Operations Professional