Friday, May 9

12:30 - 1:45 --- Kickoff luncheon --- Location: Gold Hall EDR, B.208

1:45 - 3:15 Masakazu Ishihara, NYU Location: Cornell Hall, D.313
Uncovering Consumer Decision Rules under Complex Dynamic Environments: The Case of Coalition Loyalty Programs

3:30 - 4:00 --- Break ---

3:30 - 5:00 Aimee Drolet Rossi, UCLA Location: Cornell Hall, D.313
To be announced

6:00 Dinner at Tanino Ristorante, Westwood

Saturday, May 10

9:30 - 10:30 --- Continental Breakfast --- Location: Cornell Hall, D.313

10:30 - 12:00 Harikesh Nair, Stanford University Location: Cornell Hall, D.313
Location Choice and Profit-Increasing Entry

12:15 - 1:45 --- Lunch --- Location: Gold Hall EDR Terrace

1:45 - 3:15 Oleg Urminsky, University of Chicago Location: Cornell Hall, D.313
Field Study of Healthy Eating Interventions in Retail Settings

3:30 - 5:00 Peter Rossi, UCLA Location: Cornell Hall, D.313
Economic Valuation of Product Features

5:00 Farewell!
Venue Addresses

FRIDAY

UCLA Anderson School of Management
Gold Hall, Executive Dining Room (EDR)

Taxi or hotel shuttle drop-off should be at the UCLA Anderson School of Management Complex in front of Collins Center.

110 Westwood Plaza
Los Angeles, CA 90095
310.825.0003

Tanino Ristorante (Friday dinner)
1043 Westwood Blvd.
Los Angeles, CA 90024
310.208.0444

Please see next page for menu.
Primo Piatto
Pappa al pomodoro
Thick tomato and bread soup

Piatto Forte
choice of:
Involtini di melanzane
Baked spaghetti wrapped with eggplant served in a tomato basil sauce
~OR~
Pesce Salmone
Salmon broiled served with spinach mashed potatoes and onion broth
~OR~
Scaloppini al Piacere
Chicken scaloppini served with mashed potatoes and marsala sauce
~OR~
Carne Wahu
Australian Kobe beef sliced and served with roasted potatoes and sauteed rapini with Barolo wine sauce

Dolce
Torta di Cioccolato
Flourless Chocolate Cake with Vanilla Ice Cream and Raspberry Sauce
Taxi & Shuttle Information

Beverly Hills Cab Company
310.205.0252
* Please indicate pick-up will be at the UCLA Anderson Complex traffic circle, located off Sunset at Westwood Plaza.

Hotel Palomar
10740 Wilshire Blvd.
Los Angeles, CA 90024
310.475.8711