

November 24, 2003

Minutes of the Conference Call of the Commercial Technology Initiatives Committee ("CommTech") MBA Commercial Board of Governors Monday, November 24, 2003

The conference call started at 12:30 PM Eastern. The participants on the call included Bill Frazer (Chair), Keith Mullen (Vice Chair), Catherine Rodewald (Vice Chair), Mike Haggerty of NewMark, Steve Kremidas of SS&C, Ted Sprague of Intervest and Dan Phelan (COMBOG Vice Chair). The primary purpose of the call was to review the plans for technology-related panels and events at the CREF Convention.

Bill Frazer started with a description of the plans for Joe Rubin's panel, "Maximizing Your Operations." The plans for this panel were to cover the impact of several recent trends in the industry, of which technology was one. One topic that held interest was an examination of the use of portable technology (e.g., PDA's) in firm operations. To that end, one idea that was covered was the development of a brief survey that polled the penetration and usage of PDA's within firms represented on the CommTech. It was the consensus of the Committee that such a survey might be better conducted informally, possibly during the panel itself. Ms. Rodewald suggested that its results might be tied in to the program content at the May Asset Administration and Technology Conference in Nashville. It could result in a follow-up article along the lines of, "Did You Know that Firms are Doing X, Y and Z?" that could help promote the May Conference. Regarding the other areas that the panel planned to cover, it was the consensus of the CommTech that the panel should focus more on the broad use of technology and its benefits. Many of the trends that exist now (such as outsourcing) seem to rely on technology as a precedent condition. Presenting examples of firms who have benefited from various technological innovations would be more informative to those in the audience than would a survey of various trends or themes.

Ms. Rodewald next described the plans for the panel, "The Dollars and Sense of MISMO." The overarching theme of this panel is to present a business-focused message on the benefits of MISMO data standards. As opposed to focusing on the technical mechanics of XML, the panel would highlight real-world examples of how MISMO can save time and money. These examples would consist of demonstrations of the technology. For instance, a rate quote could be used as a case study - it could be prepared using Microsoft Word and Excel, and sent wirelessly to someone with a Blackberry PDA. Panelists active in the Commercial Working Group would also provide educational content about what MISMO is, how it operates and what its goals are. It was the consensus of the CommTech that this concept was fine.

The Committee set the date of its next call for Wednesday, January 14th, 2004 at 12:30 PM Eastern, and this call was adjourned.

Respectfully Submitted,
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