Friday, February 22nd

8:00 AM – 8:20 AM  Continental Breakfast
8:20 AM – 8:30 AM  Opening Remarks
8:30 AM – 8:35 AM  Greg Allenby introduces Joel Huber
8:35 AM – 10:00 AM  Joel Huber, Duke University
Components of Effort for Repeated Tasks
10:00 AM – 10:30 AM  Morning Break
10:30 AM – 10:35 AM  Grant Donnelly introduces Hal Hershfield
10:35 AM – 12:00 PM  Hal Hershfield, UCLA
When Does the Present End and the Future Begin
12:00 PM – 1:30 PM  Lunch Break
Blackwell Ballroom A
1:30 PM – 1:35 PM  Selin Malkoc introduces Sam Maglio
1:35 PM – 3:00 PM  Sam Maglio, University of Toronto
How long will I keep it? Planned retention for gifts from near and far
3:00 PM – 3:30 PM  Afternoon Break
3:30 PM – 3:35 PM  Greg Allenby introduces F. Reed Johnson
3:35 PM – 5:00 PM  F. Reed Johnson, Duke University
Comparing the Non-Comparable: The Need for Equivalence Measures that Make Sense in Health-Economic Evaluations
5:00 PM – 5:10 PM  Closing Remarks
7:00 PM – 10:00 PM  Dinner Reception at Lindey’s Restaurant
(169. E. Beck St., Columbus, OH 43206)