



News Release

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"Moving Mountains" Auto ID & Mobile IT Solutions Expert to Keynote AIM Expo

*Gus Pagonis, Former Sears Roebuck & Co. and Gulf War Logistics Leader, to
Share Lessons Learned in War and Retail*

Warrendale, PA -- March 25, 2010 -- The Association for Automatic Identification and Mobility (AIM) is pleased to announce that Mr. Gus Pagonis, retired three-star U.S. Army General, Former Executive Vice President of Logistics for Sears Roebuck & Co., and author, *Moving Mountains: Lessons in Leadership and Logistics from the Gulf War*, will be the Keynote presenter for the **AIM Expo**, November 1-3 at the Hyatt Regency O'Hare, Chicago, IL, USA.

When it comes to expertise in logistics and overall leadership of very complex projects and organizations, few people are better qualified than Mr. Pagonis.

Serving as the head of supply chain for Sears, Roebuck and Company, Mr. Pagonis directed logistics for more than 2500 stores and was responsible for Vendor Relations, Distribution, Transportation, Home Deliveries, Outlet Stores, International Logistics and the integration of information systems to cement it all together.

Prior to joining Sears, Mr. Pagonis served in the U.S. Army for 29 years, retiring with the 3-star rank of Lieutenant General. He is widely recognized for his logistical achievements particularly during Desert Shield/Desert Storm. As General Schwarzkopf's logistics commander, he functioned as the single point of contact and was responsible for all logistics (food, shelter, fuel, ammunition, transportation, contracting) for the Gulf War.

During his Keynote Address on November 2nd, Mr. Pagonis will share his experiences, leadership practices, and management techniques - - highlighting the critical role of auto

ID - - to help create a proven pathway for organizations to achieve desired results and reach new heights.

“We are honored to host Mr. Pagonis for the opening Keynote of the inaugural AIM Expo,” states Chuck Evanhoe, Evanhoe & Associates and AIM Expo chairman. “His expertise as a user of auto ID and mobile IT solutions and his solid reputation as a leader will deliver great value to the attendees of AIM Expo.”

The full AIM Expo conference program includes case studies and how-to educational tracks on **manufacturing, government, retail and healthcare**. The sessions identify state-of-the-art auto ID and mobile IT applications and solutions on how to improve operations, streamline production, reduce costs and enhance overall business processes. The Expo will also feature a solutions showcase in the exhibit hall that will represent the leading auto ID and mobile IT providers.

To view the entire conference program and learn more about the AIM Expo, visit www.AIM-Expo.com. Make plans now to be in Chicago, November 1-3, 2010 for the auto ID and mobile IT industry event!

About AIM

For 35 years, AIM (www.aimglobal.org) has served as the association and worldwide authority on automatic identification, data collection and networking in a mobile environment. AIM members are manufacturers, distributors, resellers and end users in the auto it & mobile IT industry. Serving members in 43 countries, AIM is dedicated to accelerating the growth and use of Automatic Identification and Mobility technologies and services around the world.

For more information about the AIM organization, its technologies and its members, please visit www.aimglobal.org or www.rfid.org.