



EMDA Convention Highlights

Beginning with the Joint Opening Session on Thursday morning and ending with the Joint Reception on Saturday evening, EMDA reps and distributors will fill their convention times with member-to-member contact; manufacturer and supplier interviews and informative and entertaining convention programs.

Wednesday, November 3 – Arrival day for most attendees. For members making early appointments with their suppliers, the EMDA registration desk will open at 7:00A. To make sure all attendees get the most they can out of the EMDA Convention, new members attending the Convention for the first or second time, will be invited to a **New Member Reception & Orientation** at 4:00P.



Scott Deming

Thursday, November 4 – The EMDA and FEMA **Joint Opening Session** is designed to bring the members together to “kick-off” their conventions with a dynamic presentation that will set the tone for a intensive week of appointments and meetings. The Joint Opening Session, beginning at 8:00A with a breakfast, features **Scott Deming** presenting “*Creating Customers for Life.*”

When Did Customer Service Die? Does Anyone Remember the Funeral? Customer Service didn’t die a sudden, unexpected death. It has been dying a slow, very painful death for a very long time. Why? Simply put, people stopped caring. Service today is typical and transactional. People look at customers as an opportunity for a sale, rather than an opportunity for a meaningful relationship that will turn that customer into a loyal evangelist for life. Customer service is dying because people simply stopped looking at other people as fellow human beings.

Scott Deming is on a mission - to bring emotion, sincerity, caring and humanity back into customer service. Scott Deming is on a mission - to impact as many people and as many organizations as possible with a simple message and a tried and true process. Scott Deming is on a mission - to teach executives, management, and staff that everyone is in this together. And finally, Scott Deming is taking his nearly thirty years of advertising and marketing experience and showing proof positive that advertising is simply awareness. **RELATIONSHIPS RULE** and building a **BRAND** through emotional, one-of-a-kind experiences, not just great advertising, is the key to **SUSTAINABLE** personal and professional success.



Industry Showcase



Roundtable Discussions



Contact Session

**Be where
the action is
this Fall**



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Immediately following Thursday's Joint Opening Session is EMDA's annual **Industry Showcase** which brings suppliers, distributors, reps and vendors together in more than 100 booths featuring products and services of interest to all. Doors open at 10:30A and the Showcase runs until 2:30P.

Thursday concludes with a new tradition, a fun **EMDA Partners Party** bringing reps and distributors together with the manufacturers that they do business with. The party is a "Thank You" to the manufacturers who understand the value that the EMDA network of distributors and reps provides in bringing their products to the marketplace. The reception begins at 5:00P and ends at 7:00P.

Friday, November 5 – In an ongoing review of the convention structures, both Associations continue to provide attendees as much meeting opportunity as possible, and are, once again, co-sponsoring a breakfast area that will be available from 6:30A until 8:30A. When you don't need to schedule a full-blown private appointment, but still need to make contact with certain suppliers – why not meet for breakfast at the **Joint Breakfast Buffet**.

The **EMDA Contact Session** continues to be popular with manufacturers seeking distributors and reps and will be held from 8:30AM to 10:30AM. The Contact Session is designed to provide manufacturers an opportunity for a quick introductory interview with individual member reps and distributors. This session will help bring together manufacturers who are looking for distribution partners and the EMDA members looking for those new products. The Contact Session can be used to determine mutual interest in setting up an appointment during the convention week. Friday afternoon is free for appointments.

Special Joint Session with FEMA on the Online Warranty Information System – EMDA, FEMA and NAEDA have been working on a joint project to provide a simple online system for processing warranty information and claims. Attend this session on Friday afternoon to learn how the system can be used in your firm.

The **Joint Industry Networking Hour**. Don't miss this opportunity to extend your personal network in a relaxed, social environment as you renew old friendships and make new ones. Light refreshments and drinks will be offered from 5:00P to 6:30P.



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Saturday, November 7 – EMDA's General Assembly and Corporate Annual Meeting begins with a breakfast at 7:30A and includes the Association's annual report to the membership.

Beginning at 9:15A, choose from one of four concurrent roundtable sessions to attend. The sessions will run for 45-minutes, and then the topics will be repeated again at 10:15A.

- **Selling Strategies for the Shortline Industry** – *Selling to mega dealers; Selling in down economy; Strategies for combating manufacturer brand purity position; Large dealership groups (with multiple locations) due to mergers and acquisitions. Advantages & disadvantages. Strategies to sell to these groups; Manufacturers selling direct to retail & distributors selling direct to retail; How do we grow our business in a climate where the majors are wanting dealer purity.*
- **Innovative Ideas for Cost Saving in Turbulent Times** – *A timely session on cost savings . What is your firm doing to save? How do you control outside salespeople expenses?*
- **Technology Tools in use by Distributors and Reps** – *What technology, computers, programs do you use for managing yourself and territory? What's your favorite smartphone app? What can your smartphone do other than facebook?*
- **What's in Your Marketing Plan?** – *How do you keep your web site up to date and in-line with your marketing plan? Internet Marketing; Are farm shows, etc. worth the effort and expenses? Are distributors still using catalogs? With migration to improved web sites, how are you handling catalogs? How are you creating price lists? Who is using Catalog Builder with success? How do reps handle catalogs and price lists?*

By request of several members, beginning at 9:15A, these two sessions will have the remainder of the morning to use for discussion of these two special interest topics. These two topics will not be repeated.

- **Succession Planning for the Independent Rep** – *When a rep retires, what's being done to ensure no loss or interruption of business? Are reps developing a succession plan for their companies and product lines? What decisions need to be made if you're bringing an assistant or partner into your organization?*
- **Parts Distributors** – *A break-out session to discuss relevant topics specific to ag parts wholesalers.*

Saturday morning, following EMDA's Roundtable discussions, as a joint session with FEMA, **Healthcare Reform & Small Business** will deal with the federal regulations coming out of Washington as the new Patient Protection & Affordable Care Act goes into place. Rules change based on the number of employees and what level of coverage offered employees currently. This one session could save you the cost of attending the entire Fall Convention.



Saturday evening – The traditional **Joint Industry Reception** concludes the convention. Meet your friends for hors d'oeuvres and cocktails at this party sponsored by the two associations.