



# 2010 Convention Schedule of Events

Hyatt Regency Dallas • 300 Reunion Blvd. • Dallas, TX 75207

## Wednesday, November 3

### Registration Desk

7:00a to 5:00p: Arrival day for most attendees. Be sure to stop by the Registration Desk to pick up your badge.

## Thursday, November 4

### Joint Opening Session & Breakfast

8:00a to 10:00a: Breakfast session and keynote address by **Scott Deming**: "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. Scott Deming is on a mission to bring emotion, sincerity, caring and humanity back into customer service.

### Industry Showcase

10:30a to 2:30p: Tabletop booth show bringing suppliers, distributors, reps and vendors together in more than 100 exhibits.

### The EMDA Partners Party

5:00p to 7:00p: Thursday concludes with a new tradition, a fun reception 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.

## Friday, November 5

### Joint Industry Breakfast Buffet

6:30a to 8:30a: When you don't need to schedule a full-blown private appointment, but still need to make contact with certain suppliers – have a casual meeting at this breakfast buffet.

### Contact Session

8:30a to 10:30a: Designed to provide manufacturers an opportunity for a quick introductory interview with individual distributors and reps.

### Online Warranty Information System

3:00p to 4:00p: 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 to learn how the system can be used in your firm.

### Joint Industry Networking Hour

5:00p to 6:30p: Extend your personal network in a relaxed, social environment as you renew old friendships and make new ones.

## Saturday, November 6

### Breakfast & Corporate Annual Meeting

7:30a to 9:00a: Corporate annual meeting & Board elections.

### First Session of Roundtable Discussions

9:15a to 10:00a: These are repeated from 10:15a to 11:00a

- **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 and 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?

### Special Interest Breakout Sessions

9:15a to 11:00a: These sessions 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.

### Second Session of Roundtable Discussions

10:15a to 11:00a: Topics from the 9:15a session are repeated?

### Healthcare Reform & Small Business

11:00a to 12:00p: This session 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.

### Joint Industry Reception

5:30p to 6:45p: Join FEMA conventioners for this traditional convention closing party.