



FPDA/ISD JOINT INDUSTRY SUMMIT

# IN IT TO WIN IT!

TEERING UP FOR SUCCESS

**SEPTEMBER 14-17, 2014**

SAWGRASS MARRIOTT GOLF RESORT & SPA  
PONTE VEDRA BEACH, FL

THE FPDA   
MOTION & CONTROL NETWORK

 **ISD** INTERNATIONAL SEALING  
DISTRIBUTION ASSOCIATION  
Connecting World Class Sealing Distributors and Manufacturers

REGISTER ONLINE AT [WWW.FPDA.ORG](http://WWW.FPDA.ORG)



# SCHEDULE

## SUNDAY, SEPT. 14

11:00 am – 7:00 pm  
Registration

12:30 pm – 2:00 pm  
FPDA Committee Meetings

2:00 pm – 5:00 pm  
FPDA Board Meeting

5:30 pm – 6:00 pm  
FPDA First Timers Orientation

5:30 pm – 6:00 pm  
ISD First Timers Orientation

6:00 pm – 7:30 pm  
Joint Welcome Reception

7:30 pm  
YES/ELI Corn Hole  
Tournament and  
Refreshments!

## MONDAY, SEPT. 15

7:30 am – 6:00 pm  
Registration

7:30 am – 8:00 am  
FPDA/ISD Joint Continental  
Breakfast

8:00 am – 9:30 am  
FPDA/ISD General Session  
& Keynote

9:30 am – 10:00 am  
Networking Morning Break

10:00 am – 12:00 Noon  
UID-in-a-Day Workshops

12:15 pm – 1:15 pm  
FPDA/ISD Joint Luncheon

12:15 pm – 1:15 pm  
ELI/YES Joint Luncheon

1:30 pm – 3:30 pm  
UID-in-a-Day Workshops

1:30 pm – 3:00 pm  
ISD Associates Meeting

4:00 pm – 6:00 pm **NEW TIME!**  
FPDA/ISD Supplier Showcase  
and Networking Reception

6:00 pm  
Open Evening

## TUESDAY, SEPT. 16

7:30 am – 11:00 am  
Registration

8:00 am – 12:00 noon  
ISD Continental Breakfast &  
Annual Meeting of Members

8:00 am – 11:30 am  
FPDA Continental Breakfast &  
Annual Meeting

1:00 pm – 6:30 pm  
FPDA/ISD Golf Tournament  
*Stadium Course*

1:00 pm – 6:30 pm  
Optional Tour of St. Augustine

7:30 pm – 10:00 pm  
FPDA/ISD Party

## WEDNESDAY, SEPT. 17

8:00 am – 8:30 am  
FPDA/ISD Joint Continental  
Breakfast

8:30 am – 10:00 am  
FPDA/ISD Closing Session

10:15 am – 11:30 am  
FPDA Closing Board Meeting

10:15 am – 3:00 pm  
ISD Closing Board Meeting

11:00 am – 12:30 pm  
ISD CEO Forums

# SAWGRASS MARRIOTT

**ABOUT THE SAWGRASS  
MARRIOTT GOLF RESORT & SPA**  
1000 PGA TOUR Boulevard  
Ponte Vedra Beach, Florida 32082  
1-904-285-7777

Nestled along the Florida Northeast Coast in Ponte Vedra Beach, Sawgrass Marriott Golf Resort and Spa is a breathtaking destination for business meetings, golf getaways, family vacations, and romantic escapes. Encompassing 63 stunning acres, the resort offers a beautiful landscape of trees, lagoons, waterfalls and views to the green fairways of the TPC Sawgrass. In addition to 510 beautifully appointed guest rooms, golfers, families and executive groups alike can revel in true relaxation at the thoughtfully renovated Villas at Sawgrass.

Play over 99 holes of championship golf, including the two championship golf courses at TPC Sawgrass, connected to the resort by a golf cart path. Sawgrass Marriott Golf Resort and Spa is a soothing retreat from urban life. Enjoy the tranquility and pristine sands of Ponte Vedra Beach or swim, surf and ski in the blue waves of the ocean.

**Book your reservations now!**  
FPDA's Special Group Rate (single or

double occupancy) is \$149 per night, plus tax. Please make your reservation before August 22, 2014. After that date the space and rate will be at the Hotel's discretion. To make your reservation you can call the Marriott at 1-888-236-2427 and mention FPDA/ISD Joint Summit. You can also book online, please visit [fpda.org](http://fpda.org) for the reservation link.

**BOOK YOUR RESERVATIONS BY AUG. 22**

## TRAVEL INFORMATION

**Jacksonville International Airport**  
35 miles (Approx. 40 min. by car)  
Taxi - Approximately \$80  
SuperShuttle - Approximately \$72

## WEATHER AND WARDROBE

Northern Florida is a tropical paradise. Warm temperatures, balmy breezes, sunny skies and an occasional shower is the norm for Ponte Vedra Beach. The temperature ranges from the mid-80s during the day to the mid to low 70s in the evening.

Dress for the meeting is business casual. No need to pack your blazer or dresses, however, we recommend you bring a sweater or jacket as the meeting rooms tend to be cold.

## REGISTRATION INFORMATION

Please visit [FPDA.org](http://FPDA.org) to register online or to print the registration form to be mailed/faxed in.

REGISTRATION FEE	MEMBER RATE		NON-MEMBER RATE	
	BY 8/1/14	AFTER 8/1/14	BY 8/1/14	AFTER 8/1/14
Distributor Member	\$875	\$975	\$1375	\$1475
Associate & Affiliate Member	\$875	\$975	\$1375	\$1475
Supplier Showcase Table	\$800	\$800	\$800	\$800
Companion/Spouse <i>(includes Opening Reception, Supplier Showcase, Spouse Activity, Closing Dinner)</i>	\$350	\$350	\$350	\$350
Golf Tournament	\$350	\$350	\$350	\$350
Shoe Rental	\$28	\$28	\$28	\$28
Club Rental	\$90	\$90	\$90	\$90
St. Augustine Historical Tour	\$100	\$100	\$100	\$100



## YOUR FPDA BUSINESS ADDRESSED!

Be sure to be on hand for the FPDA Business Session on Tuesday morning, beginning at 8:00 am. Here's a peek on what you can expect:

### FPDA BUSINESS SESSION

It's FPDA's 40th Anniversary! Join us as we take a look back and peer forward. During a new segment, FPDA Ignite, hear about some of the unique programs and activities taking place within our own member companies. This is your chance to share and learn with the best of the breed in fluid power. And, of course, get the latest on industry trends when Joe Calvello of Cleveland Research presents his update on what's happening in the industrial distribution marketplace. This and much more await you at Sawgrass.

# GET THE WINNING EDGE WITH EDUCATION!

## OPENING SESSION FEATURING SAM MANFER:

**Take Me to Your Leader\$:  
Those with the "In" Win  
Monday, September 15  
8:00 am - 9:30 am**

Customers have changed dramatically in the last few years. The sales person must approach, investigate and present differently than before to excite prospects and win the sale.

Identifying the key decision makers and knowing how to effectively engage them is crucial. Sam Manfer will show how instant access to information and fluid communications has changed buying and how sales organizations must adapt to be effective and efficient at selling. Learn what owners and managers can do to launch their organizations on this path to winning sales in 2014 and the future.

*Sam Manfer leads seminars in executive relationships, sales, management training, and personal development. His client list includes Bimba, Fisher Rosemont, and a host of other OEMs, and automation component and assembly manufacturers.*

**UID-IN-A-DAY WORKSHOPS  
(Choose one morning and one afternoon session)  
Monday, September 15  
10:00 am - 12:00 pm**

**UID #1: Hey Dude! Working  
Across the Generations  
within Industrial Distribution  
Featuring Bob Wendover**

We all know about generations in the workplace. But what can you do to manage them today? This entertaining and interactive

session shows you how top workplaces foster engagement and enhance productivity among those from different age groups. You'll become a master at identifying conflicting expectations and different approaches.

Loaded with practical examples of how to manage a cross-generational team, you'll walk away with simple but powerful strategies for integrating the most diverse workforce the nation has ever seen.

*Robert W. Wendover has been researching and writing about workforce trends for more than 20 years. He currently serves as Managing Director of the Center for Generational Studies.*

**UID #2: How to Structure a  
Winning Sales Organization  
Featuring Don Buttrey**

What will you do differently now and into the next year? In this workshop we will help leaders, who are facing a whole new selling environment, to lead their sales organization with clarity and conviction. You will learn to understand the structure, tools and disciplines required to win in today's economy. Don Buttrey will give clear direction and practical actions on how you can improve your company's selling strategy.

*Don Buttrey is the President of Sales Professional Training, Inc. specializing in proven sales training and practical, hands-on tools for professional selling. Don has a solid background in manufacturing, industrial distribution and inside/outside sales. Don's two workshops at the Summit promise*

*to give you some hands-on practical help for you and your team!*

**1:30 pm - 3:30 pm  
UID #3: Common Sense  
by Friday: Fostering Smart  
Decisions in a Menu-Driven  
Workplace**

*Featuring Bob Wendover*

What can you do to make your people self-reliant, strategic in their thinking and confident in their actions? Based on Bob Wendover's new book, *Figure It Out! Making Smart Decisions in a Dumbed-Down World*, you'll leave this interactive session with a three-step strategy for enhancing the everyday decision-making skills of everyone on your team. How much do today's technology-dependent staffers cost you in time and profits? Turn your menu-driven thinkers into productive problem solvers.

**UID #4: It's All About  
Relationships!**

*Featuring Don Buttrey*

Leaders know that the secret to success is the ability to get along with people. Relationships are essential in management, sales and service. Building and maintaining strong relationships takes understanding and skill. This workshop promises to be a significant epiphany in your career. We begin this workshop with training in the communication cycle; verbal, tonal, and non-verbal communication. Active listening is discussed. We then unfold a proven relationship model based on the DISC® model of behavior. Participants will discover their behavior style

or orientation. They will learn how to identify other styles and make adjustments to be more productive. This powerful concept has application in sales, management, team interactions and even in personal life!

**CLOSING SESSION  
Succession or Exit?  
Decision or Dilemma  
Wednesday, September 17  
8:30 am - 10:00 am**

One of the biggest mistakes a closely held company can make is waiting until a crisis hits to make important decisions about their future. Planning for business succession is a priority! To help you wade through the myriad issues, we have enlisted two experts from Wealth Point to unravel the key to effective and successful succession planning.

*Ryan Barradas, Managing Partner, is a nationally-recognized expert in family business, ownership and management succession planning, exit strategy planning, complex estate planning, and key employee retention.*

*Tim Young, Partner, has 20 years of experience building a family-owned, second generation product and equipment distribution company into a \$65 million company that employed more than 120 people operating in three states. Tim has held positions ranging from Sales & Marketing to President and CEO. He has been through each phase of the business life cycle from growth and succession to the successful sale of his business to a fortune 500 company.*

# NETWORKING OPPORTUNITIES

## SUPPLIER SHOWCASE

Monday, September 15  
4:00 pm - 6:00 pm **NEW TIME!**  
The FPDA/ISD Supplier Showcase will be held for two hours during the Reception on Monday, September 15 at the Sawgrass Marriott. The Showcase is designed as an informal program, utilizing only table top displays.

### Who Should Display?

The Showcase is open to all manufacturer members of FPDA and ISD.

### What Should You Display?

Any new or existing products or technologies that make an impact. Any pre-existing table top display, product or literature that will fit on the display table is appropriate for this Showcase.

### What is the Display Space

**Size?** Each participating manufacturer will be provided a 6'x30" skirted table. All materials need to fit on top of the table and must adhere to local fire and safety ordinances.

### What Does Showcase Participation Cost?

Manufacturers interested in purchasing a table will find this a cost-effective method of showcasing product solutions — just \$800 per table. For more information and the rules & regulations please visit [fpda.org](http://fpda.org).



## FPDA/ISD GOLF TOURNAMENT The Players Stadium at TPC Sawgrass

Tuesday, September 16  
1:30 pm Shotgun Start  
\$350 per person

Winding through North Florida's natural landscape, The Players Stadium Course was named one of the top 80 golf courses in the world, according to *Golf Magazine* and is ranked #1 by *Travel Leisure* among the Best Resort Courses in Florida.

Carved out of the Florida coast, The Players Stadium Course sports one of the most challenging holes on the PGA TOUR — the notorious 17th hole, Island Green.

The Players Stadium Course is home to The Players Championship — one of PGA's most prestigious tournaments. Greg Norman, Fred Couples, Phil Mickelson and Sergio Garcia have hoisted The Players Trophy.

Price includes greens fee, cart, practice balls, box lunch, forecaddie, transportation and tournament services. TPC Sawgrass offers club rental for \$90 and shoe rental for \$28. **Yes, the**

**price is higher than usual, but The Players Stadium is not a typical course! This \$350 is an investment in a memory that will last a lifetime!**



## ST. AUGUSTINE HISTORICAL TOUR

Tuesday, September 16  
Bus departs at 1:00 pm  
\$100 per person (lunch included)  
Enjoy the nation's oldest city where the various architectural styles, narrow brick streets, and European flavors combine for a unique escape. Your professional tour guide will meet you dressed in period costume and weave a tapestry of stories from the Ponce de Leon discovery period, the pirate days of Sir Francis Drake, the Spanish and English colonial years, and the Victorian Flagler era.

You will tour all the major sites including the Fountain of Youth, Spanish Mission Grounds, Castillo de San Marcos, Spanish Plaza, Cathedral-Basilica, and Henry Flagler Hotels. Hear how Henry Flagler built the most opulent hotels of his day and transformed St. Augustine into

the first winter resort for the rich and famous in 1888.

You will enjoy free time to explore the pedestrian mall of St. George Street which offers charming shops, museums, historic buildings and many restaurants and cafes. Or you may stay with the tour guide to take a more intimate look at some of the quaint back streets which beautify our Ancient City.

## THE FPDA/ISD PARTY!

Tuesday, September 16  
7:30 pm - 10:00 pm

Join your fellow FPDA/ISD Summit Attendees at the FPDA/ISD Party on Tuesday evening. A great reception and dinner are planned and you will enjoy a few hearty laughs when comedian Johnny Mac hits the stage.

Johnny Mac's show is packed with laughter from start to finish! No matter what comes out of his mouth, you're sure to have a great time! Known as the "Gentle Don Rickles" Johnny Mac's ability to work with any audience is incomparable. He has been seen on HBO in the movie *Recount*, and has opened for some of the great names in comedy such as Brian Regan, Kathleen Madigan, Jim Gaffigan and the legendary Lily Tomlin.



## NETWORKING FOR THE YES/ELI MEMBERS

### ELI/YES Corn Hole Tournament | Sunday, Sept. 14 | 7:30 pm

Get to know the other attendees that are 40 and under while competing against one another. And make sure to come ready to show off your skill in a game that's played best with a drink in hand. Make sure to check off on the registration that you want to participate! Winners get bragging rights and a special prize.

### ELI/YES Luncheon Meeting | Monday, Sept. 15 | 12:00 pm

Meet with the head of the Center for Generational Studies, Bob Wendover, for an informal session exploring the particular issues related to your age group in the business world. Find out how you can overcome cross-generational issues that may arise in your company. How do you manage the generations? What are the successful selling techniques for different generations? What questions do you have that need answers? This is your time to get the information you need.

## SPOUSE/COMPANION NETWORKING

### Paint with a Twist!

Monday, Sept. 15 | 10:00 am - 12:00 pm

It's time to get creative! A little paint, a few mimosas and a whole lot of fun! Join in a whole new "twist" for our spouse/companion event this year. Are you a closet Picasso? Monet? Rembrandt? There is no skill required as the instructor will guide you step-by-step to paint a chosen print. You'll leave with a one-of-a-kind creation and a new-found talent you'll want to explore. When you're done painting, the spa will offer finger or toenail polish changes.

And to make sure those creative juices are flowing, painting will be accompanied by fresh mimosas. Florida orange juice never tasted so good ...