Tentative Daily Agenda Highlights

FEDA 2012 Convention March 28 - April 1 JW Marriott Starr Pass Resort & Spa Tucson, AZ

A Culture of Profitability

The Mindset and Tools to Help you Build and Grow a More Profitable Business

Wednesday, March 28th

8:00 a.m 12:00 p.m.	FEDA Executive Committee Meeting
9:30 a.m 6:00 p.m.	FEDA Registration Desk Open
12:30 p.m 3:15 p.m.	FEDA Board of Directors Business Meeting
3:30 p.m 4:30 p.m.	FEDA Education Foundation Board & Trustee Meeting
6:15 p.m 7:00 p.m.	First Timers & Young Execs (40 & under) Connection Reception
7:00 p.m 9:00 p.m.	Welcome to FEDA's Industry Kick-Off Banquet
	Sponsored by: Hobart Corporation

Thursday, March 29th

7:00 a.m 1:45 p.m.	FEDA Welcome Desk Open
7:00 a.m 8:15 a.m.	Member Breakfast/Annual Meeting-Allan Keck: REVIT Update
7:00 a.m 8:15 a.m.	Non-Member Breakfast
8:30 a.m. – 9:00 a.m.	Mason Greene Opening Remarks/Advocacy Speech/Scholarship
	Recipient Comments
9:00 a.m. – 10:00 a.m.	Keynote Speaker Peter Sheahan: "FL!P" Creating Strategies
	for Turning Challenges Into Opportunity and Change Into
	Competitive Advantage
	Sponsored by: Hobart Corporation
10:00 a.m 10:30 a.m.	Networking Break / Tabletop Time
	Sponsored by: Newgistics Freight Services
10:30 a.m 12:00 p.m.	Speaker #2 All Industry <i>Think Tank Session</i> for sharing best practices and
	industry views. New!
10:15 a.m 12:45 p.m.	Spouses' Brunch with Speaker / Mary Beth Mudd, M.D.: "Look in the
	Mirror and Love What You See!"
12:00 p.m 1:45 p.m.	Open Lunch
12:00 p.m 1:30 p.m.	All Industry Elected Association Leadership Meeting
1:45 p.m 3:00 p.m.	Speaker #3 Jim Pancero: "How to Find, Hire and Train the
	Best Sales Professionals"
3:00 p.m 3:15 p.m.	Networking Break / Tabletop Time
	Sponsored by: Newgistics Freight Services
3:15 p.m 4:30 p.m.	Speaker #4 Jim Pancero: "Leading (and tracking) Your
	Sales Team to Increased Sales"
5:15 p.m 6:15 p.m.	Cheers! Cocktail Hour
	Sponsored by: Hobart Corporation

Friday, March 30th 7:00 a.m. - 1:45 p.m. FEDA Welcome Desk Open 7:00 a.m. - 8:15 a.m. Group Breakfast 8:30 a.m. - 8:50 a.m. Joe Schmitt Opening Remarks & Advocacy Speech 8:50 a.m. - 10:05 a.m. **Speaker #5** Michael Marks: "Making the Market Available Profit: What They Don't Teach You in Business School." 9:30 a.m. - 10:45 a.m. Spouses' Informal Event / Walk'n Talk 10:05 a.m. - 10:35 a.m. Networking Break / Tabletop Time Sponsored by: Newgistics Freight Services 10:45 a.m. - 12:30 p.m. **Dealer Roundtable Best Practices Discussion** Dealer Topics in 2012: TBD 10:45 a.m. Welcome by Mason Greene 10:50 a.m. - 11:35 a.m. Session #1 11:35 a.m. Move to next table 11:40 a.m. - 12:25 p.m. Session #2 Mason to close out session 12:25 p.m. 12:30 p.m. Adjourn 12:30 p.m. - 2:00 p.m. Open Lunch 10:45 a.m. - 11:45 a.m. Special Presentation During the Roundtables for Non-Members and (Q&A till 12:00 p.m.) **FEDA Members not in the Dealer Roundtables** Speaker #6 Michael Marks: "The Value of Market Access: Managing Your Dealer Relationships Effectively" 12:30 p.m. - 1:30 p.m. FEDA Board Luncheon & Discussion 10:30 a.m. - 5:30 p.m. Women's Golf (10:30 a.m. - 11:30 a.m.) Women's Golf Clinic (11:30 a.m.) Lunch (12:45 p.m. - 5:30 p.m.) Women's Golf Tournament Pre Seminar Networking Refreshment Break 1:45 p.m. - 2:00 p.m.Sponsored by: Newgistics Freight Services Speaker #7 Dr. David Vik: "The Culture King" How to Attract Employees 2:00 p.m. - 3:15 p.m. and Customers and Build the Company You Have Always Dreamed of. 5:00 p.m. - 6:00 p.m. Cheers! Cocktail Hour Sponsored by: InSinkErator Saturday, March 31st 7:15 a.m. - 10:45 a.m. FEDA Welcome Desk Open 7:00 a.m. - 8:15 a.m. Group Breakfast 8:30 a.m. - 9:15 a.m. Ray Herrick Welcome & Introduce Jim Hanson Convention Chairs Recognized by Jim Hanson Jim Hanson's Speech Newly Elected President Brad Wasserstrom Speech Recognition and Appreciation for Jim & Kathleen by Brad Wasserstrom NAFEM President Remarks (Tom Campion, Franke Foodservice Systems) **Closing Speaker:** Jon Gordon: "The Energy Bus: Drive Your Business 9:15 a.m. - 10:15 a.m. with Optimism, Passion and Purpose" Sponsored by: Thermo-Kool/Mid-South Industries FEDA Golf Tournament (shotgun start) 12:00 p.m. - 5:30 p.m. 1:00 p.m. - 5:00 p.m. Arizona Sonora Desert Museum Tour 7:00 p.m. - 9:00 p.m. Final Banquet Sponsored by: Thermo-Kool/Mid-South Industries