

**FEDA 2017 Convention**  
**April 5 - 9, 2017**  
**JW Marriott San Antonio Hill Country Resort & Spa**  
**San Antonio, TX**

***Leadership in a Changing Environment***

**Wednesday, April 5<sup>th</sup>**

7:00 a.m. - 10:15 a.m.	FEDA Executive Committee Meeting
9:30 a.m. - 6:00 p.m.	FEDA Registration Desk Open
10:30 a.m. – 1:00 p.m.	FEDA Board of Directors Business Meeting
6:15 p.m. - 7:00 p.m.	First Timers & Young Execs (40 & Under) Reception
7:00 p.m. - 9:00 p.m.	Welcome to FEDA's Industry Kick-Off Banquet <i>Sponsored by: Hobart, Traulsen &amp; Vulcan</i>

**Thursday, April 6<sup>th</sup>**

7:00 a.m. - 1:45 p.m.	FEDA Welcome Desk Open
7:00 a.m. - 8:15 a.m. (Open 6:45 a.m.)	Member Breakfast/Annual Meeting – <b>Joe Carbonara:</b> <b>FE&amp;S Report on Dealer Giants Trends</b> <i>Sponsored by: InSinkErator and Metro</i>
7:00 a.m. - 8:15 a.m. (Open 6:45 a.m.)	Non-Member Breakfast
8:30 a.m. – 9:00 a.m.	<b>Paul Parr:</b> Opening Remarks/ Recognize our Exceptional Manufacturers
9:00 a.m. – 10:15 a.m.	<b>Keynote Speaker...Daniel Pink: “Leadership &amp; New Principles of Influence”</b> <i>Sponsored by: Hobart, Traulsen &amp; Vulcan</i>
10:15 a.m. - 10:45 a.m.	Networking Break / Tabletop Time <i>Sponsored by: ReTrans Freight</i>
10:45 a.m. - 12:00 p.m.	<b>#2 Speaker: Daniel Pink: “How Smart Companies Are Rethinking Innovation”</b>
10:15 a.m. - 12:45 p.m.	Spouses' Brunch with Special Activity: <b>Community Service Project (Soldiers' Angels)</b>
12:00 p.m. – 1:45 p.m.	Open Lunch
12:15 p.m. – 1:30 p.m.	All Industry Elected Association Leadership Luncheon
1:45 p.m. – 3:00 p.m.	<b>Speaker A: Johnny Cupcakes: “Viral Business / Inspiring Customer Loyalty”</b> <b>Speaker B: Joe Ellers: “Hiring and Compensating Salespeople” (A Special UID Speaker)</b>
3:00 p.m. – 4:00 p.m.	New Sweet Tooth Social Networking / Tabletop Time <i>Sponsored by: ReTrans Freight</i>
5:15 p.m. - 6:15 p.m.	Cheers! Cocktail Hour <i>Sponsored by: Hobart, Traulsen &amp; Vulcan</i>

## Friday, April 7<sup>th</sup>

7:00 a.m. - 1:45 p.m.  
7:00 a.m. - 8:15 a.m.  
8:30 a.m. - 8:50 a.m.  
8:50 a.m. - 10:05 a.m.  
9:30 a.m. - 11:30 a.m.  
10:05 a.m. - 10:35 a.m.  
10:45 a.m. - 12:30 p.m.

FEDA Welcome Desk Open  
Group Breakfast  
*Sponsored by: InSinkEerator and Metro*  
**Keith Kidwell** Opening Remarks / Recognition of our Diamond Donors (Highlight all the good the Foundation does)  
**Seth Mattison: “Gen-Power: Unleashing the Potential of Every Generation”**  
Spouses Activity: **Photography with Smart Phones**  
Networking Break / Tabletop Time  
*Sponsored by: ReTrans Freight*  
**Dealer Roundtable Best Practices Discussion: 10 Tables**

### Suggested Dealer Topics & Leaders in 2017: See Below

10:45 a.m. Welcome by Paul Parr  
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  
12:25 p.m. Paul to close out session  
12:30 p.m. Adjourn  
12:30 p.m. - 2:00 p.m. Open Lunch  
10:45 a.m. - 12:00 p.m. **Special Presentation during the Roundtables for Non Members and FEDA Members not in the Dealer Roundtables**  
**Robin Ashton: E &S Industry Trends**  
FEDA Education Foundation Excom / Trustee luncheon to discuss foundation programs and offerings.  
**Speaker C: Beth Ziesenis: “Five Things Every CEO Should be Able to Do From Their Phone”**  
**Speaker D: Don Buttrey: “How to Structure a Winning Sales Department” (A Special UID Speaker)**  
3:00 p.m. - 4:00 p.m. New Sweet Tooth Social Networking / Tabletop Time  
*Sponsored by: ReTrans Freight*  
5:15 p.m. - 6:15 p.m. Cheers! Cocktail Hour  
*Sponsored by: Hobart, Traulsen & Vulcan*

## Saturday, April 8<sup>th</sup>

7:00 a.m. - 11:00 a.m.  
7:00 a.m. - 8:15 a.m.  
8:30 a.m. - 9:15 a.m.  
9:15 a.m. - 10:15 a.m.

FEDA Welcome Desk Open  
Group Breakfast  
*Sponsored by: InSinkEerator and Metro*  
Ray Herrick thanks Geri Schmitt, Spouse’s Chair & introduces Joe Schmitt  
Convention Chairs Recognized by Joe Schmitt  
NAFEM President Kevin Fink Remarks  
Joe Schmitt’s Speech  
**Closer: Carey Lohrenz: “Fearless Leadership”**  
*Sponsored by: Thermo-Kool/Mid-South Industries, Inc.*

12:00 p.m. - 5:30 p.m.  
1:00 p.m. - 5:00 p.m.  
1:00 p.m. - 4:00 p.m.  
7:00 p.m. - 9:00 p.m.

FEDA Golf Tournament (shotgun start)  
FEDA Tennis Tournament  
Optional Tour  
Final Banquet

*Sponsored by: Thermo-Kool/Mid-South Industries, Inc.*

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