

M I D W E S T D I S T R I B U T O R S A S S O C I A T I O N

MwDA Executive Leadership Conference

May 3-4, 2010

**Oak Brook Hills Marriott Resort
Oak Brook, IL**

*With generous support from the
ASA Education Foundation
Karl E. Neupert Endowment Fund*

Registration Deadline Thursday, April 29

JOIN US!

The past two years have proven to be an uncertain and sometimes isolating journey for all of us in our industry. The fact that all of our businesses are simultaneously partner and compete with one another in the same industry means that none of our businesses are alone.

In recent months, we've seen a glimmer of light at the end of the proverbial tunnel, and whether that light represents another train or an illuminated road to recovery is what all of us will eventually find out together.

Our businesses have adapted in order to best respond to the changing economic and political climate so eventually, we can begin to thrive once again. At the same time, our industry associations, including MwDA, have done the same in order to remain relevant for us.

At the new Annual Meeting & Dinner program last November, MwDA announced this brand-new Executive Leadership Conference would replace the longstanding Town Hall Meeting and Fall Classic Golf Tournament in response to feedback from our members.

Since then, we've asked that you save the dates and presented a convenient, cost-effective program that offers both compelling learning and discussion with an impressive cadre of speakers as well as the networking opportunities and camaraderie for which MwDA events are widely known.

This program offers all of us—wholesalers, manufacturers, suppliers and reps—a tremendous opportunity for everyone in our industry to regroup and connect with one another and collectively focus on how our businesses throughout the supply chain will thrive in a still-changing economic and political climate.

Please review this information and register before Thursday, April 29.



PROGRAM

The most valuable benefits for wholesalers, manufacturers, suppliers and independent manufacturer representatives participating in this program are the insights and ideas learned from industry leaders and experts and the time spent sharing lessons learned from common experience with peers who represent different channel partners from across the Midwest. We recognize that ongoing learning and education enhanced by relationships forged and cultivated at industry programs will always be key to our continued success and profitability.

MONDAY • MAY 3

Noon	<u>Early arrivals and optional golf tee times</u>
3:00pm	<u>Hotel check-in</u>
5:30pm	<u>Event Registration</u>
6:00pm	<u>Welcome Reception</u>
7:00pm	<u>Semi-Annual Industry Dinner</u> <i>Invited speaker is Tim Jahnke Chief Executive Officer Elkay Manufacturing Company</i>

TUESDAY • MAY 4

7:30am	<u>Breakfast</u> <i>The Changing Role of the Independent Manufacturer's Representative in the Supply Chain</i> <i>Invited speaker is Bryan Shirley President & CEO Manufacturers' Agents National Association</i>
9:00am	<u>Seminar Presentation</u> <i>Leading the Sales Process in the Industrial Supply Chain</i> <i>Invited speaker is Mitch Harper Distribution Expert Mitch Harper & Associates</i>
Noon	<u>Luncheon</u> <i>2010 Election Outlook for the Midwest</i> <i>Invited speaker is Paul Green Political Analyst for WGN Radio in Chicago, Director of the Institute for Politics & Arthur Rubloff Professor of Policy Studies Roosevelt University</i>
1:30pm	<u>Supply Chain Strategy Session</u> <i>Facilitated by Mitch Harper</i>
3:00pm	<u>Program Concludes</u>

INVITED SPEAKERS & PRESENTATIONS

Tim Jahnke

Chief Executive Officer • Elkay Manufacturing Company

We are pleased that **Tim Jahnke**, the Chief Executive Officer for **Elkay Manufacturing Company**, has accepted the invitation to join us for the semi-annual Industry Dinner and share his company's perspective on the economy, both current and in the foreseeable future, and specifically, how it will continue to impact the residential and commercial sectors.

In order to meet the demands of a changing marketplace over the year, Elkay® has expanded from its base business to include the manufacture of faucets, water coolers, fountains and a cabinetry division and has achieved its goal of being a more complete supplier of kitchen products. Recently, the company has broadened its scope to address the emerging market of water filtration products. Today, Elkay® is a family of companies that employ over 3,800 people in production and distribution facilities throughout North America and select international markets.

Bryan Shirley

Executive Director • Manufacturers' Agents National Association

Bryan Shirley, the President and CEO for the **Manufacturers' Agents National Association (MANA)**, has accepted the invitation to join us for an engaging dialogue over breakfast on Tuesday morning about the changing role of the independent manufacturer representative in the supply chain. Come prepared with your questions and ideas.

MANA is the association of interdependent manufacturers and representatives dedicated to educating, protecting and promoting the multi-line, outsourced sales function and is an industry leader in enhancing successful relationships between representatives and manufacturers.

Mitch Harper

Entrepreneur & Distribution Expert • Mitch Harper & Associates

How do channel partners view each other? How are roles changing throughout the supply chain? Who is the client in the supply chain? What is the effect of leadership on the industrial supply chain? These are questions that we will explore together with internationally-known speaker and teacher, **Mitch Harper**.

Mitch is a successful entrepreneur who brings a vast array of practical experience to his presentations from his career in sales and business development. In 1993, he founded The Med-Ox Group, a supply chain management company that serviced over 3,500 locations in all 50 states. Two years later, he founded TMG-Denver, a medical gas facility. Following the sale of both of these successful companies at age 37, Mitch developed Linde's national medical sales strategy and reorganized the national sales staff.

*This presentation is possible
through generous support from
the Karl E. Neupert Endowment Fund*



Paul Green

Political Analyst • WGN Radio in Chicago

Director of the Institute for Politics and Arthur Rubloff Professor of Policy Studies • Roosevelt University

Political pundit **Paul Green** is best known for his political commentary on WGN Radio in Chicago. His *Paul and the Pauliticians* segment during the morning drive shows is a long-standing "listener favorite." He is a guest columnist for *Crain's Chicago Business* and the author of several books and articles on Illinois and Chicago politics. Paul is a frequently quoted and interviewed expert for national news organizations for his views on the American political scene, including *The New York Times*, *The Washington Post*, *Time Magazine* and *Newsweek*, and he has lectured throughout North America, Europe, Asia, and Africa. Professor Green is also a former elected official having served as a township supervisor from 1977 to 1983.

ACCOMMODATIONS

A limited number of rooms have been reserved for the night of Monday, May 3rd at the Oak Brook Hills Marriott Resort, one of the premier luxury hotels in located 20 miles from both Chicago's Midway and O'Hare International airports in west-suburban Oak Brook.

Oak Brook Hills Marriott Resort
3500 Midwest Road • Oak Brook, IL 60523
(630) 850-5555

The discounted rate is \$109 plus applicable state and local taxes. **To reserve your room, please provide your dates of arrival and departure where indicated on the event registration form.** The credit card used to register for this event will also be used to secure the reservation for your accommodations. Should you need to cancel your reservation, \$109 plus applicable state and local taxes will be charged to your credit card.

Learn more about the hotel at www.marriott.com as well as all there is to see and do in and around Oak Brook, Illinois at www.oak-brook.org.

OPTIONAL GOLF

Located on the 150-acre estate of Oak Brook Hills Marriott Resort, Willow Crest Golf Club offers premiere course conditions combined with a spectacular natural setting for an unforgettable golf experience.

Deriving its name from over 100 willow trees that border its five large ponds, Willow Crest Golf Club is designed to be a new challenge each time you step up to swing.

Rated one of the "Top 40 Public Golf Courses" in Illinois by *Chicagoland Golf*, the course features gently rolling bent grass contoured fairways, quick rolling and well-bunkered greens, along with an abundance of water challenges.

- The fee is \$60 per player for 18 holes with half-cart and will be payable at the golf club.
- Tee times are available for as many as 20 players (first-come, first-served) at Noon, 12:05, 12:10, 12:15, 12:20, 12:25, 12:30, 12:35 and 12:40.
- To reserve a tee time, please provide the number of players and your preference where indicated on the event registration form.

SPONSORSHIPS

The **Midwest Distributors Association** is all about strengthening the relationships between partners in our distribution channel. MwDA would like to offer you a distinct opportunity to join other companies and industry colleagues in supporting our industry's regional association in the Midwest.

You can help this effort by underwriting the success of this unique, event with your sponsorship contribution.

- **Monday evening's Welcome Reception**
\$1500 or 1/5 options @ \$300 each
- **Tuesday's Breakfast with Bryan Shirley**
\$2500 or 1/5 options @ \$500 each
- **Tuesday's Luncheon with Paul Green**
\$1500 or 1/5 options @ \$300 each
- **Featured Speaker Mitch Harper**
\$5000 or 1/5 options @ \$1000 each

To make a sponsorship contribution, please provide the amount where indicated on the event registration form.

If your company is interested in providing an **in-kind donation**, such as pens, note pads, portfolios, etc., please contact Chris Murin directly to make arrangements at (312) 464-0090 x 204 or cmurin@asa.net. These kinds of items provide great exposure for your company and add a special touch that will certainly enhance this event.



MwDA Executive Leadership Conference • Event Registration Form

Register by April 29

1 COMPANY INFORMATION

Company Name	First & Last Name of Person Completing this Form	
Address	City, State & ZIP	
Phone	Fax	E-Mail

2 FULL PROGRAM REGISTRANTS

At least one person from a company must be for the full program. The full program includes the Welcome Reception, Industry Dinner, Breakfast, Lunch and Seminar Presentation. Additional full program registrants receive a \$50 per person discount.

First & Last Name	E-Mail	
Select ONE Preference for Dinner:	<input type="checkbox"/> Filet <input type="checkbox"/> Sea Bass	<input type="checkbox"/> Hotel Room Required? Arrival/Departure Dates: _____
First & Last Name	E-Mail	
Select ONE Preference for Dinner:	<input type="checkbox"/> Filet <input type="checkbox"/> Sea Bass	<input type="checkbox"/> Hotel Room Required? Arrival/Departure Dates: _____
First & Last Name	E-Mail	
Select ONE Preference for Dinner:	<input type="checkbox"/> Filet <input type="checkbox"/> Sea Bass	<input type="checkbox"/> Hotel Room Required? Arrival/Departure Dates: _____

3 SPOUSE/GUEST & INDUSTRY A LA CARTE

At least one person from a company must be registered for the full program. A spouse/Guest registration includes the Welcome Reception, Industry Dinner, Breakfast, Luncheon and seminar presentation. A Spouse/guest registration fee applies only to a spouse (or guest) not employed in the PHCP/PVF industry. An industry a la carte registration includes only the Welcome Reception & Industry Dinner and/or Breakfast.

First & Last Name	E-Mail	
Select ALL that Apply:	<input type="checkbox"/> Spouse/Guest OR <input type="checkbox"/> Industry a la Carte; Select: <input type="checkbox"/> Reception & Dinner <input type="checkbox"/> Breakfast	
Select ONE Dinner Entrée:	<input type="checkbox"/> Filet <input type="checkbox"/> Sea Bass	
First & Last Name	E-Mail	
Select ALL that Apply:	<input type="checkbox"/> Spouse/Guest OR <input type="checkbox"/> Industry a la Carte; Select: <input type="checkbox"/> Reception & Dinner <input type="checkbox"/> Breakfast	
Select ONE Dinner Entrée:	<input type="checkbox"/> Filet <input type="checkbox"/> Sea Bass	

4 FEES & PAYMENT

All fees are per person and payable to Midwest Distributors Association (MwDA). The member/non-member fee for the first full-program registrant is \$395/\$495. The member/non-member fee for each additional full-program registrant is \$345/\$445. The spouse/guest registration fee is \$235 and applies only to spouses (or guests) not employed in the PHCP/PVF industry. The industry a la carte fee applies to members only and is \$160 for the Welcome Reception & Industry Dinner and \$35 for the Breakfast. Golf is additional and payable directly to the Willow Crest Golf Club at the time of play.

	QTY	x	MEMBER	NON-MEMBER	TOTAL
First Full-Program Registrant	1		\$395	\$495	\$ _____
Additional Full-Program Registrants (from the same company)	_____		\$345	\$445	\$ _____
Industry a la carte Reception & Dinner	_____		\$160	N/A	\$ _____
Industry a la carte Breakfast	_____		\$35	N/A	\$ _____
Spouse/Guest (not employed in the PHCP/PVF industry)	_____		\$235	\$235	\$ _____
Sponsorship Contribution (optional)					\$ _____
TOTAL FEES & SPONSORSHIP					\$ _____
Select ONE method of Payment for Total Fees and Sponsorship Contribution	<input type="checkbox"/> Credit Card (VISA, MC, AMEX required for hotel rooms) <i>Will appear on statement as "American Supply Association"</i>		<input type="checkbox"/> Check (Payable to MwDA)		
Card Number	Expiration Date	Card Security Code			
Name on Card	Cardholder's Signature				
Cardholder's Billing Address, City, State & ZIP					

5 OPTIONAL GOLF

The fee is \$60 per player for 18 holes with half-cart and is payable at the golf club. Tee times on Monday, May 3 are available on a first-come, first-served at Noon, 12:05, 12:10, 12:15, 12:20, 12:25, 12:30, 12:35 and 12:40.

Contact Person: _____ Number of Players: _____ First & Second Tee Time Preferences: _____



**SUBMIT THIS
REGISTRATION FORM &
PAYMENT TO MwDA BY
THURSDAY, APRIL 29**

FAX TO
312.464.0091

MAIL CHECKS TO
MwDA
222 Merchandise Mart Plaza
Suite 1400
Chicago, IL 60654

**QUESTIONS &
SPECIAL REQUESTS**

Chris Murin
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cmurin@asa.net

Ladelia Berger
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CANCELLATION, SUBSTITUTIONS & REFUNDS

Hotel

Once a hotel room is reserved, a non-refundable deposit of \$109 plus applicable state and local taxes will be charged to your credit card.

Golf

For cancellations after Thursday, April 29, 2010 there will be a charge of \$60 per player.

Event

Substitutions are welcome at anytime; however, meal preferences cannot be guaranteed after Thursday, April 29, 2010. MwDA will provide a full refund only for cancellation notices received by not later than Thursday, April 29, 2010.