

STAFDA'S ATLANTA AGENDA SET

» The Specialty Tools & Fasteners Distributors Association (STAFDA)'s **40th Annual Convention & Trade Show** has a full agenda of education, networking, entertainment, and Trade Show exclusives to offer members. Registration is now open for the Atlanta event, **November 6-8**, at the **Georgia World Congress Center**.

SUNDAY, NOVEMBER 6

is a day for **Education**. In the morning, concurrent 90-minute workshops feature the following speakers and topics: **Gail Alofsin**, "Foundations of Leadership;" **Brent Grover**, "Sales Compensation Plans;" **Jeanne Hulbert**, "Concierge Customer Service;" and **Barry Wright**, "The Art of Negotiating." (The workshops repeat after a 30-minute break.)

Targeted two-hour afternoon sessions include **Nancye Combs**, "Today's HR Environment," and **Erik Skie** and **Samantha Metcalf**, "Manufacturing & Distributor Outlook for 2017."

An afternoon **Spouse/Companion Program** will feature local celebrity chef **Kevin Rathbun**. That evening, attendees will punt, pass, and run to the end zone for STAFDA's **Opening Party** at the **College Football Hall of Fame**.

MONDAY, NOVEMBER 7

begins with the **General Session** where STAFDA president **Terry Earle**, **Fort Worth Bolt & Tool**, Fort Worth, Texas, will discuss distributor issues before **Brandon Moss**, **Southwire**, Carrollton, Georgia, offers his insight into manufacturers' concerns.



Football legends, **Herm Edwards** and **Jimmy Johnson**, will then coach members on "Winning in Business...and in Life!"

From noon until 6:00 p.m. more than 800 booths will showcase amazing tools, gear, and equipment from over 35 different product categories during STAFDA's **Trade Show**. Show-only special pricing and prize drawings will also be featured.



There are several additional hot spots to check out on the Trade Show Floor. Be sure to visit the STAFDA staff in **STAFDA Central**, where you can enter a raffle for exciting prizes, sit down in a neutral area to talk with peers, or take a moment to quick charge your devices.

Also in the exhibit hall are two Pavilions. The **Tech Pavilion** is where attendees can test out the latest in business software, hardware, fulfillment, inventory control, e-solutions, and more. The **Consultants Pavilion** allows STAFDA-endorsed consultants and service providers to review discounts or to answer business questions face to face with members.

TUESDAY, NOVEMBER 8

features **Alan Beaulieu's Annual Economic Update**, a look at U.S. and Canadian trends, markets, and financial indicators that provide attendees with insight into what they can expect in 2017 and beyond. He focuses on the government, overall construction, interest rates, and more.



The **Trade Show**, **Tech Pavilion** and **Consultants Pavilion** reopen again for five and a half hours of concentrated productivity. **Tours** for spouses and companions include an **Atlanta Market Day** and an **Antebellum Sojourn to Madison**.

It all wraps up that evening with the **Closing Party on Election Night**. STAFDA will post the early returns as attendees dine and make plans for the **41st Annual Convention & Trade Show** in **Austin, Texas, November 12-14, 2017**.

You must be a member to attend.

For more information on these programs and STAFDA membership, please contact **Catherine Usher**, member services director, at (800) 352-2981 or e-mail cusher@stafda.org.

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