

2016 IMR SUMMIT OPENS UP FOR DISTRIBUTORS

FEBRUARY 28 - MARCH 1, SANIBEL ISLAND, FLORIDA

Set for February 28 to March 1, 2016 in sunny Sanibel Island, Fla., the fifth annual ISA IMR Summit offers unique and high-value networking and educational opportunities for manufacturers, industrial manufacturers' representatives (IMRs) and for the first time, distributors in the industrial and construction supply chain. No other industry event combines veteran vendor and rep leaders in such a focused, exclusive way.

Combine networking excellence with the Summit's impressive schedule of speakers, workshops and education events, and you've got a high-take-home-value event in a world-class location. Here are three reasons your company needs to be at ISA's 2016 IMR Summit.

1) GROW YOUR NETWORK

There are numerous networking events in the industry, but how many of them are truly dedicated to your business segment, stripping away competing elements and cluttered scheduling to just focus on the IMR and manufacturing segment?

"There are many valuable benefits offered at the IMR Summit, but I feel one of the biggest benefits is all of the networking possibilities," said Kevin Weinacht, president of



WEINACHT

Weinacht & Associates, Collinsville, Ill., and chairman for ISA's IMR committee. "I hear a lot of positive feedback about the Summit every year, and the overall quality of networking is something that's mentioned

often in those conversations. I think the value we're offering attendees in this area is one of the reasons the Summit has been growing so much year after year."

2) LEARN TO DIVERSIFY YOUR BUSINESS

Supply chain professionals understand the value of adapting and diversifying sales strategies and networks. They also know that diversification and adaptation is a continuous process, something your business should always be pursuing in your marketplace.

The IMR Summit offers many opportunities for first-hand information on diversification strategies for your business. The opening and closing speakers, Bill Weisberg, chairman and CEO of AD (Affiliated Distributors), and Kevin Higginbotham, CEO of Evergreen Marketing Group, will cover a wide scope of topics vital to the industry, including how supply-side members can work more closely with industrial and construction supply distributors.

3) DIG DEEP INTO HIGH-LEVEL BUSINESS STRATEGY

Summit seminars, new technology demonstrations, workshops and product showcases offer practical value for your business, but sometimes creative, high-level ideas are what your business needs to advance to the next level. The IMR Summit has had many high-level speakers, panels and seminars over its five-year history. Last year, Major

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OPENING AND CLOSING KEYNOTE SPEAKERS

BILL WEISBERG

Chairman and Chief Executive Officer of AD (Opening Speaker)



KEVIN HIGGINBOTHAM

Chief Executive Officer of the Evergreen Marketing Group (Closing Speaker)



PHOTO: PATTISCHMIDT



PREPARING FOR THE FUTURE

2016 IMR SUMMIT
FEBRUARY 28, 29 AND MARCH 1



SANIBEL ISLAND, FLA

Our industry is changing. The workforce is aging, the global economy is fluctuating, and the traditional supply chain is evolving. **Are you ready?**

Join us in **Sanibel Island, Florida**, where we can seek the answers to these challenges together. From networking events to the best in industry speakers, the IMR Summit provides the high-level business-building solutions you need to make an immediate and lasting impact on your business.

SESSIONS

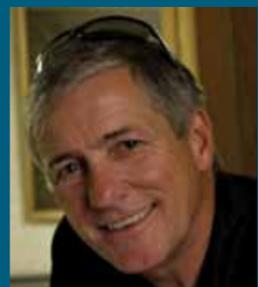
- ▶ **Accelerating Technology Trends**
How to know what's a passing fad and what's a permanent shift
- ▶ **Recruiting and Retaining in a Tight Employment Market**
Hiring and training strategies that will push you past the competition
- ▶ **Contract Best Practices**
How to protect your company from some of the most common—and dangerous—contract mistakes

And more!



Bill Weisberg

Chairman and Chief Executive Officer of AD (Opening Speaker)



Kevin D. Higginbotham

Chief Executive Officer of the Evergreen Marketing Group (Closing Speaker)

TO REGISTER

Visit www.isapartners.org/events/imr-summit.

For more information, contact **Kim Wieland** at Kwieland@ISAPartners.org or call **(215) 320-3862**.

General Lawrence Brock III spoke on military communication and how its lessons could be translated to business strategy.

"I have many fond memories from all the IMR Summits, but probably my fondest was having the opportunity to meet and introduce Major General Brock as the opening keynote speaker last year," Weinacht said. "That was quite an honor to have Major General Brock there to discuss how important communication is in the Army, and how it relates to your own business."



Dave Wright, president of WG Wright & Associates, Portland OR, has been a proponent of the IMR summit since its launch and is gratified by its growth into a vibrant industry forum. The Summit is preparing for a burst of growth again in 2016 when, for the first time, distributors are invited to attend.

"The 2016 IMR Summit will give distributors a better understanding of the industry, how it has changed and how reps and manufacturers work together beyond just generating sales to provide training, marketing and all kinds of joint efforts to benefit distributors," Wright states. "Every year I go home with takeaways that are of immediate help to me with my business — how to run the financial side, the sales side and how to interact with manufacturers."

Plus, the event's tropical location is famed for its beaches, beauty and beneficial atmosphere.

"The IMR Summit is going to be held in an awesome location, on beautiful Sanibel Island, Florida, in February," Wright adds. "How can you beat that?"

From high-level strategy to the best in focused and relevant networking, the IMR Summit is a unique, business-building event that should not be missed. It will help you connect with the right partners, help you strategize for new markets, and help you think about your business in new, creative and high-level ways. (Not to mention, all while in the warm and sunny comfort of Southern Florida.)

For more information on the 2016 IMR Summit, contact Kim Wieland at Kwieland@ISAPartners.org or call (215) 320-3862. **CS**

Michael Cornell is associate director, marketing and communications for the Industrial Supply Association. He can be reached at (215) 320-3862 or by e-mail at mccornell@isapartners.org.

2016 IMR SUMMIT SCHEDULE AT A GLANCE

SUNDAY, FEB. 28

Noon - 5:00 p.m.: Golf
5:00 - 7:00 p.m.: Vendor Showcase
5:00 - 7:00 p.m.: Registration
7:00 - 10:00 p.m.: Opening Reception

MONDAY, FEB. 29

7:30 - 8:30 a.m.: Breakfast
8:30 - 11:00 a.m.: Opening (Kevin Weinacht, Weinacht & Associates/IMR chairman)
Welcome (Jeff Hughes, CEO - ISA)
State of the Industry - Mfg. (Craig Vogel, Lenox/ISA president)
State of the Industry - Dist. (John Wiborg, Stellar Industrial/ISA vice president)
State of the Industry - IMR (Kevin Weinacht, Weinacht & Associates/IMR chairman)
Keynote Speaker - Bill Weisberg, CEO - Affiliated Distributors

Break

11:00 a.m. - 12:15 p.m.: Steve Turner, Turner Time Management
12:30 - 1:30 p.m.: Lunch
1:45 - 4:30 p.m.: Concurrent Educational Workshops
Jim Horan - Author of *One Page Business Plan* (Interactive Workshop)
Richard Toland, LinkedIn - Boost Sales and Build Your Brand with LinkedIn
Ty Swain, Growth Dynamics - The Changing World of Sales and Customer Expectations
Dan Beederman, Attorney -
Session 1: "Putting the Success in Succession Planning"
Session 2: "Avoiding Liability"

(Programs run 1:45 to 3:00 p.m., break 3:00 - 3:15 p.m., repeat 3:15 to 4:30 p.m.)

4:30 - 6:00 p.m.: Vendor Showcase/Cocktail Hour

TUESDAY, MARCH 1

7:30 - 8:30 a.m.: Breakfast
8:30 - 9:45 a.m.: Keynote Speaker: Kevin Higginbotham, CEO - The Evergreen Marketing Group
9:45 - 10:15 a.m.: Break
10:15 - 11:45 a.m.: Panel Discussion (Craig Vogel, John Wiborg, Bill Ward, Craig Lindsey)
11:45 a.m. - 12:00 p.m.: Closing Comments (Kevin Weinacht/Jeff Hughes)
12:00 - 1:00 p.m.: Lunch

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