

AUSTIN WORKSHOPS ANNOUNCED

» On Sunday morning, Nov. 12, four business experts will present hot-button topics to members attending the Specialty Tools & Fasteners Distributors Association's (STAFDA) **41st Annual Convention & Trade Show** in Austin, Texas, **Nov. 12-14**. All STAFDA Convention events, except for the Opening Party, will be held at the **Austin Convention Center**.

Blink They're Gone! – Why Today's Customers are Leaving Your Company for the Competition & How to Win Them Back! **David Avrin:** More than ever, customers are inundated with good choices. Notions of loyalty and service are being ignored, creating a profound market shift that's driving many customers to the competition.



AVRIN

Former CEO group leader and business marketplace expert **David Avrin** will shine a light on this monumental shift in buyer behavior and expectation, while showing how to eliminate barriers, better engage prospects and create customer experiences worth sharing.

Attendees will learn: 1) How to see all the choices available from the customers' perspective, 2) How lost opportunities at every level reach the masses and why it matters, 3) How missed moments and maddening policies can contribute to lost sales and negative reviews, and 4) Why differentiation trumps competency and its connection to sales.

Reviving Work Ethic: How to End Entitlement Mentality & Create an Environment of Achievement,

Eric Chester: As the leading authority on developing work ethic in young adults, **Eric Chester's** workshop will illustrate why the work ethic in America has declined, and provide solid, actionable ideas and tools for developing the young worker.



CHESTER

His presentation will reveal what it takes to break through the mindset of the emerging workforce. Chester will share today's best practices for recruiting, training, managing and motivating the under-30 demographic.

A few takeaways will include: 1) Implementing the seven Indisputable Core Values every employer demands from every worker, 2) How to promote a workplace culture rooted in reliability, professionalism, integrity and respect, 3) How to consistently attract top talent with minimal recruiting to become the "employer-of-choice" and 4) On-board new employees to make a lasting impression and cement their commitment from day one.



Feedback with Impact: Part 1, "Great Bosses Wear Feedback Glasses"; Part 2, "Tough Conversations, Top Outcomes," **Jill Giesler:** This two-part session will offer practical tools to do just that. Employees are hungry for more and better feedback, but too many of their bosses haven't figured out how to make it happen. In the first session, **"Great Bosses Wear Feedback Glasses,"** Jill Giesler will lead a deep dive into the many skills leaders can add to their tool kit of positive connections with staff. Managers often don't get credit for the positive feedback they give and bosses sometimes erase praise as they give it. Great bosses custom-tailor their response for the person and the situation.



GIESLER

The second half of her program will focus on **"Tough Conversations, Top Outcomes."** She'll hone-in on those not-so-fun moments when managers have to deliver corrections, critiques, bad news and discipline to employees. Participants will receive a specific, 10-step process for handling tough conversations of all types.

Smart Teams – Creating Teams that Succeed Together, **Jason Young:** Team work. Team building. Team player. Successful organizations know business is not a game to be won or lost. The former **Southwest Airlines** senior-level manager, Jason Young, will go beyond buzzwords to expose the keys that help people work together as a team to achieve real success.



YOUNG

Create a team which will use shared initiatives out of trust and mutual respect for one another. Active collaboration leads to employee empowerment and an organization's momentum. Management will discover how company All Stars can raise the bar within the business without alienating other players to create an environment that rewards risk taking.

The concurrent sessions run from 8:30 – 10 a.m. and repeat from 10:30 a.m. – noon. However, Geisler's program runs the entire morning and does not repeat.



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KEEPIN' IT LOCAL . . . TOP AUSTIN MUSICIANS TO ROCK STAFDA

STAFDA's Opening Block Party, both inside and outside **Austin City Limits (ACL)**, will be a high-energy affair! Part of 2nd Street outside ACL will be closed for STAFDA attendees to take advantage of street dining from food trucks ranging from tacos, BBQ, to a local favorite: hot and crunchy cones filled with chicken, shrimp or avocado.

The **W Hotel**, adjacent to ACL and the Block Party, will fire up their patio grills to serve-up flank steak, brisket and tenderloin. A seafood slider station and generous dessert bar are also on the menu. STAFDA will be using all of ACL and the W Hotel for food and beverage with dining stations on the street level and second floor in both venues.

What's that brash, loud brass band running around the street? It's the **Minor Mishap Marching Band**. This renegade, circus-punk brass band is known for their bumble-bee costumes and ability to climb on anything they can find to entertain. Minor Mishap has been described as "if all the hooligans that got kicked out of marching band for their boisterousness and punk-rock covers came together and formed a band."



Austin's top rock band, **The Bob Schneider Band**, will perform inside ACL's **Moody Theater**. Schneider has won numerous Austin Music Awards including Band of the Year, Musician of the Year, Song and Album of the Year, Vocalist of the Year and Songwriter of the Year

consecutively from 1991-2010. He's also been an opening act for the **Dave Matthews Band**.

Schneider is a favorite of Austin resident, actress **Sandra Bullock**. His music has appeared in four of her movies: "Miss Congeniality," "Gun Shy," "Secrets of the Ya-Ya Sisterhood" and "All About Steve."



While Schneider's rockin' the main stage, another local favorite, **Tameca Jones**, will provide her own energy in ACL's first floor studio, **3Ten**. Dubbed the "Queen of Austin Soul," she'll give vibrant interpretations from a diverse list of artists: **Tina Turner, Elton John, Jimi Hendrix, Nirvana** and more.

Superstar guitarist and fellow Austinite, **Gary Clark Jr.**, faithfully attends her shows when he's in town and asked her to sing on "Wings," his latest album. In 2015, Tameca kicked off the Austin City Limits Festival with her "big, sweet, soulful voice" and she'll deliver the same sound for STAFDA.

Registration materials for STAFDA's Austin Convention & Trade Show will be mailed the third week of June to all members. Online registration begins at **8 a.m. CST on June 26**. The workshops and opening party are included in the Convention registration fee and you must be a STAFDA member to attend.

For more information on STAFDA's 41st Annual Convention & Trade Show and membership, please contact **Catherine Usher, member services director, at (800) 352-2981; cusher@stafda.org; or visit www.stafda.org.**

PHOTO: AUSTIN CONVENTION & VISITORS BUREAU; GEOFF DUNCAN



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