

STAFDA'S AUSTIN AGENDA SET

» The Specialty Tools & Fasteners Distributors Association (STAFDA) has a power-packed agenda set for its **41st Annual Convention & Trade Show** in Austin, Texas, **November 12-14**. The three-day program will be full of innovative ideas, products, and events.

The Convention features **Educational Workshops** providing insight and interaction with top-notch business speakers. Sunday morning topics range from "Winning Back Customers" to "Reviving the Work Ethic" to "Feedback with Impact," and "Smart Teams." A Targeted Workshop in the afternoon focuses on "The Evolving World of Sales," while Tuesday morning's "Economic Outlook" has become a must-attend program. Two new events, the **Young Professionals Luncheon** and **Speed Interviewing**, focus on the industry's upcoming generation.

Sunday evening's **Opening Block Party**, both inside and outside **Austin City Limits (ACL)**, will be a high-energy night! 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, and local favorites. The adjacent **W Hotel** will fire up their patio grills to serve flank steak, brisket, and more. Known as the "Live Music Capital of the World," some of Austin's best entertainers will rock the house. The **Minor Mishap Marching Band**, **The Bob Schneider Band**, and **Tameca Jones**, bring a variety of musical talents to the scene.

Spouses/Companions attending the Convention have the opportunity to build custom guitars during their Sunday afternoon program. The guitars will then be donated to local charity, **Pick with Austin**, where they will be given to teens battling depression, in juvenile detention centers, or identified as "at risk" children.

Monday morning's **General Session** provides a distributor state-of-the-industry report from STAFDA president **Tom Leahy, Border Construction Specialties**,



Phoenix, AZ, and the manufacturers' viewpoint from **Joe Smith, president and CEO, Metabo Power Tools North America**, West Chester, PA.



Multi-Emy-nominated actor, screenwriter, director, producer, and author **John Ratzenberger** will address the power of domestic manufacturing and profile innovative businesses. Well known as **Cliff Claven on Cheers**, **Hamm the Piggybank** in the **Toy Story** movies, and **Mack the Truck** in the **Cars** films, Ratzenberger is listed as the sixth most successful actor of all time in terms of box office receipts due to his impressive volume of work.



STAFDA's **Trade Show** is an exhibit hall full of opportunities to find new products, show specials and valuable networking contacts. With more than 35 different product categories represented, distributor decision makers can speak one-to-one with Association peers. The **Tech Pavilion** and **Consultants Pavilion** also offer business solutions in the form of the latest software, e-solutions, advice and discounts. The Trade Show runs from **Noon until 6:00 p.m. Monday, November 13**, and from **10:30 a.m. until 4:00 p.m. on Tuesday, November 14**.

Tuesday afternoon, two **Tour** options provide spouses/companions with a snapshot of Austin; the **South Congress Boutiques** or a shopping trip to **Fredericksburg**.

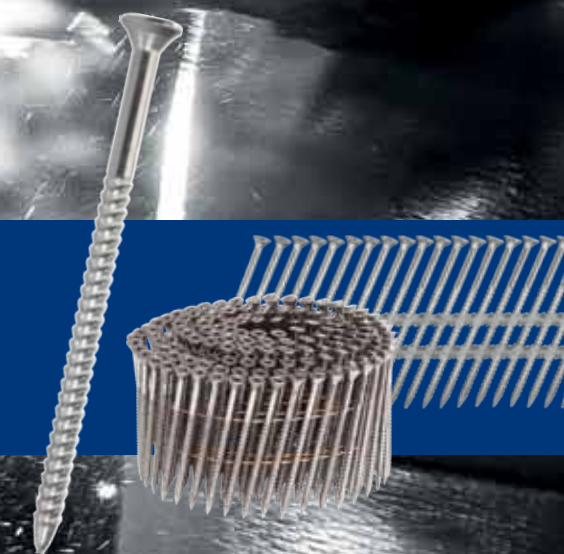
You must be a member to attend STAFDA's Austin Convention & Trade Show. Join from the "Applications" tab on **www.stafda.org**. For more information, please contact Catherine Usher, member services director, at (800) 352-2981 or email **cusher@stafda.org**.

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