

# PTDA

## Wraps Up 2012 with Successful Industry Summit

The PTDA Industry Summit, held on October 18-20, 2012 in Dallas, Texas, featured more than 700 participants for two-and-a-half days of networking opportunities and good old-fashioned Texas-style fun. The event kicked off with a Motion Control Showcase featuring 18 exhibitors displaying their products to existing and potential customers. This was followed by the First-Timer Event, which gave seasoned experts the chance to offer Industry Summit newcomers advice and tips for making the most of the conference. Also on the conference's opening night, a Next Gen After Party offered attendees age 40 and under the opportunity to catch up with peers and participate in a mixology competition.

To better promote peer-to-peer networking, the Industry Summit featured a Distributor Forum and a Manufacturer Forum. In each of these forums, distributors and manufacturers separately tackled issues that affect the distributor-manufacturer relationship. Nearly 120 manufacturers exhibited at MD-IDEX (Manufacturer-Distributor Idea Exchange), where supply chain partners met face to face in over 600 scheduled and open appointments and engaged in focused, one-on-one group discussions about how to work together.

The conference came to a close with a unique Dallas experience as every delegate had the opportunity to see Cowboys Stadium from a viewpoint usually reserved for the NFL players—from the field. Attendees began their evening by entering the stadium through the Miller Lite Club, the same way the Cowboys enter the stadium on game day. A reception was held right on top of the Cowboys Lone Star at the 50-yard line, and sponsor logos lit up the enormous DiamondVision screen. Attendees showed off their team pride by wearing jerseys from their favorite teams. Admittedly, not all of the jerseys were from the NFL, but team

rivalries were most evident—including Chicago Bears and Detroit Lions fans.

Dinner featured outstanding Texas barbecue items served right on the field. During and after dinner, two Dallas Cowboys Cheerleaders posed for photos with attendees and their guests. Attendees also had an opportunity to show off their skills by running an agility drill, throwing footballs or kicking one through the uprights.

### PTDA 2012 Industry Summit at a Glance

- Themed “Big Ideas to Steer Your Business.”
- Total attendance was 715, which included 570 industry delegates.
- Overall delegate participation was up 9 percent over 2011 attendance. Additionally, distributor attendance showed an increase over last year of 12 percent for individual delegates and 10 percent for companies represented, compared to 2011 numbers.
- International delegates from Argentina, Belgium, Canada, France, Germany, Italy, Japan, Mexico, the Netherlands, Trinidad and Tobago, and the United Kingdom attended.

### Industry Summit Highlights

Opening keynote address by Scott Klososky, “Trends, Technology & Taking the Lead.”

- Second keynote address by Alan Beaulieu of the Institute for Trend Research, “The Beaulieu Report.”
- Workshop: “The Changing Sales Model” by Scott Klososky.
- Workshop: “Knowledge Transfer and the Emerging Generations” by Bob Wendover of the Center for Generational Studies.

### Next Stop: Spring Leaders Conference

The PTDA will be hosting its annual Spring Leaders Conference March 21-23, 2013, in San Antonio, Texas. The



Spring Leaders Conference includes: committee meetings for PTDA volunteers and elected directors, a general educational session for all PTDA members and the Leadership Development Conference. Featured in the general educational session is Kevin Boyle, president, Industrial Distribution Consulting, LLC, a widely recognized expert in the field of distributor and manufacturer business relationships. Boyle's interactive program, “Building Profitable Partnerships Between Distributors and Manufacturers Through Understanding,” enables participating supply chain partners to dig into the details of how to improve through true value-added programs and hot-button issues.

Randy Disharoon, a strategic account manager with Rexnord Industries, LLC, and former U.S. Navy nuclear engineer and trainer, will be leading the day-long Leadership Development Conference component of the PTDA 2013 Spring Leaders Conference. Disharoon's program, “Developing Leaders for What's Next in the PT/MC Distribution Sales Channel,” prepares up-and-coming leaders for changes in the marketplace, communications strategies and the world of globalization with sessions, self-evaluations and interactive exercises participants will undertake together and separately to bring out the best leadership qualities in each other.

To register for the Spring Leaders Conference, visit [www.ptda.org/springleadersconference](http://www.ptda.org/springleadersconference). **PTE**