

STAFDA's 48th Annual Convention & Trade Show



Join us!

Register now for three days of Education, Networking, and New Product Demos from the best in the Construction & Industrial channels.

Nashville

November 10-12, 2024 ♦ Music City Center

STAFDA'S 48th Annual Convention & Trade Show

The Specialty Tools & Fasteners Distributors Association (STAFDA) is excited to invite you to join us in Nashville, **November 10-12**, for the Association's **48th Annual Convention & Trade Show**. Outstanding **industry speakers**, an exciting evening at the **Country Music Hall of Fame & Museum**, and our world-renown **Trade Show** make this a can't miss event. Join us for the whole three days or come just for the Tuesday Trade Show — but don't miss out! Visit stafda.org for a complete agenda.

SUNDAY, NOVEMBER 10

STAFDA's Educational Workshops are geared to help attendees build better businesses. Participants customize their own agendas to meet their personal and professional goals — and it's all included in the registration fee. There are no competing events during these sessions so attendees can focus on learning as much as possible.

Sessions run 8:30 — 10:00 a.m.

Break 10:00 — 10:30 a.m.

Sessions repeat 10:30 a.m. — Noon

Sunday morning workshops include:



Cyber Security: Stop Today's Hackers

Instructor: **Mike Foster**

Every minute of every day, someone tries to exploit the security systems protecting a company's information technology system. Do you know how to keep your company and its data safe? STAFDA's AI & Cyber Security Consultant, **Mike Foster**, will help attendees understand the lurking threats and provide the tools and information needed to make positive changes in their businesses' IT practices. Learn how to protect against being held hostage by ransomware, legal fees for lawsuits and legal battles, losses related to wiring money to the wrong accounts, exposing sensitive data resulting in enormous fines,

losing future business due to brand devaluation after a breach, and having their system locked preventing the delivery of products and services.

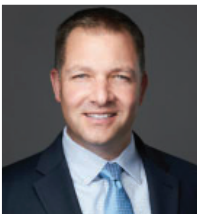


Stay Competitive & Continue to Grow When Price Matters Most

Instructors: **James Dorn & John Gunderson**

Price is the #1 sales obstacle most distributors encounter. **James Dorn** and **John Gunderson** of the **Dorn Group**, will offer practical insights and resources to win over the bargain shoppers during his program. Attendees will learn how to improve profitability through pricing, inventory, and unit volume strategies.

Discover proven strategies to overcome obstacles such as margin compression and aging inventory, glean peer insights on current trends, and unlock top performers' profit playbook secrets.



Finding Success in Conflict Resolution

Instructor: **Scott Tellema**

Are you working with challenging personalities who are causing conflict in the workplace? It's tough to avoid them! **Scott Tillema** will teach

tactics to confidently embrace conflict resolution to find success for attendees and their business. The audience will leave the session with eight skills of active listening, five elements to the perfect delivery of verbal communication, and a structure and the confidence to positively channel conflict toward positive outcomes.



Unleash Your Superpower: How to Get the Best from Yourself & Those Around You

Instructor: **Jamie Turner**

According to the *Harvard Business Review*, the more hours a day adults

use their strengths, the more likely they are to be energized, productive, and open to learning new things. In addition, people who use their strengths every day are three times more likely to report having an excellent quality of life and six times more likely to be engaged at work. **The Bottom Line:** The more people know about their Superpowers, the more likely they are to

communicate better, perform better, and build better teams. In this science-based workshop, **Jamie Turner** will guide attendees through a step-by-step process to help them use their superpowers at work and at home.

Noon — 1:30 p.m.

Women in Distribution Luncheon

Finding & Aligning Your Career Catalysts

Instructor: **JJ DiGeronimo**



Calling all industry women! This luncheon workshop is designed to empower you to take your career to the next level by identifying and aligning with mentors. Research shows having industry sponsors can lead to greater enjoyment of your work, increased opportunities, and accelerated personal and professional development. **JJ DiGeronimo** will share action-based strategies with a proven roadmap for navigating sponsor relationships. Attendees will gain the confidence to prepare their milestones for these conversations, identify their ideal sponsors who can champion their desired areas of impact, and align with these connections who have the potential to be key influencers.

Noon — 1:30 p.m.

NextGen Luncheon & Panel

The next generation of STAFDA members has real super-nova-level star power. Quick to adapt to new ideas, embracing tech advances, and rapidly joining the STAFDA family, Gen Z is the latest group to come into the construction/industrial markets. Attendees under 35 years old will want to join their colleagues for the **Next-Gen Luncheon & Panel**. This insightful and positive discussion between audience members and experienced distributors, manufacturers, and reps illuminates ways in which multiple generations can work together to strengthen their businesses and networks. Based on their combined years of knowledge, the panel provide insights into working with small and large businesses, exciting new sales avenues, navigating AI and online sales, and other current issues. The Q&A session promises thought-provoking and enthusiastic discussions from *all* generations.



1:30 — 3:30 p.m.

Emerging Leaders Forum:



Set Up to Step In for Effective Leadership

Instructor: **Mark Moon**

Many STAFDA members are Baby Boomers and training the next generation to take over the business whenever they step down. Whether

it's the next generation to continue the family's legacy, or tapping a long-term employee to take the reins, one thing is for certain: These upcoming (and incoming) leaders need to form a network with their STAFDA peers who are on the same career trajectory. The Forum will be a networking opportunity, dynamic interactive session featuring **Mark Moon** who understands that as leaders, attendees' principal task is developing future leaders. If a new leader is identified within your company, does that new leader have to STEP UP to a position of leadership, or can they simply STEP IN? Learn how to set yourself up for success so you can set up others. Mark will focus on the eight characteristics of leader development, creating effective teams by putting people in the right positions, and developing a culture of teamwork.

1:45 — 3:30 p.m.

Speed Interviewing: Student Hiring Event

Are you hiring but having difficulty finding qualified and enthusiastic candidates? Let STAFDA be your go-to resource for finding the brightest new candidates! Universities from all parts of the U.S. send their most accomplished and best upper classmen with industrial distribution, supply chain, or related majors to STAFDA's **Student Hiring Event**.



This exclusive interviewing session allows members to talk one-on-one with potential interns and entry-level employees from a variety of backgrounds in one convenient location. Shortly before the Convention, student resumes are posted in the members-only section of **stafda.org**. To review candidates, click on the

Convention tab and follow the link to “Student Hiring Event.” A PDF form with instructions for requesting meeting times with select students will be included. The STAFDA office will schedule your interviews in 15-minute increments and send an agenda the week before the Convention.

During previous STAFDA Speed Interviewing events, **all students** interviewed were offered positions with member companies!

MONDAY, NOVEMBER 11

GENERAL SESSION PANEL: Tools of Tomorrow: Leveraging AI & Innovation in Construction & Industry

There are a variety of disrupters influencing STAFDA members’ businesses – both good and bad. Mergers & Acquisitions, AI, Supply Chain Management, global unrest, new sweeping infrastructure projects – all combined with the typical day-to-day challenges – have made the construction and industrial channels a force



of change. What better place to gain perspective on the current direction of the industry and where it’s headed than the General Session? Join a panel of STAFDA members and consultants as they interact

with audience members to discuss these topics and more.

TRADE SHOW

Monday, Noon - 5:00 p.m.

Tuesday, 9:30 a.m. – 2:00 p.m.

It’s time to demo and learn! During STAFDA’s Trade Show, attendees can find:

- **Innovation!** Getting a close look and testing new tools while talking to product specialists makes the STAFDA Trade Show Top Tier.
- **Top Tech and Advice!** The Tech and Consultants Pavilions brings cutting edge software, e-commerce, and solutions while also providing expert guidance from STAFDA’s endorsed consultants.
- **STAFDA Theater!** Exhibitors can demo products to a larger audience in half-hour increments in the new STAFDA Theater.

Moderated by **Mike Foster**, STAFDA’s Cyber Security consultant, he’ll be joined by STAFDA President, **Andrew Hartman**, STAFDA Vice President **Dale Hahs**, **Ken Novak** with **HATCH quantified**, and **Nelson Valderrama** of **Intuilize Inc.**

TUESDAY, NOVEMBER 12



8:00 — 9:30 a.m.

Economic Update

Instructor: **Alan Beaulieu**

Alan Beaulieu’s Economic Update is well-researched, extraordinarily accurate, easy-to-understand, and straight-forward. Just a week after the 2024 U.S. Presidential election, his Nashville program on what to expect from the global economy, potential and upcoming U.S. legislation, and industry-specific topics will be especially valuable. President of **ITR Economics**, Alan is one of the pre-eminent economists in the country. He has delivered workshops and economic analysis seminars across the world to tens of thousands of business owners and executives for more than 30 years. Alan has coauthored, with his brother **Brian Beaulieu**, the books *Make Your Move*, *Prosperity in the Age of Decline*, and *But I Want It!*



OPENING PARTY

It's a STAFDA Jamboree!

Country Music Hall of Fame & Museum

Sunday, November 10 ♦ 6:00 – 8:00 p.m.

The party is walking distance from the Music City Center and STAFDA host hotels.

Known as “The House that Holds the Music,” STAFDA attendees will be able to experience it all as they strum, pluck, and dance their way through the Country Music Hall of Fame & Museum.

The Museum collects, preserves, and interprets the evolving history and traditions of country music. Through exhibits, publications, and educational programs, it teaches its diverse audiences about the enduring beauty and cultural importance of country music. STAFDA has reserved the entire facility for our Opening Jamboree!

You can't go to the “Smithsonian of country music,” without tapping toes and boot scootin' on the dance floor. Whether it's traditional country, bluegrass, or honky tonk that gets you singing along, each level of the Museum will have live music for attendees to jam to in the [CMA Theater](#), [Event Hall](#), and [Ford Theater](#). For

Swifies, the Museum offers the [Taylor Swift Education Center](#) for some hands-on musical education.

With artifacts, photographs, recorded sound, archival video, and interactive touchscreens, [Sing Me Back Home](#) (the Museum's central, permanent – though constantly updated – exhibition) immerses visitors in the history and sounds of country music. Uncover its origins, its traditions, and the lives and voices of the many people who have contributed to its rich and varied expression.

There will be plenty of tasty Southern foods to sample as well as beverages and the always tantalizing dessert tables. There will also be plenty of time to explore and enjoy downtown Nashville afterwards.



Historic RCA Studio B in the Country Music Hall of Fame & Museum



The Record Wall

NON-MEMBER REGISTRATION FORM

STAFDA's 48th Annual Convention & Trade Show, Nov. 10-12, 2024 • Music City Center

ATTENDEE INFORMATION (One Form Per Person Please)

What type of company do you represent? Contractor Non-STAFDA Association

Company Name: _____

Attendee Name: _____

Mailing Address: _____

Shipping Address: _____

City: _____ State/Prov.: _____ Zip (Postal Code): _____

Country (if outside U.S.A.): _____

Cell Phone: _____ Email: _____

Website: _____ Date: _____

ADDITIONAL ACTIVITIES

The following events are included in the full day registration fee.

NextGen Luncheon: **Registered** attendees under the age of 35 are invited to the NextGen Luncheon, Sunday, November 10, from Noon – 1:30 p.m. (**There is no additional fee for this activity.**)

Please list the names of those planning to attend: _____

Women's Luncheon: **Registered** female attendees are invited to the Women's Luncheon, Sunday, November 10, from Noon – 1:30 p.m. (**There is no additional fee for this activity.**)

Please list the names of those planning to attend: _____

Emerging Leaders Forum: **Registered** up-and-coming leaders are invited to the Emerging Leaders Forum, Sunday, November 10, from 1:30 - 3:30 p.m. (**There is no additional fee for this activity.**)

Please list the names of those planning to attend: _____

TOTAL ATTENDEE FEES:

STAFDA Non-Member Full Convention \$350 per person: \$ _____

STAFDA Non-Member Tuesday Only \$75 per person: \$ _____

Total Fees: \$ _____

PAYMENT INFORMATION

Check enclosed (Please make checks payable to STAFDA [U.S. funds only] and mail with this form. Do not send check and form separately.)

Credit Card **STAFDA Accepts:** American Express, Discover, MasterCard, and Visa

Cardholder Name: _____

Credit Card Number: _____

Expiration Date: _____ Security Code: _____

Billing Address: _____

Email Receipt to: _____

Signature: _____

CANCELLATIONS: STAFDA will refund the registration fee, less a \$50 service charge per person, for cancellations received in writing by **Friday, November 1**. Email cancellations to cusher@stafda.org.