

CFESA 2010 SPRING CONFERENCE PLANNING AGENDA

WEDNESDAY, MAY 19TH, 2010

- 8:00 AM - 11:30 AM** **REGISTRATION** *DUMAS ROOM (6TH FLOOR, SOUTH TOWER)*
Before the rush begins, be sure to stop by and pick up your badge and your complete listing of all activities, the Conference Program.
- 10:00 AM - 12:00 PM** **CFESA BOARD OF DIRECTORS MEETING** *VALENCIA (1ST FLOOR, SOUTH TOWER)*
All CFESA Members are invited to attend the Board of Directors meeting to find out what's being planned for the future.
- 12:00 PM - 1:00 PM** **LUNCH** *ON YOUR OWN*
- 1:00 PM - 3:00 PM** **COMMITTEE MEETINGS**
Here's your chance to help shape CFESA to suit your company's needs. Select a committee, roll up your sleeves and get ready to reap the benefits. CFESA committees include:
- *Business Tech - Holabird (8th Floor, South Tower)*
 - *Education/ Training - Sullivan (8th Floor, South Tower)*
 - *Marketing - Wright (8th Floor, South Tower)*
 - *Membership Service - Illinois (5th Floor, South Tower)*
- 3:30 PM - 4:30 PM** **OPTIONAL WORKSHOP - TRADESHOW 101 - THE ABC'S OF EXHIBITING & GETTING OUT THERE** *ST. CLAIR (5TH FLOOR, SOUTH TOWER)*
BY: GEORGE CASTANEDA OF SKYLINE EXHIBITS AND DAN FARMER OF COMMERCIAL PARTS & SERVICE, COLUMBUS OH
This optional workshop will touch on the preparation, execution and follow-up required to exhibit and leave a lasting impression. Don't sit on the sidelines; come learn how to get out there and bring those customers in!
- 6:30 PM - 7:00 PM** **FIRST TIMERS RECEPTION** *RENAISSANCE BALLROOM (5TH FLOOR, SOUTH TOWER)*
Calling all first timers! Stop by this special reception, held in your honor, to meet association leaders and get first dibs on the best hors d'oeuvres! **(By Invitation Only)**
- 7:00 PM - 10:00 PM** **OPENING DINNER & REGISTRATION** *RENAISSANCE BALLROOM (5TH FLOOR, SOUTH TOWER)*
Mix business (registration) with pleasure (dinner) during this casual networking event. Take this opportunity to catch up with your peers and enjoy a fine meal.

AGENDA

THURSDAY, MAY 20TH, 2010

- 8:00 AM - 9:00 AM** **BREAKFAST** *KING ARTHUR COURT (3RD FLOOR, SOUTH TOWER)*
You can't learn on an empty stomach! Start the day right by enjoying breakfast – and conversation – with other conference attendees.
- 9:05 AM - 10:45 AM** **MEMBERSHIP MEETING** *RENAISSANCE BALLROOM (5TH FLOOR, SOUTH TOWER)*
All attendees are invited to join CFESA's Membership Meeting to hear the latest committee updates, vote for new Board members & directors and learn what programs and services are on the horizon.
- 10:45 AM - 11:00 AM** **BREAK**
- 11:00 AM - 12:30 PM** **"SELLING HAS NOTHING TO DO WITH SELLING?"** *RENAISSANCE BALLROOM (5TH FLOOR, SOUTH TOWER)*
BY: RICK FARRELL OF TANGENT KNOWLEDGE SYSTEMS, CHICAGO, IL
Rick will teach you a selling methodology that will maximize your leverage and gain control in the sales position. He will also teach you why the best presentation is no presentation at all.
- 12:30 PM - 1:30 PM** **LUNCH & PAST PRESIDENTS APPRECIATION** *KING ARTHUR COURT (3RD FLOOR, SOUTH TOWER)*
- 1:35 PM - 2:35 PM** **ALLIED ASSOCIATION PRESIDENTS "INDUSTRY INSIGHTS"** *RENAISSANCE BALLROOM (5TH FLOOR, SOUTH TOWER)*
We all have an idea of how the equipment service segment of the industry is surviving in these tough economic times. Hear how the other segments of the industry are surviving and what they are doing and how they are affected.
- *CFESA - John Swanson*
 - *FEDA - Brad Pierce*
 - *MAFSI - Michael Posternak*
 - *NAFEM - Paul Angrick*
- 2:35 PM - 2:45 PM** **BREAK**
- 2:45 PM - 4:00 PM** **"FACILITIES MANAGEMENT 101"** *RENAISSANCE BALLROOM (5TH FLOOR, SOUTH TOWER)*
Trying to figure out what the third party administrators provide that you don't? This session will give you a first-hand look at how they function and what appeal they have to the end user customers.
- *Corrigo - Rick Michaux of Wilsonville, OR*
 - *Darden - Shannon Rogner of Orlando, FL*
 - *FM Facility Maintenance - Suellen Aldina of Hartford, CT*
 - *Facility Source - JR Eisnicher of Columbus, OH*
 - *Pot Belly Sandwiches - Chris George of Dallas, TX*

AGENDA

FRIDAY, MAY 21ST, 2010

- 8:00 AM - 9:00 AM** **BREAKFAST KING ARTHUR COURT (3RD FLOOR, SOUTH TOWER)**
You can't learn on an empty stomach! Start the day right by enjoying breakfast – and conversation – with other conference attendees.
- 9:05 AM - 12:00 PM** **ROTATING ROUND TABLES (8TH FLOOR, SOUTH TOWER)**
How to Work With & Strengthen Your Relationship with Your Local Reps - Wright (8th Floor, South Tower)
 - *Sharon Barasch - Service Solutions Group of Cincinnati, OH*
 - *Jim Zink - Zink Marketing of Columbus, OH*
How Will the New Health Care Plan Affect Your Business - Holabird (8th Floor, South Tower)
 - *Robert F Graboyes, MSHA, PHD - National Federation of Independent Business of Washington, DC*
How to Develop & Manage Service Branches - Sullivan (8th Floor, South Tower)
 - *Bruce Hodge - General Parts of Waukesha, WI*
- 12:00 PM - 1:00 PM** **LUNCH KING ARTHUR COURT (3RD FLOOR, SOUTH TOWER)**
- 1:00 PM - 4:00 PM** **MANUFACTURERS OUTLOOK RENAISSANCE BALLROOM (5TH FLOOR, SOUTH TOWER)**
Listen as representatives provide an insight on their corporate philosophy along with short and long-term corporate strategies.
 - *Ali Group - Robert Nerbonne*
 - *Electrolux - Mark Whalen*
 - *Manitowoc - Larry Bryce*
 - *Middleby - Paul Angrick*
- 4:00 PM - 5:00 PM** **PRESIDENTS RECEPTION KING ARTHUR COURT (3RD FLOOR, SOUTH TOWER)**
Join your fellow members for a quick departing cocktail.