

Service Success in a Scary Economy

2009 CFESA Fall Conference
Monday, October 26 – Wednesday, October 29
Hilton Nashville Downtown, Nashville, TN

Learn how to succeed in a down economy at the CFESA Fall Conference, Monday, October 26 through Wednesday, October 29, at the Hilton Nashville Downtown, Nashville, Tennessee.

Developed through the joint efforts of CFESA and NAFEM, this conference is packed with opportunities for service agents and managers alike to learn, network and discuss ways to survive and thrive during tough economic times.

Monday, October 26, 2009

- 9:00am - 11:00am** **Registration**
- 9:30am - 10:15am** **Committee Interest Workshop (optional)**
Interested in joining a CFESA committee? Here's your chance to learn what's involved and what you'll gain during this brief session.
- 9:30am - 10:15am** **Board Member Interest Workshop (optional)**
Learn how you can sharpen your leadership skills and contribute to the association through a role on the CFESA Board of Directors during this brief session.
- 10:15am - 12:00pm** **CFESA Board of Directors Meeting**
All CFESA Members are invited to attend the Board of Directors meeting to learn the association's strategic initiatives.
- 10:15am - 12:00pm** **Service Managers Meeting**
How are service managers juggling the challenges of managing warranty programs, parts sales and customer expectations? All NAFEM members are invited to join this informal discussion to gain helpful, peer-to-peer advice.
- 12:00pm - 1:00 pm** **Lunch (on your own)**
- 1:00pm - 3:00pm** **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*
 - *Education Training*
 - *Marketing*
 - *Membership Service*
- 5:30pm - 6:00pm** **First/Second Timers Reception**
Calling all first and second 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)
- 6:00pm - 7:30pm** **Registration Reception & Vendor Sponsorship**
Mix business (conference registration) with pleasure (reception) during this casual networking event. Take this opportunity to learn about the products and services offered by the exhibiting vendor companies. (Cocktails & Hors d'oeuvres will be served)

Tuesday, October 27, 2009

- 8:00am - 8:30am** **Continental Breakfast & Vendor Sponsorship**
You can't learn on an empty stomach! Start the day right by enjoying breakfast – and conversation – with other conference attendees and stop to talk with one of the exhibitors and learn about their services.
- 8:30am - 10:00am** **"Growing Your Business in a Down Economy"**
Featured Speaker – Mark Moses
Learn to help your company reach new heights of success in the face of unstable markets and economic downturns from Mark Moses, a lifelong entrepreneur who started his first company at age 19 and sold his latest company after growing it to \$1.6 billion in volume. During his presentation, Moses will come down from his mount (he's a competitive triathlete in his spare time) to share key elements you'll need to overcome adversity and thrive during uncertain times.

10:00am - 10:15am	Break
10:15am - 12:00pm	<p>“What’s Keeping Operators Up at Night?” Panel Presentation Moderator – Joe Carbonara Panel Members - Danny Koontz - Ruby Tuesday Angela Hughes - Pizza Hut (Yum Brands) Josh Rains - Qdoba</p> <p>What issues keep your customers up at night and how can you help put those fears to rest? Learn the role your organization can play as our power panel of operators tackle the latest industry issues, including: Sustainability and “Green”; food costs and menu changes and how they affect equipment and service needs; and cost containment challenges including the impact of labor reductions on PM. Don’t miss this chance to learn what you should know ... and get your pressing questions answered!</p>
12:00pm - 1:00pm	<p>Lunch & Vendor Sponsorship Come and get it! Then, take advantage of the opportunity to peruse the offerings of the companies exhibiting.</p>
1:15pm - 2:45pm	<p>Membership Meeting All attendees are invited to join CFESA’s annual membership meeting to hear the latest committee updates and learn what programs and services are on the horizon.</p>
2:45pm - 3:00pm	Break
3:00pm - 4:15pm	<p>Round Table Discussions Moderator – Joe Carbonara CFESA’s popular round table discussions are back ... and the issues are meatier than ever! Choose a topic, take your seat at the table and dig in with your peers as you tackle one of these issues in a no-holds barred discussion:</p> <ul style="list-style-type: none"> ○ <i>“What’s the Big Deal about Extended Warranties?”</i> ○ <i>“How do you determine mandatory stocking?”</i> ○ <i>“Sub-Agent: A losing Proposition?”</i> ○ <i>“Union Trends: “Employee Free Choice Act”</i> ○ <i>“Parts Return Policies”</i>
4:15pm - 5:15pm	Round Table Wrap-Up

Wednesday, October 28, 2009

8:00am - 9:00 am	<p>Breakfast Buffet & Vendor Sponsorship Breakfast is served ... and it’s all-you-can-eat! Life is good. Don’t miss your last chance to visit with exhibitors.</p>
9:00am - 10:30am	<p>“Economic Survival 101” Featured Speaker – David Owens, Clinical Professor of Business Strategy and Innovation, Vanderbilt University’s Graduate School of Management Learning and economic survival go hand-in-hand as Professor David Owens takes the stage. Professor Owens, who delivers executive education programs and consulting services around the world, offers the keys to service success in a scary economy, including innovation, organizational change and status processes. Gain a taste of graduate school without leaving the conference!</p>
10:30am - 10:45am	Break
10:45am - 11:15am	<p>“What Constitutes A First-Time Fix?” Point/Counter Point Debate Jean Choquette – Key Food Equipment Services Ltd. Glenn Gearhart – Garland Group The gloves come off as two industry experts tackle the age-old question: “What constitutes first-time fix?” Two men enter ... one man leaves!</p>
12:00pm	<p>Golf Tournament (Transportation and Lunch Provided)</p>
12:00pm	<p>Mansions of the South Tour (Transportation and Lunch Provided)</p>
7:00pm – 10:00pm	<p>Closing Dinner Wrap up your conference experience during this casual dinner featuring you and your industry partners! Dueling Pianos will compete for you applause as they play some old favorites.</p>