

Business Solutions Association Independent Office Products & Furniture Dealers Association 2014 Annual Forum Program

October 22-25, 2014
Loews Coronado Bay | San Diego, California

Tuesday, October 21

Early Arrivals

- 2:30 – 5:30 p.m. **BSA Board of Directors Meeting – Sunset Room**
- 6:00 – 7:00 p.m. **Early Arrival Reception for BSA Members – Sunset Terrace**

Wednesday, October 22

11:00 – 2:00 p.m. **BSA Standards Council Meeting (Invitation Only)**

(BSA Conference Begins)

3:30 – 6:15 p.m. **State of Association & Industry** – Constellation Ballroom

Presenter: Jim O'Brien, President BSA and Sr. VP at S.P. Richards Company

Creating Social Media Programs That Stick

Duck Tape® brand duct tape, a brand recognized for its quality and innovation, has led the charge in originality and creativity in the craft and DIY space for enthusiasts of America's favorite fix-all. Through consumer-centric social media programs combined with innovative product offerings, Duck® brand has successfully de-commoditized a commodity by transforming a traditionally utilitarian DIY tool into the teen-driven phenomenon of Duck Tape® crafting. We will discuss how Duck® brand uses foundational content pillars to connect with consumers while driving the continued evolution of the category, and how social media plays a role in the consumer's purchase lifecycle.

Presenter- **Scott Sommers, Director of E-Commerce Strategy**
David Rodgers, Senior Digital Marketing Manager

Industry Intel: Factors Influencing the Consumer and the Ongoing Evolution of the Office Products Business

- The most important factors influencing the consumer and the enterprise customer
- A view of the competitive landscape and the likely impacts of consolidation
- The most likely areas of growth and opportunity in 2015
- Measuring the multiple impacts of the continued migration to eCommerce

Presenter: Chris Hodson, Research Associate Partner at Cleveland Research

Forum Update

Presenter: Nick Aronis, Secretary BSA, Forum Chair and President at The Godfrey Group

7:00 – 9:00 p.m. **Welcome Reception** - Poolside Marina Terrace

Thursday, October 23

7:00 – 8:30 a.m. **Breakfast Meetings –Membership Segments**

Wholesaler, Manufacturer & Manufacturer Representatives

9:00 – 10:15 a.m. **Should My Company Have A Digital Strategy?** – Commodore Ballroom C, D, E

Learn the importance of consistent digital content throughout your business. Our panelists have put this into action with impactful results. You'll leave with valuable information that will help you create and achieve the exciting effects of unified digital assets

Moderator: Dawn Austin, Incomar Services, Managing Partner

Panelist: Isaac De la Fuentes, CEO, Mono Machines

Panelist: Rosemary Czopek, President, Gorilla Stationers

Panelist: Paul Gatens, V.P. E-Commerce & Marketing Services, S.P. Richards Co.

Panelist: Carrie Eidem, Marketing Manager, Safco Products Co.

10:15 – 10:30 a.m. **Break**

10:30 – 11:45 a.m. **Behind Your Back: What Your Brand is Really Saying to Your Customers**

Commodore Ballroom C,D,E

Brand identity may not be top of mind when you're trying to increase sales; however, your logo, company name, business philosophy and selling tools say a lot about who you are and what you do. The question is: "Is your brand saying what you want it to?" Join us as our industry panel of manufacturers, dealers and manufacturer rep groups discuss their rebranding processes. Gain insights into how they identified their brand position in the market place and how their new branding strategies are keeping them relevant in today's ever-changing Office Products world.

Moderator: Carrie Eidem, Marketing Manager, Safco Products Co.

Panelist: Bill Erpelding, Marketing Manager, Supplies Network

Panelist: Steven Glass, Managing Partner, Midwest Resource Group

Panelist: Scott Iannazzo, Safco Products Co.

Panelist: Diane Hund, VP Marketing, United Stationers Supply Co.

12:00 – 1:45 p.m. **Legend of the Industry Luncheon Honoring David Williamson**

Commodore Ballroom A&B

(IOPFDA Conference begins and is merged with BSA Conference Registrants after Luncheon)

2:00 – 2:10 p.m. **Combined Welcome**

Jim O'Brien and Mike Tucker

Commodore Ballroom C,D,E

2:15 – 3:30 p.m. **Digital Migration: Where We Are, Where We're Heading** – Commodore C,D,E

Presenter: Chris Hodson, Research Associate Partner at Cleveland Research

- Analyzing the most significant inflections within eCommerce
- What is and is not working in the online/digital arena
- The key competitors and competitive elements of which to be aware
- Expectations for the next leg of digital growth

3:30 – 3:45 p.m. **Break**

3:45 – 5:30 p.m. ***The Sales Process – The Ever Changing Dynamic*** – Commodore C,D,E

The last ten years have brought more changes to the way end-users acquire office products than the last 100 years combined. The digital age has transformed the sales process, which continues to evolve. How do manufacturers get their products in the hands of end-users today and how will it change in the future? These answers come from a panel of distinguished office product professionals who come to us from all walks of our industry.

Moderator: Todd Gaede, Principal at Frey Gaede & Company

Panelist: Joe Templet, Sr. VP Trade Development, United Stationers Co.

Panelist: Rod Manson, President, San Diego Office Supply

Panelist: Gary Brusa, Managing Partner, Blazer Brusa Sales

Panelist: Jim O'Brien, Sr. VP at S.P. Richards Company

Panelist: Michelle Pitner, Channel Sales Manager, Mobile & Global e-commerce, Fellowes

Panelist: Kevin McLaughlin, National Account Director, Office Channel, GOJO

7:00 – 10:00 p.m. ***President's Reception & Dinner*** – Bay Terrace and Commodore Ballroom C,D,E

IOPFDA Chairman Award Honoring Sandi Jacobs, President SideMark

IOPFDA Chairman Award Honoring Glenn McDaniel, Office Smart, Retired

BSA 2014 Lifetime Achievement Award Honoring Jim Hebert

BSA 2014 Leadership Award Honoring Jeff Howard

Honor outgoing Board of Directors for their Service

Friday, October 24

7:00 – 8:30 a.m. **Breakfast** – Commodore Ballroom A & B

How is Washington Impacting the Business Landscape and What is IOPFDA Doing?

Why Dealers Need To Watch Washington: Washington has always been a challenging town both legislatively and politically, but it has never been so partisan than it is today. Most people turn away from Washington when gridlock occurs. This is the time you need to be paying more attention. Independent dealers face a host of challenges stemming from FSSI, Federal Prison Industries, minimum wage, AbilityOne, escalating health insurance, increasing costs of doing business, sales tax and a host of other issues you may not see as directly related to your business like a transportation trust fund on the verge of going bankrupt.

Today, Washington is more complicated, but it is why IOPFDA has put a renewed emphasis on legislative and regulatory matters. IOPFDA understands that now is the time to step up its efforts to protect independent dealers. IOPFDA understands that if you don't have a voice in Washington you will be left behind. And, IOPFDA understands that Washington moves slowly, but being at the table when decisions are made is critical to your overall business success and why we have added a new team to this effort.

Come on out and hear what's been going on in Washington and why IOPFDA is ramping up its efforts in our nation's capital.

Presenter: Paul Miller, Director of Legislative & Regulatory Affairs IOPFDA
And Chairman, Miller/Wenhold Capitol Strategies

(BSA Conference Registration Concludes)

9:00 – 10:15 a.m. **Anatomy of a Lousy Pitch**
The Six Worst Presentation Habits and How to Avoid Them
Commodore Ballroom C,D,E

Presenter: Tim Wackel, Sales Training Expert

This program analyzes the 10 worst (and most common) presentation habits and gives you specific ideas on how you can conquer them. Anatomy of a Lousy Pitch helps business professionals learn how to:

- Avoid the #1 mistake most presenters still make
- Grab your listener's attention in the first two minutes
- Organize your ideas in a clear, concise and compelling approach
- Avoid the fatal trap most presenters fall into on "the big day"
- Eliminate death by PowerPoint
- Leverage the two most important (and overlooked) elements of successful presentations
- Ask the critical question that will win your audience's approval

10:15 – 10:30 a.m. **Break**

10:30 – 12:15 p.m. **What is the Affordable Care Act & How Can I Administer it Without**
An In-house Human Resource Department?
Commodore Ballroom C,D,E

Presenter: Armando DiFerdinando, Managing Partner, Financial Benefit Services

Health Care Reform is not going away anytime soon. How is your organization responding to the numerous compliance mandates? Is your organization funding your health plan using the most efficient platform? During this session, we will discuss a brief history of the legislation, public vs. private exchanges and the necessity of working with a consultant who keeps you updated up-to-date and ahead of the increasingly complicated law. All in attendance will receive a 6-month free trial of

FBS' HR 360 product that can help provide additional compliance and HR support when you need it the most.

12:30 – 2:00 p.m. **Luncheon** – Bay Terrace

2:15 – 4:00 p.m. **Demystifying Social Media ROI** – Commodore Ballroom C,D,E

Presenter: Jennifer Schulman, President of Fortune Web Marketing

Social Media. These two words have caused a sense of confusion and frustration for several years now, especially for business owners. There is pressure to create business profiles, build your audience, actively engage with your followers and even run advertising campaigns. But, why? What are the benefits of running a social media campaign, and how can you effectively determine its ROI? Generating brand awareness is key, but can it be measured? In this session, we will cover best practices, statistics, tools and methods for placing an ROI on social media.

5:00 – 6:00 p.m. **Reception** – Bay Terrace

Open Evening

Saturday, October 25 (IOPFDA)

7:00 – 8:00 a.m. **Breakfast** – Bay Terrace

8:15 – 9:15 a.m. **Four Generations under one Roof - Recruiting and Retaining an Age Diverse Workforce**
Commodore Ballroom - E

Presenter: Terri Maurer, Business Strategies Consultant & President of Maurer Consulting Group

Four different and unique generations are active members of the workforce for the first time in our history. Some companies find themselves faced with dealing with four generations of employees under the same roof at the same time, which can be quite challenging. This unique situation is creating both excitement and frustration for managers as they try to get the best from four distinct groups: Traditionals, Baby Boomers, Generation X and Millennials. Learn about each of these groups, including what makes them tick and why. Uncover the unique characteristics of each group and how you can reach them as employees and reach out to them as potential employees. Discover what workers from each generation want, how they work and what they can contribute to the success of your organization.

9:15 – 9:30 a.m. **Break**

9:30 – 10:30 a.m. **Panel on Age-Diverse Recruitment & Retention** – Commodore Ballroom E

Moderator: Terri Maurer, President of Maurer Consulting Group

Panelist: Isaac De la Fuentes, CEO, Mono Machines
Panelist: Rosemary Czopek, President, Gorilla Stationers
Panelist: Sandi Jacobs, President, Sidemark

In light of the age diversity within today's working population, it is necessary to utilize a host of programs and services that appeal to different segments of workers. Whether that is how you post job openings or offer professional development, companies that want to engage employees across a broad age spectrum must employ tailored programs. Panelists in this forum will highlight the programs and services they implement to ensure they meet the needs of their employees and potential job candidates. Learn how employers use tools and programs to attract Traditionals, Baby Boomers, Generation X and Millennials, and how they retain them once they join their workforce.

10:30 – 10:45 a.m. **Break**

10:45 – 11:45 a.m. **Presentation – Dealer Roundtables** – Commodore Ballroom A

Everyone faces similar problems in their businesses. When it comes down to what challenges dealers encounter, often the best people to learn from are your colleagues. Don't negate the knowledge your peers have on the challenges that you might be facing. During this session, presenters will focus on several topics during short, 15-minute discussions that will allow for networking, conversation and problem-solving among your peers. Never forget: by changing your perspective, you change the problem.

Conference Concludes