



Santa Fe 2009

**ASSOCIATION OF INDEPENDENT
COMPRESSOR DISTRIBUTORS**
24TH ANNUAL GENERAL MEMBERSHIP MEETING
HILTON SANTA FE RESORT & SPA – SANTA FE, NM
MAY 17-19, 2009

**PRELIMINARY
EDUCATION SESSION TOPICS**

Monday May 18, 2009

9:15 – 9:45 am

Capitalize on Market Changes to Increase Market Share
By Rod Smith

When markets change AND contract at the same time, market share often changes significantly. Today's changing market environment for compressed air systems offers a significant opportunity for compressed air sales and service companies to alter market share in their specific geographic markets. The winners will be the firms who have quickly and forcefully adapted their resource allocations to the changing market requirements.

When markets change faster than companies, we often find that the resources deployed no longer match the requirements of the market. Do our products, services, and employees still meet the requirements of the market? Or, do we apply the same uniform products, marketing, sales people, and services to all markets? Do we hear just what we want to hear from our own employees in order to avoid change? The result can be the loss of market share. Market share losses can be camouflaged in growth markets and are disastrous in down markets.

This presentation comments on observed changes in the market and what some firms are doing to respond. We will provide examples of how some distributors and manufacturers have modified their deployment of resources and have grown their market share. The market changes discussed will be:

- Embrace the heightened importance of “Energy Managers” on purchasing decisions and their focus on Measurement
- Leverage the growing role of Energy Rebates on getting projects funded and approved
- Deepen the relationship with customers by becoming their TRUE energy consultant. Assess your capabilities with compressed air, pneumatics, vacuum, blowers, and chiller systems. Can you help with other processes?
- Shift Sales Engineers and Marketing Efforts towards Customer Specializations (Specialist in Printing Systems) to complement traditional geographic territories.
- Understand that brand name recognition is the price of admission in a market where buyers are less interested in “product-talk”. Market your Companies’ brand name (without spending more) particularly if your primary vendors don’t invest heavily in product brand marketing.
- Understand the impact of population growth in your market. Know if you are really participating in this growth or not.

Rod Smith is the Publisher and Editor of Compressed Air Best Practices Magazine. He has worked in the compressed air industry since 1992. He held general management, sales, and marketing positions based in Spain, Germany, and the U.S. for SPX Dehydration & Filtration and for Quincy Compressor. He is also a marketing and public relations consultant to the compressed air industry who works on individual projects with clients. He can be contacted at: rod@airbestpractices.com, tel: 251-680-9154, www.airbestpractices.com

Monday May 18, 2009

10:00 am – 12:00 Noon

Building a More Valuable Business - Weathering the Storm, Planning for Recovery

Doug Hyland, ROCC

During these challenging times, business owners and managers must simultaneously address the challenges of sustaining the business while ensuring the business is ready to profit from the inevitable economic recovery.

This session deals with the issues you are facing today providing insight into how other businesses are dealing with customer, people and supplier issues. Short and long term strategy issues are compared to ensure you are armed with the knowledge of how decisions you are required to make affect the sustainability and ultimate prosperity of your business.

We will cover:

What you would like your company to look like when the economy takes hold – are there permanent changes that will be required for your business to generate the profitability targets that satisfy both its owners and managers? We'll look ahead at business a few years out and assess whether your business will be ready for the New Economy.

Key performance indicators – how do you measure up? What are industry standards, where do you fit and how competent is your business and providing you with the data regarding your critical success factors.

What are other companies doing to ensure sustainability and why? How are they reacting, what is likely to work and what isn't.

The impact of the credit crunch on your industry and who is lending under what terms and conditions – know the rules of engagement with your bankers! Or, as importantly, your customers bankers!

The impact of your Company's culture on your ability to implement change - does your culture ensure change for the better or create unnecessary stress for owners and managers

Gain the upper hand, there are opportunities to be seized! We will explore what type of opportunities available and how we might go about taking action now!

Monday May 18, 2009

1:00 – 2:15 pm

Beyond Price – Differentiate Your Company in Ways that Really Matter

Teri Elliott, McKenzie Equipment Co.

Becoming a unique company –separating your company and its product and services from the herds in way that competitors cannot easily copy – is challenging. If you do not turn things around – you just might end up where you are headed. After all, the same old business model will keep giving you the same old results... or worse. In this presentation you'll learn concrete steps for turning your business away from commoditization and differentiate in ways that matter.

“More than any other time in business history, we're in danger of giving into sameness. If you choose to play the price game, know there can only be one winner—and chances are it won't be you.”

Scott Cooper

Monday, May 18, 2009

2:30 – 3:30 pm

Process Improvement
Ronan Shefer, ROCC

Tuesday, May 19, 2009

8:00 – 10:00 am

Field Service Excellence
Distributor Panel

Tuesday, May 19, 2009

10:15 am – noon

Enterprise Evolution
Brooks Tucker

Transitioning/Exiting the Business

- To whom and When – Discussion on sales to an ESOP, management, strategic buyer, competitor, family, private equity. Who is the right buyer for the business?
- Maximizing Value
 - How to value a compressor distributor. Specific value drivers and how to increase.
 - 10 must do things to get ready and how they impact selling price.
- Negotiation Strategies for your best deal.

Tuesday, May 19, 2009

1:00 – 2:30 pm

Sales Acceleration Strategies for the 21st Century
Gil Cargill

This presentation will be a "don't miss". Gil Cargill is North America's premier Sales Acceleration Coach. During his 30-year career working with thousands of business-to-business sales forces, Gil has distilled the "secret sauce" of accelerating the acquisition of new business from both existing and prospective accounts.

During Cargill's presentation, you'll learn how to redeploy your sales team as well as how to build a nonstop flow of **sales-ready leads** for your team. Cargill will show you how the sales process, as currently deployed by A.I.C.D. distributors, was first documented in the late 1800s! More importantly, Cargill will show you how to bring your sales process - including the all-important components of recruiting, hiring, training and compensating your sales team - into the 21st Century.

Don't miss this exciting, information-packed presentation. Bring an open mind and a sharp pencil, and Gil will show you how you can make 2009 the best year your company has ever had. Remember, as Gil is fond of saying, someone is buying something from somebody... always.