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**ISD / FPDA JOINT  
INDUSTRY SUMMIT**

OCT 6 - 9, 2019 • AUSTIN, TX • [ISD.org](http://ISD.org)

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NOW**





There's "No Limits" to what you can learn and experience at the 2019 Joint Industry Summit! With a packed agenda and several networking events, you don't want to miss the most talked about industry event of the year. It's the perfect time to get together to share ideas, successes, and challenges and continue to benefit from the business relationships and friendships that only the Joint Industry Summit provides.

## KEYNOTE SPEAKERS



**Mary Kelly, PhD, CSP, Commander, US Navy (ret)**  
**Keynote: Why Leaders Fail and the 7 Prescriptions for Success**  
Monday, October 7th | 9:15 AM - 10:45 AM

Many good people, when they rise to leadership positions, fail. Good leadership seems easy in theory but actually living, executing, and fostering strong, effective leadership in corporations and organizations is tough. How can we ensure success? What do successful leaders do differently? What are the surprisingly common mistakes that many leaders unknowingly make that derail their success? Using current data and case studies collected through years of corporate and military leadership, you'll learn why so many leaders fail, and how to avoid the hidden pitfalls. Leadership is most critical during times of crisis. Leadership happens when things are tough and there are problems to solve. *Why Leaders Fail* shows attendees how to be even better leaders.



**Mike Staver**  
**Closing Keynote: Wellness Isn't for Cowards**  
Wednesday, October 9th | 8:30 AM - 10:00 AM

We live in an age when it is more and more challenging to manage all of the information, demands and challenges that are coming at us. It takes real courage to stand firm in what you believe and then to get your followers to understand what really matters and how to execute effectively. How is a leader supposed to manage all they have to deal with and keep themselves vital and well? Often, people find themselves working themselves to distraction and believe that a trip to the gym is having sufficient impact. But what if there was more to leading than just getting the job done? In this session you will discover the answer to that question!

## ISD EMERGING LEADERS & FPDA YOUNG EXECUTIVES WORKSHOP

**Mary Kelly, PhD, CSP, Commander, US Navy (ret)**  
**Top Secret Leadership**  
Monday, October 7th | 11:00 AM – 12:00 PM  
*For attendees who are members of the ISD ELI and FPDA YES communities*

From a former Naval intelligence officer, learn the secrets of military leadership and apply them to your organization. Getting people to work together is challenging. Office tension, competition, gossip, personal agendas, and pettiness reduce morale and productivity. How does the military get people to work together? How do they get intense commitment from their people? What is the military doing that civilian organizations can copy? Do you ever wonder how the military recruits people from all walks of life and coalesces them into cooperative, fighting teams? Find out how you can use military approaches to enhance communication and teamwork, develop integration, and facilitate a positive work environment.



## EDUCATIONAL WORKSHOPS



**Mark Dancer**

**Facing the Forces of Change®:  
Scenario Planning for Distributors**

Tuesday, October 8th | 8:30 AM - 10:00 AM

Great movements start with a shared purpose, and there is evidence that a movement is percolating in wholesale distribution. Leaders are rising to fight disruption by becoming innovators of business services and customer experiences. Scenario planning can play a vital role in helping distributors break free from traditional leadership mind-sets, supplier partnership precedents, and customer willingness to pay. In this education session, Mark Dancer will provide a preview of findings and recommendations from three scenario analysis chapters from the next Facing the Forces of Change® report and introduce a scenario planning process designed for use by distributors. Scenarios discussed include embracing virtual markets, revitalizing the value chain, and leading a real-world renaissance.



**Joseph C. Ellers**

**Strategies for Increasing Gross Margins**

Tuesday, October 8th | 10:30 AM – 12:00 PM

Every business is faced with a very important question: How much do we get to keep out of every sales dollar? We also know that there are tremendous downward pressures on gross margins. Business leaders need to have a specific set of actions designed to increase gross margins, in place, at all times. The goal is for each participant to leave the session with a handful of take-aways that can be “ruthlessly” implemented when you get back to work. The problem is not simple—and there is not a simple quick fix; but there are proven strategies that will help you to avoid really gross—gross margins.

## INDUSTRYSPEAK SESSIONS

**Joseph C. Ellers**

**Are You Sure You Know What Your Customers Really Care About?**

Tuesday, October 8th | 8:30 AM - 9:15 AM

Almost all of the buzz in the business world is about the importance of price in every competitive situation. But think about this question: How many of my suppliers do I switch every year, simply to save a few dollars? Most decisions to switch suppliers are more complex—and have several reasons at their base. In this discussion, we will focus on the “chain” that links us to the end user. Good sales strategy requires a better understanding of what our customers (and prospects) really want.

# INDUSTRYSPEAK SESSIONS (cont.)



**Andrew Johnson**

**A Practical Approach to Innovation – Theories into Reality**

Tuesday, October 8th | 9:15 AM – 10:00 AM

Andrew Johnson, CEO of ShelfAware, will explore several use cases that illustrate entry level innovations in process automation, the Internet of Things (IoT), and business optimization. His presentation will include demos of hardware and software to bring these high-tech theories into reality, showing attendees how they can create value-added systems.



**Mark Dancer**

**Facing the Forces of Change®: Can Distributors Innovate to Dominate?**

Tuesday, October 8th | 10:30 AM – 11:15 AM

The primary goal of the next edition of Facing the Forces of Change® is to help distributors "connect the dots" between the forces of change and creating game-changing business innovations. Our research found that distributors are not participating in world-class innovation forums, nor are they aware of (or applying) the innovation best practices in their business. Disruptors are heavy users of innovation methodologies while distributors are focused on continuous improvement, which is mostly getting better at being a traditional distributor. The result is that distributors are fighting with one arm tied behind their back. In this session, Mark Dancer will share business innovation practices and stories from distributors that are leading the charge not just to survive but dominate through innovation.



**Keath Ford**

**4 things you need to know about the future of industrial marketing**

Tuesday, October 8th | 11:15 AM – 12:00 PM

Consumers expectation are higher than ever before – and that means everyone is upping their game. Marketing today is about delivering insightful, useful and re-tellable content. There are fundamental key insights to help build a marketing playbook that the specialists at Kaman will share with attendees.



Preview our Joint Industry Summit speakers in upcoming webinars.  
Visit [ISD.org](http://ISD.org) for more information.

## 2019 SUPPLIER SHOWCASE

**Monday, October 7th | 4:30 PM - 6:30 PM**

Exhibition open to all Associate & Affiliate Attendees

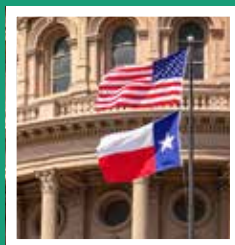
**Exhibiting at the showcase means:**

1. Gain direct access to decision-makers
2. Highlight your line of products and recent innovations
3. Elevate your company's brand
4. Share your expertise

**Why exhibit at our Supplier Showcase?**

Dedicated distribution professionals from all sectors of fluid power and sealing distribution converge at the FPDA/ISD Joint Industry Summit every year. Exhibiting at the FPDA/ISD Supplier Showcase enables you to cost-effectively reach them in two high-impact hours. These valuable prospects are looking for new information, products, and services to improve their channel—ensure that they do business with you by contracting a tabletop exhibit today.

Please note the Supplier Showcase is now a separate fee and it's not included with your registration. If you want to participate please register for a Supplier showcase table and complete an attendee registration form. Learn more at [ISD.org](http://ISD.org) or call 410-940-6344.



Gain the most from your presence at the Summit – Check out the Sponsorship & Advertising Opportunities listed at [ISD.org](http://ISD.org).



# ISD 2019 Joint Industry Summit Schedule

## SUN. OCT. 6, 2019

8:00 AM – 6:00 PM	Registration Desk Open
8:00 AM – 5:00 PM	ISD CEO Forum
2:00 PM – 4:30 PM	FPDA/ISD <b>Topgolf</b> Tournament
6:00 PM – 8:00 PM	Joint Welcome Reception
8:00 PM	YES/ELI Austin City Scavenger Hunt

## MON. OCT. 7, 2019

8:00 AM – 6:00 PM	Registration
8:00 AM – 9:00 AM	FPDA/ISD Joint Breakfast
8:30 AM – 9:00 AM	First Time Attendee Orientation
9:15 AM – 10:45 AM	FPDA/ISD Opening Keynote <b>"Why Leaders Fail and the 7 Prescriptions for Success" with Mary Kelly</b>
11:00 AM – 12:00 PM	ISD Emerging Leaders Workshop: <b>"Top Secret Leadership" with Mary Kelly</b>
12:15 PM – 1:15 PM	FPDA/ISD Joint Luncheon
1:30 PM – 2:30 PM	Supplier Showcase Set Up
3:00 PM – 4:15 PM	ISD Annual Meeting of Members
4:30 PM – 6:30 PM	FPDA/ISD Supplier Showcase and Networking Reception
6:30 PM	Open Evening
7:00 PM – 9:00 PM	Live Music <i>featuring Brian Forte</i>

## TUES. OCT. 8, 2019

7:30 AM – 12:00 PM	Registration
7:00 AM – 8:30 AM	ISD Associates Breakfast & Meeting
8:00 AM – 8:30 AM	FPDA/ISD Joint Breakfast
8:30 AM – 10:00 AM	Educational Workshop: <b>"Facing the Forces of Change®: Scenario Planning for Distributors" with Mark Dancer</b>
8:30 AM – 9:15 AM	IndustrySpeak Session: <b>"Are You Sure You Know What Your Customers Really Care About?" with Joseph C. Ellers</b>
9:15 AM – 10:00 AM	IndustrySpeak Session: <b>"A Practical Approach to Innovation — Theories into Reality" with Andrew Johnson</b>
10:30 AM – 11:15 AM	IndustrySpeak Session: <b>"Facing the Forces of Change®: Can Distributors Innovate to Dominate?" with Mark Dancer</b>
10:30 AM – 12:00 PM	Educational Workshop: <b>"Strategies for Increasing Gross Margins" with Joseph C. Ellers</b>
11:15 AM – 12:00 PM	IndustrySpeak Session: <b>"4 things you need to know about the future of industrial marketing" with Kaman</b>
12:00 PM	Lunch on your own
2:00 PM – 6:00 PM	Tours; Company Meeting Space
6:30 PM – 9:30 PM	Closing Party: Studio 54 Great Bingo Revival Party

## WEDS. OCT. 9, 2019

7:00 AM – 8:00 AM	Austin City Disco Fun Run 4K <i>in support of Central Texas Food Bank</i>
8:00 AM – 10:00 AM	FPDA/ISD Breakfast & Closing Keynote <b>"Wellness Isn't for Cowards" with Mike Staver</b>
10:15 AM – 11:15 AM	FPDA/ISD Joint Board Meeting
11:30 AM – 2:00 PM	ISD Board Meeting

# ACTIVITIES

## **TOPGOLF Austin**

Sun, Oct. 6, 2019 | 2:00 PM - 4:30 PM | \$125

Join us at Topgolf Austin for two hours of relaxing club swinging in climate-controlled golf bays. In order to attend this activity you must indicate that you plan to attend the event on your registration form. The fee for this event is \$125. No rental clubs needed!

## **Summit Welcome Reception**

Sun, Oct. 6, 2019 | 6:00 PM – 8:00 PM

Come together with colleagues, friends, and business partners to kick off the 2019 Summit with great Austin-inspired food, conversation, and fun! This event is included in your registration fee – registered guests are welcome!

## **YES/ELI Austin City Scavenger Hunt**

Sun, Oct. 6, 2019 | 8:00 PM Start | \$50

Young Executives and Emerging Leaders join together for a unique networking event powered through your phones, quick decision making, and the hot streets of downtown Austin. Unlock tasks and challenges during this interactive scavenger hunt to work together and explore this limitless city. The fee for this event is \$50. Pre-registration is required; participants will utilize their own mobile devices for game play.



## **Closing Party: Studio 54 Great Bingo Revival Party**

Tues, Oct. 8, 2019 | 6:30 PM - 9:30 PM

**BACK BY POPULAR DEMAND!** Join us for another card throwing, marker daubing, groovy dancing evening as we bring back our highest rated event! Reverend Rusty Reams, Miss Bingo and the Bin-GO-GO dancers are heading to Austin for a Studio 54 themed event to close out our limitless Summit! Dress in your flashiest 70s-era clothes and costumes. Prizes will be awarded throughout the night for the lucky BINGO winners, as well as the best-dressed person or group!

## **Austin City Disco Fun Run 4K**

Weds, Oct. 9th | 7:00 AM - 8:00 AM | \$50

Join us for this year's FPDA/ISD Joint Summit Fun Run! We encourage all participants to wear any disco style clothing they can; there are no limits! This run is noncompetitive and will allow attendees to quickly see the Austin area surrounding the hotel. In order to attend this activity, you must indicate that you plan to attend the event on the registration form. There is a \$50 fee in order to attend this event. All participants will receive a Joint Summit Fun Run T-Shirt. All proceeds from this event will be donated to The Central Texas Food Bank.

# OPTIONAL TOURS

The following tours will be offered for Joint Industry Summit attendees and guests on Tuesday, October 8, 2019. Separate pre-registration is required for tours. Visit [ISD.org](http://ISD.org) for complete tour information.

## **TUES, OCT. 8, 2019**

### **Austin is Ax-ually Amazing! | \$220**

1:30 PM – 5:00 PM

The trend started in Canada and it's sweeping the nation. Channel your inner Paul or Paulette Bunyan and try your hand at axe throwing in Austin! The fee for this activity is \$220 per person. Closed toe shoes required for entry.

### **Austin "Bucket List" Tour | \$140**

2:00 PM – 5:00 PM

We all know we should "Keep Austin Weird," but after this tour you'll understand why! The city is exploding with fun things to do, but there are "essential experiences" you just have to check off your Austin Bucket List. This will be a walking tour throughout the city of Austin, please dress accordingly. The fee for this tour is \$140.

# RESERVE YOUR ROOM

## AT&T Executive Education and Conference Center

Address: 1900 University Avenue, Austin, TX 78705  
Phone: (512) 404-1900  
Room Rate: \$229 a night (plus taxes & fees)

### Where Texas Meets the World

Whether you're here for a conference, dining, special occasion or a place to stay, the AT&T Executive Education and Conference Center meets every need with world-class attention to detail. Located in the heart of Austin, Texas, the AT&T Executive Education and Conference Center is conveniently located 10 miles from the Austin-Bergstrom International Airport (AUS). Book online at [ISD.org](http://ISD.org).

## ISD REGISTRATION FEES

	Early Bird Rate Ends 8/12/19	Regular Rate After 8/12/19
ISD Distributor Member	\$825 (First two attendees) \$625 (Third and subsequent attendee)	\$925
ISD Associate Member	\$825	\$925
Guest Fee	\$350	\$350
Supplier Showcase Exhibit Table	\$800	\$800

Register by August 1, 2019 to be included in the onsite directory. Online registration will close on September 25, 2019. Onsite registration will be available.

### Cancellation Policy

All refund requests must be received in writing to ISD Registrar, Cathy Vick, [cvick@isd.org](mailto:cvick@isd.org) by:

- July 26, 2019, for a full refund.
- September 13, 2019, for a partial refund
- No refunds after September 13, 2019

Questions? Contact the ISD office at 1-410-940-6347 or email [info@isd.org](mailto:info@isd.org).

## COMPANY MEETING ROOMS

Interested in hosting your company sales meeting at the Joint Industry Summit? ISD has reserved five (5) meeting rooms at the AT&T Executive Education & Conference Center on Tuesday, October 8th for companies interested in accomplishing multiple goals during this year's event. The meeting room cost is \$100 per time slot with two time slots available; 12:00 pm – 2:30 pm and 3:30 pm – 6:00 pm. Space is limited and is available on a first reserved bases. Food/beverage and A/V needs can be arranged for an additional charge.

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## ISD

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Annapolis, MD 21403  
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