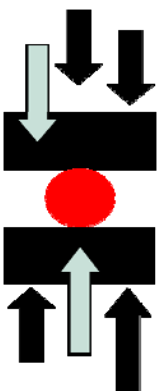


Managing Sales in Difficult Times

2009 FIA Marketing
Workshop



September 29-30, 2009

Grand Geneva Resort
Lake Geneva, Wisconsin

2009 FIA MARKETING WORKSHOP

Tuesday, September 29

11:30 a.m. – 12:30 p.m.

OPENING LUNCH

(Buffet served until 12:15 p.m.)

12:30 p.m. – 12:40 p.m.

WELCOME AND OPENING REMARKS

**Jason Artner, Senior Account Manager, Specialty Alloy Sales,
Scot Forge, Spring Grove, IL & FIA Marketing Committee Chair**

12:40 p.m. – 2:00 p.m.

MAKING THE MOST OF DIFFICULT SITUATIONS - CHANGING MARKETS; CHANGING TIMES

Garrison Wynn, President, Wynn Solutions, Houston, TX

This presentation combines relationship building with no-fluff motivation and change to deliver real solutions in uncertain times. Garrison examines the challenges we face and shows how we can laugh at our problems while using them as catalysts for success.



Wynn

2:00 p.m. – 2:20 p.m.

OIL & GAS INDUSTRY MARKET REPORT

Mike Hogan, Vice President, Oil States Industries, Inc., Arlington, TX

As a major market for many forging suppliers, what we can expect from oil and gas market over next 5 years.

2:40 p.m. – 3:10 p.m.

EXPANDING YOUR FORGING MARKET SHARE

**Jon Tirpak , Executive Director, Forging Defense Manufacturing Consortium,
Charleston, SC**

Your forge CAN expand its business base and market share by participating in the National Forging Tooling Database, receiving automatic Email Alerts for orders requiring your dies, and getting closer to forging designers.

3:10 p.m. – 3:30 p.m.

OUTLOOK FOR STEEL

**Cengiz Kurkcu, President – Industrial Engineered Steel Solutions
Timken Corporation, Canton, OH**

What's the future look like for this corporation ? What about the steel industry as a whole ? As a large supplier (and customer!) of the forging industry Timken can offer a wide-ranging perspective.

3:30 p.m. – 5:00 p.m.

HOW TO MARKET SMART IN A DOWN ECONOMY

Bob DeStefano, President, SVM E-Business Solutions, Somerset, NJ

How to thrive in this challenging economy by: creating an effective niche marketing strategy; turning your website into a lead generation machine; attracting new customers from search engines; selling more to existing customers, and ; measuring the ROI from all of your marketing investments.

TUESDAY EVENING RECEPTION & CRUISE

Enjoy the sights, sounds and tastes that have made Lake Geneva famous while you relax aboard one of the many historical yachts of the Lake Geneva Cruise Line. Relive the rich history surrounding Geneva Lake and view beautiful homes and estates while networking with friends and colleagues. Beer, wine and light hors' d'oeuvres will be served.

Schedule

5:20 – 5:45 p.m.

Hotel shuttles to the Grand Geneva Lake Cruise dock.

5:30 – 6:00 p.m.

Boat docked. Food and beverage will be served.

6:00 – 7:30 p.m.

Cruise while food and beverage continue to be served.

7:30 – 7:50 p.m.

Shuttles return to hotel.



Wednesday, September 30

7:30 a.m. – 8:00 a.m.

CONTINENTAL BREAKFAST

8:00 a.m. – 9:00 a.m.

HOW OUR THINKING AFFECTS OUR PERFORMANCE

Tim Parenti, Vice President, Crestcom, Lake Villa, IL

This topic will explore the dynamic relationship between our thoughts and how these thoughts impact our outcome - both positively and negatively.



Parenti

9:00 a.m. – 10:00 a.m.

FACE TO FACE SELLING – WHAT IS THE PROSPECT "REALLY" THINKING

Tim Parenti, Vice President, Crestcom, Lake Villa, IL

This session explores the face to face experience with the prospect in order to help you understand what they're thinking. Having deeper insight into their thoughts and feelings will provide the necessary information to develop rapport and trust with the customer, moving the sales process in a positive direction.

10:30 a.m. – 12:30 p.m.

ECONOMIC OUTLOOK AND FORGING END-USE MARKET FORECAST

**Kenneth Kremar, Principal, Industry Practices Group
Global Insight Co., New York, NY**

Global Insight returns to its fourteenth consecutive Marketing Workshop to offer in-depth analysis of where approximately 20 forging customer markets are headed. In addition to a short macro-economic forecast, information will be provided on factors affecting other manufacturing issues such as raw material, energy costs, exports and interest rates.

12:30 p.m.

ADJOURN

HOTEL / RESERVATIONS / PARKING

The **Grand Geneva Resort**, 7036 Grand Geneva Way, is located at Highways 50 East and 12 in Lake Geneva, Wisconsin. It is about one hour from Milwaukee and 90 minutes from Chicago. Complete directions to the hotel will be distributed with each confirmation.

Hotel reservations for the Grand Geneva should be made directly through the hotel at 800-558-3417 or 262-248-8811. **Be sure to mention the Forging Industry Association room block in order to receive the special discount rate of \$171.00. Hotel reservations must be made on or before September 7, 2008** to guarantee hotel room rate and availability. Hotel reservations after this date are subject to availability. Check in time is 4:00 p.m. Check out time is 12:00 p.m. The Grand Geneva can provide baggage storage for those attendees that arrive early and cannot gain access to their rooms until 4:00 p.m.

Both valet and self parking are available and both are complimentary.

WORKSHOP FEE / CANCELLATION

The fee for the full Workshop will be as follows:

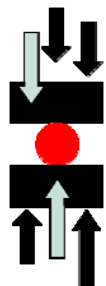
	FIA Member	FIA Non-member
<i>One attendee from company</i>	\$650	\$950
<i>Second attendee from company</i>	\$550	\$950
<i>Third (or additional) attendee from company</i>	\$450	\$950

Sales reps encouraged to attend the Workshop at member rates when accompanied by FIA member principal.

Partial fees are not permitted. Confirmed reservations can be canceled through September 21 with a full refund. Registrations canceled on September 22 and 23 will be charged 50% of the fee. A 100% charge applies for cancellation on September 24 or thereafter. Substitutions are allowed.

AIRPORT INFORMATION / TRANSPORTATION

Pre-arranged transportation from either Milwaukee or Chicago O'Hare Airports is available but prohibitively expensive (*see www.grandgeneva.com for more information*). Rental cars are suggested, especially in light of complimentary parking at hotel.



FORGING INDUSTRY ASSOCIATION

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Cleveland, OH 44115

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e-mail: pat@forging.org • www.forging.org



FIA MARKETING WORKSHOP 2009

REGISTRATION FORM

(Please type or print)

**Note: To receive discount for additional attendees,
ALL participants' registrations must appear on this form.**

Company _____

Address _____

City _____ State/Prov. _____ Zip _____

Please complete requested information below for each attendee from your company.

Remember, hotel reservations must be made at the Grand Geneva Resort
by September 7 in order to guarantee hotel room rate and availability.

1) _____
Name Title Nickname

2) _____
Name Title Nickname

3) _____
Name Title Nickname

4) _____
Name Title Nickname

PLEASE COMPLETE NEXT PAGE OF THIS FORM.

METHOD OF PAYMENT

The fee for the Workshop is as follows:	FIA Member	FIA Non-member	
First attendee from company	\$650	\$950	\$ _____
Second attendee from company	\$550	\$950	\$ _____
Third (or additional) attendee from company	\$450	\$950	\$ _____
			\$ _____

**REMEMBER... SALES REPS ENCOURAGED TO ATTEND THE WORKSHOP AT MEMBER RATES
WHEN ACCOMPANIED BY FIA MEMBER PRINCIPAL.**

TOTAL (All fees are due prior to meeting.) \$ _____

___ Invoice my company (FIA Members only)

___ Check enclosed (Make payable to **Forging Industry Association** in U.S. funds drawn on a U.S. bank.)

___ Bill my credit card: ___ Visa ___ Master Card ___ AMEX

Card # _____ Security Code _____

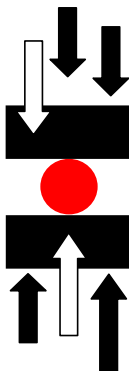
Exp. Date _____ Signature _____

Contact information for person completing this form:

Name: _____ **Phone:** _____

e-Mail: _____

Return to:



FORGING INDUSTRY ASSOCIATION

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