

# 2010 FIA MARKETING WORKSHOP

September 21-22, 2010

Doubletree Hotel Downtown,  
Nashville, TN





# 2010 FIA Marketing Workshop

**Tuesday, September 21**

11:00 a.m.

**REGISTRATION OPENS**

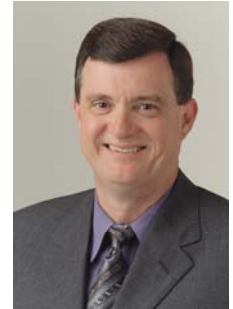
12:00 p.m. – 1:00 p.m.

**OPENING LUNCH**  
*(Buffet served until 12:45 p.m.)*

1:00 p.m. – 1:10 p.m.

**WELCOME AND OPENING REMARKS**

**Gary Hatton, District Sales Manager, Ellwood City Forge,  
Ellwood City, PA & FIA Marketing Committee Chair**



**Harris**

1:10 p.m. – 2:30 p.m.

**COMMUNICATE WITH POWER: UNLEASHING YOUR  
POTENTIAL TO INFLUENCE, PERSUADE, & CONNECT**

**Dr. Jim Harris, The Jim Harris Group, Pensacola, FL**

Effective communication is the single most important key to success both at work and in life. In this inspirational, humorous, and practical program, Dr. Jim teaches the essential elements for becoming a great communicator in any environment.

3:00 p.m. – 3:45 p.m.

**ENERGY MARKET OVERVIEW**

**General Electric Energy (invited)**

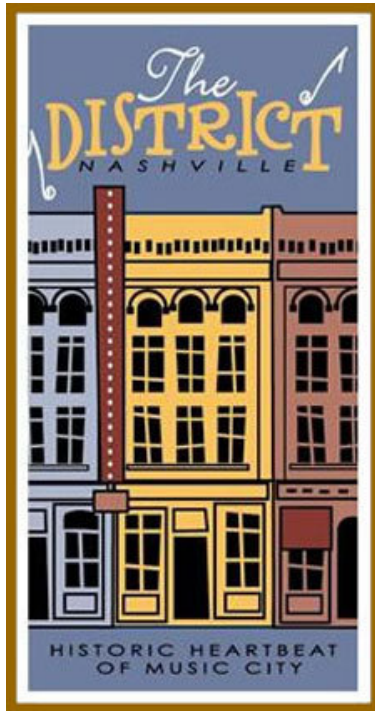
GE Energy provides integrated products and services in all areas of the energy industry including coal, oil, natural gas and nuclear energy; renewable resources such as water, wind, solar and biogas; and other alternative fuels. As these comprise major markets for many forging suppliers, we will take a look at their potential over the next 5 years.

3:45 p.m. – 5:00 p.m.

**HOW THE 'NEW CHINA' CHANGES THE GAME FOR WESTERN MANUFACTURERS**

**David J. Burch, Marketing Director, China Business Network, Westerville, OH**

Recent economic and social changes in China are changing the equation for Western forging companies operating in, or considering entry into, the world's third largest economy. The transition from a strictly producing to a dual producing – consuming economy presents new challenges and new opportunities for Western mid-tier manufacturers. This presentation will discuss the current state of Chinese manufacturing, with an emphasis on its forging industry, explain how new socio-economic pressures in China present both challenges and opportunities to Western manufacturers, and suggest a risk-managed strategy to enable Western mid-tier manufacturers to conduct successful business in the "New China."



## TUESDAY EVENING RECEPTION

5:30 – 6:30 p.m.

**Nashville Doubletree Hartman Art Gallery**

Join your colleagues for cocktails and hors d'oeuvres in the Art Gallery located on the lobby level of the Nashville Doubletree. It's the perfect place to meet before heading out to explore Nashville's famous "District". All very walk able from the hotel, The District covers about six blocks of Nashville's historic nightlife areas on Broadway, 2nd Avenue, and Printers Alley. The area is famous for its live country music, numerous bars and restaurants, as well as its influence on country music. Besides song and dance, The District has several historical sites, primarily Ryman Auditorium and Fort Nashborough, alongside modern music venues such as the Nashville Convention Center, the Country Music Hall of Fame, Gaylord Entertainment Center, and the Schermerhorn Symphony Hall.

## Wednesday, September 22

8:00 a.m. – 8:30 a.m.

**CONTINENTAL BREAKFAST**

8:30 a.m. – 10:00 a.m.

**HOW SELLING HAS NOTHING TO DO WITH SELLING**

**Rick Farrell, Tangent Knowledge Systems, Chicago, IL**



**Farrell**

Most sales people are very good at a game no longer being played. Why?

- Why does selling by its very nature produce the exact opposite effect that is intended?
- Learn why your value proposition is valueless.
- Learn why you are paid and rewarded for your questions and not your answers and solutions.
- Learn how to get your customers to sell you on whether they have a reason to change.
- If you are going to lose, learn how to lose quickly, effortlessly and with a minimum expenditure of time.

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 fifteenth 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

**Doubletree Hotel Nashville-Downtown, at 315 4th Avenue North**, is located in the heart of "Music City USA" and within walking distance of Tennessee's Capitol and the Nashville Convention Center. It is ten minutes from *Nashville International Airport*. Complete directions to the hotel will be distributed with each confirmation.

Hotel reservations for the Doubletree Nashville should be made directly through the hotel at 800-222-8733 or [Click Here](#) to be taken to a Personalized FIA Web page to register on-line. **Be sure to mention the Forging Industry Association room block in order to receive the special discount rate of \$135.00 single or double. Hotel reservations must be made on or before August 30, 2010** to guarantee hotel room rate and availability. Hotel reservations and rates after this date are subject to availability. Check in time is 3:00 p.m. Check out time is 12:00 p.m.

Valet parking is \$24.00 per day. Self parking is not available.

## WORKSHOP FEE / CANCELLATION

The fee for the full Workshop will be as follows:

	FIA Member	FIA Non-member
<i>One attendee from company</i>	\$675	\$975
<i>Second attendee from company</i>	\$575	\$975
<i>Third (or additional) attendee from company</i>	\$475	\$975

***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 13 with a full refund. Registrations canceled on September 14 and 15 will be charged 50% of the fee. A 100% charge applies for cancellation on September 16 or thereafter. Substitutions are allowed.

## AIRPORT GROUND TRANSPORTATION

Grayline Downtown Airport Express leaves every 30 minutes from 6 am-11pm. Fee is \$12.00 one-way and \$20.00 round trip. Taxi available 24 hours a day.



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# FIA MARKETING WORKSHOP 2010

## 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, you must **make your own hotel reservations** at the Doubletree Nashville  
**by August 30** in order to guarantee hotel room rate and availability.

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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	
<b>First attendee</b> from company	\$675	\$975	\$ _____
<b>Second attendee</b> from company	\$575	\$975	\$ _____
<b>Third (or additional) attendee</b> from company	\$475	\$975	\$ _____
			\$ _____

**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:** \_\_\_\_\_



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