



2014

FIA

**MARKETING
WORKSHOP**

September 16-17, 2014

JW Marriott Indianapolis

Indianapolis, IN

**REGISTER
ONLINE...**

**See
Registration
Form inside for
details.**



2014 FIA MARKETING WORKSHOP

SEPTEMBER 16, 2014

OPENING LUNCH

12:00 – 1:00 p.m. *(Buffet served until 12:45 pm)*

WELCOME & OPENING REMARKS

1:00 – 1:10 p.m.

Paul Olah, FIA Marketing Committee Chair, Director of Sales, Patriot Forge/Special Metals, Brantford, ON, Canada

DEVELOPING A CUSTOMER RETENTION ENVIRONMENT

1:10 – 2:30 p.m.

Scott McKain, Business Leader, Author & Customer Experience Expert, Indianapolis, IN

In today's Facebook/Twitter/social media world, a dissatisfied customer now has a platform to broadcast his or her opinions regarding your organization to the world instantaneously. In this environment, it's never been more important to understand and execute the steps necessary to create the "ultimate customer experience." Scott McKain, CSP, CPAE, is an internationally-known expert who helps organizations create distinction in every phase of business, teaching audiences how to deliver the ultimate customer experience. He creates presentations which clearly reveal how to produce more compelling connections between you and your customers and how to stand out and move up, regardless of the economic climate.



McKain

WHAT THE *&*!#\$ IS HAPPENING IN WASHINGTON?

3:00 – 3:45 p.m.

Laurin Baker, The Laurin Baker Group, Washington D.C.

FIA's Washington Representative will give us an update on the craziness that is Capitol Hill and what it means for the forging industry, including an insider's look at the November mid-term elections.

MATERIAL SUPPLIER PANEL

3:45 – 5:00 p.m.

ATI Allvac, A. Finkl & Sons, Lehigh Specialty Melting, Steel Dynamics

Four raw material suppliers will form a panel to discuss issues of concern to forging industry sales executives. Each panel member will introduce their companies, and then follow with questions from a panel moderator. The remaining time will be reserved for questions from the audience.

OPEN BAR RECEPTION

5:30 – 7:00 p.m.

The place to meet and greet before heading out for the evening.

Marketing Workshop Attendees Only - Get a Complimentary Online Marketing Analysis!

At FIA's 2014 Marketing Workshop, learn how to turn your Website into a money-maker. Our online marketing speaker, Bob DeStefano from SVM E-Marketing Solutions, will be providing his company's Online Marketing Analysis consulting service – at no charge to you! SVM's Online Marketing Analysis is a personalized consulting service that will provide you with specific recommendations on how your Website, search engine ranking, social media presence and email marketing activities can be improved to produce bottom-line results for your company. You will receive a custom 40-page analysis detailing specific recommendations, as well as a 20-minute consulting session to review these recommendations in detail.

Here's how it works:

SVM will conduct a brief phone interview to get an understanding of your company, products, services and customers. Then, SVM will review your Website and online marketing initiatives. Next, SVM will prepare a custom 40-page report detailing what you are doing well, what could use some work, along with specific recommendations on how to improve your weaknesses. Finally, Bob and his team will present their report to you at FIA's 2014 Marketing Workshop via a 20-minute consulting session so they can answer your specific questions.

Here's how to get started:

Space is limited, so book your Online Marketing Analysis today!

- Visit <http://www.svmsolutions.com/analysis>
- Call 877-786-3249 x235
- Email results@svmsolutions.com

September 17, 2014

CONTINENTAL BREAKFAST

8:00 – 8:30 a.m.

STOP MARKETING LIKE IT'S 1999

8:30 – 10:00 a.m.

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

For generations, industrial companies relied heavily on face-to-face selling as the primary driver for new business growth. While the role of the salesperson is still critical, your old tactics are no longer enough to compete in this rapidly evolving marketplace. The changing face and needs of your customers, combined with the rise of online and mobile technologies in the workplace, have rendered your old tactics inadequate. If you're still relying on marketing strategies from the last decade, your company's success may be in question for the next decade. It's time to step up and take action. Bob returns to FIA to provide manufacturers with a roadmap to prepare your marketing and sales team for success in the online future.



DeStefano

THE GLOBAL ENERGY MARKET OUTLOOK

10:30 – 11:30 a.m.

Neil Webb, Regional Marketing Director, O'Brien & Gere Inc., Syracuse, NY

Overview of the energy market will include demand growth projections, a supply mix breakdown and individual supply projections. Also covered will be aging, inefficient infrastructure and key drivers and influences of change.

ECONOMIC OUTLOOK AND FORGING END-USE MARKET FORECAST

11:30 a.m. – 12:30 p.m.

Scott Hazelton, Managing Director, Economics & Country Research, IHS Global Insight Co., Lexington, MA

Global Insight returns to the 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 energy costs, raw materials exports and interest rates.

ADJOURN

Optional Plant Tour

Steel Dynamics, Inc., Engineered Bar Products Division

Wednesday, September 17, 2014

2:30 p.m.

Located at Pittsboro, Indiana, just west of Indianapolis, SDI's Engineered Bar Products Division (EBPD) produces high-strength round steel bars and round-cornered squares. These high-alloy and special-bar-quality (SBQ) steels are employed in rotating machinery and transportation applications but are also used in energy and marine applications. Major markets served by EBPD include off-highway construction equipment, agricultural, heavy truck, automotive, gas and oil well equipment, and forging operations.

In early 2004, SDI added the capability to produce round bars from 1.5 to 9 inches in diameter. Additional improvements included the capability to produce heavy reinforcing bars and light structural steel shapes. In 2006 the division added an on-site bar-finishing facility performing a variety of finishing and inspection operations to enhance the value of steel bar products.



Although there is no additional charge to attend this tour, you must preregister using the Workshop registration form. No lunch or transportation will be provided. SDI, EBPD is about 20 minutes from downtown Indianapolis and 20 minutes from the airport. All necessary safety gear will be provided. Closed toe shoes required

HOTEL / RESERVATIONS / PARKING

Marriott Place Indianapolis (*SM*), is a collection of five Marriott hotels all connected to the Indiana Convention Center. FIA has contracted with the **JW Marriott Indianapolis**. The hotel is located at 10 S. West Street, Indianapolis, Indiana 46204... in the heart of world-class shopping and dining, near the State Capitol, Lucas Oil Stadium and Bankers Life Fieldhouse... about 14 miles from the airport.

Hotel reservations for the JW Marriott should be made through the local reservation office at **1-317-860-5800** or click [Book your group rate: Forging Association Marketing Workshop >>](#) to be taken to a personalized FIA Web page to register on-line. **If calling, be sure to mention the Forging Industry Association room block in order to receive the special discount rate of \$179.00. Hotel reservations must be made on or before August 25, 2014 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 11:00 a.m.

The on-site parking fee is \$31 USD daily. Valet parking is \$36 USD daily. Self-parking is available off Washington St. past the Courtyard and Spring Hill Suites hotels - 2nd entrance off of Maryland St.

WORKSHOP FEE / CANCELLATION

The fee for the full Workshop will be as follows:

	FIA Member Early Bird / After 8/25	FIA Non-member
<i>One attendee from company</i>	\$895 / \$980	\$1200
<i>Second attendee from company</i>	\$795 / \$870	\$1200
<i>Third attendee from company</i>	\$695 / \$760	\$1200
<i>Fourth (or additional) attendee from company</i>	\$595 / \$650	\$1200

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 9 with a full refund. Registrations canceled on September 10 and 11 will be charged 50% of the fee. A 100% charge applies for cancellation on September 12 or thereafter. Substitutions are allowed.

AIRPORT INFORMATION / GROUND TRANSPORTATION

Flights to Indianapolis International Airport (IND) are suggested. The airport is about 15-20 minutes from downtown Indianapolis.

Shuttle service to the JW Marriott is available on Go Express Travel for \$10.00 each way. Reservations are suggested but not required. Contact information: http://goexpresstravel.com/indy_express or 1-800-589-6004.

Estimated taxi fare: 35 USD (one way).



FORGING INDUSTRY ASSOCIATION

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FIA MARKETING WORKSHOP 2014

REGISTRATION FORM

(Please type or print)

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

REGISTER ON-LINE. IT'S FASTER AND EASIER. VISIT www.forging.org/events

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 J W Marriott Indianapolis **by August 25** in order to guarantee hotel room rate and availability.

1) _____
Full Name Title Informal first name for badges

Will you be attending the Plant Tour at Steel Dynamics, Inc.? Yes _____ No _____

2) _____
Full Name Title Informal first name for badges

Will you be attending the Plant Tour at Steel Dynamics, Inc.? Yes _____ No _____

3) _____
Full Name Title Informal first name for badges

Will you be attending the Plant Tour at Steel Dynamics, Inc.? Yes _____ No _____

4) _____
Full Name Title Informal first name for badges

Will you be attending the Plant Tour at Steel Dynamics, Inc.? Yes _____ No _____

PLEASE COMPLETE NEXT PAGE OF THIS FORM.

METHOD OF PAYMENT

The fee for the Workshop is as follows:

	FIA Member <small>Early Bird/After 8/25</small>	FIA Non-member	
First attendee from company	\$895/980	\$1200	\$ _____
Second attendee from company	\$795/870	\$1200	\$ _____
Third attendee from company	\$695/760	\$1200	\$ _____
Fourth (or additional) attendee from company	\$595/650	\$1200	\$ _____
TOTAL	<i>(All fees are due prior to meeting.)</i>		\$ _____

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

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 Discover

Card # _____ Security Code _____

Exp. Date _____ Signature _____

Contact information for person completing this form:

Name: _____ **Phone:** _____

E-mail: _____



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