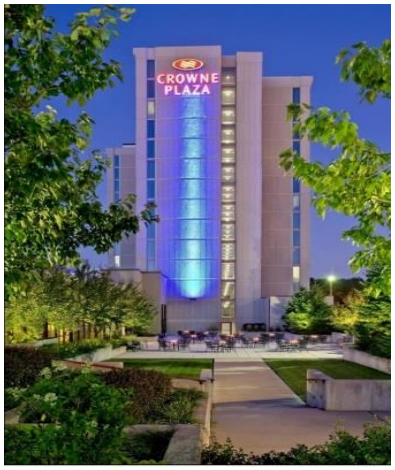
Announcing Two New Conferences!

SAVE THE DATE

YOUR INDUSTRY CONNECTION MHEDA
Material Handling Equipment Distributors Association

September 14, 2017
Crowne Plaza Chicago O'Hare

Same Date, Same Location, Two Customized Events Serving Different Industry Segments



Parts & Service Management Conference

Best Practices for Your Success

7:00 a.m. – 8:00 a.m.	Registration/Breakfast
8:00 a.m. – 8:15 a.m.	Welcome and Overview
8:15 a.m. – 9:15 a.m.	Aftermarket Sales and Marketing
9:15 a.m. – 9:30 a.m.	Break
9:30 a.m. – 10:30 a.m.	Key Metrics for Parts & Service
10:30 a.m. – 10:45 a.m.	Break
10:45 a.m. – 11:15 a.m.	Safety: Who is Responsible in Your Organization?
11:15 a.m. – 12:00 p.m.	Roundtable Discussions
12:00 p.m. – 1:15 p.m.	Lunch – Group lunch with ES/SH Conference
1:15 p.m. – 2:15 p.m.	General Session: It's No Joke! Improv for Leaders
2:15 p.m. – 2:30 p.m.	Break
2:30 p.m. – 3:30 p.m.	Member Panel Discussion on Technology
3:30 p.m. – 4:15 p.m.	Roundtable Discussions
4:15 p.m. – 4:30 p.m.	Conference Wrap-Up
5:00 p.m. – 7:00 p.m.	Group Dinner at Gibson's Steakhouse (optional)



Something Unique: Three Opportunities for Conference Attendees to Intermingle!
Please note – while these are two different conferences, attendees will have the opportunity to intermingle and network: Leadership General Session, *presented by ImprovTalk*; group luncheon, and optional group dinner at Gibson's Steakhouse.



Engineered Systems/Storage & Handling Conference

Selling and Project Management

7:00 a.m. – 8:00 a.m.	Registration/Breakfast
8:00 a.m. – 8:15 a.m.	Welcome and Overview
8:15 a.m. – 9:30 a.m.	Engineering Does Not Start Until a Sales Is Made
9:30 a.m. – 9:45 a.m.	Break
9:45 a.m. – 11:00 a.m.	Project Management as a Competitive Advantage
11:00 a.m. – 11:15 a.m.	Break
11:15 a.m. – 12:00 p.m.	Roundtable Discussions
12:00 p.m.– 1:15 p.m.	Lunch – Group lunch with P&S Conference
1:15 p.m. – 2:15 p.m.	General Session: It's No Joke! Improv for Leaders
2:15 p.m. – 2:30 p.m.	Break
2:30 p.m. – 3:30 p.m.	Member Panel - Opportunities and Threats
3:30 p.m. – 4:15 p.m.	Roundtable Discussions
4:15 p.m. – 4:30 p.m.	Conference Wrap-Up
5:00 p.m. – 7:00 p.m.	Group Dinner at Gibson's Steakhouse (optional)



IMPROV TALK
Diamond Level Corporate Training

Online Registration begins July 1st - Questions? Call 847-680-3500 or email sfreibrun@mheda.org.

Parts & Service Management Conference Speakers: John Minard, Fallsway Equipment Co. ● Mark Milovich, Lift Atlanta, Inc. ● Bill Ryan, TDTOne ● Michael Vaughan, Liftech Equipment Companies ● Ronnie Vaughn, Gregory Poole Equipment Company and more!

Engineered Systems/Storage & Handling Conference Speakers: Chuck Frank, AHS ● Scott Hennie, Elite Supply Chain Solutions ● Scott Lee, Conveyor Solutions, Inc. ● Tom Scully, Sandler Training ● Vincent Smarjesse, Pioneers LLC ● Mike Wall, Container Systems, Inc. ● RJ Safranek, Storage Systems Midwest, Inc.