

# Celebrating 80 Years

*MDNA 80th Annual Convention  
& Business Meetings*

1941-2021

**September 23-26**

**Waldorf Astoria La Quinta Resort & Club  
Palm Springs, California**

*Full Details at [www.mdna.org](http://www.mdna.org)*

# 2021 MDNA Convention and 80<sup>th</sup> Anniversary Celebration

*As the song goes, "See you in September."*

It has been a long dry spell between live meetings, but that will come to a much-anticipated end when the MDNA holds its annual Convention September 23-26 at the Waldorf La Quinta Resort & Club in beautiful Palm Springs, California. We have secured a room rate of \$229 for the individual casitas, and all of our evening events will be held on-site in the open-air environment of the Coachella Valley in the Sonoran Desert.

There has been a lot of buzz about this Convention as people are anxious to get back out and mingle with old friends, so book your room early so that if we need to increase our room allotment, we will have time. Also, do not wait to book your flights and rental cars, as flights will be in demand and the rental car agencies sold off a lot of their cars during Covid.

This is also a great opportunity to advertise your company by sponsoring our events. The sooner you sign up for a sponsorship, the more exposure you will get in our pre-convention publicity. We could not put on a convention like we do without the generous support of our sponsors. Contact Mark Robinson (MDNA) or John Greene (FL Sales, Inc) to discuss sponsorship opportunities.

This year's Convention has it all: great programming, fun parties, social events, golf, and Pickleball.

## **Social Events**

Our 80th Anniversary Celebration will be filled with special social gatherings and events from the casual Welcome Lunch to the laid-back Welcome Reception/Party Thursday night. Friday night will be a fun-filled party with dinner around the Pool and a true Pool Party for those who opt to take the plunge! We will culminate with an elegant Black Tie Optional Presidential Reception and Banquet Saturday Night.

## **Spouse Brunch**

MDNA Spouses, the spotlight is on you! Hollywood history and MDNA friends are the perfect mix! Legendary star Greta Garbo chose La Quinta Resort as her luxury retreat. We will experience the magic of Hollywood past with brunch at Garbo's Casita at La Quinta. As guests, we will have the unique opportunity to visit her private residence. A special brunch is your time to relax, indulge, and to be with old and new friends.



## **Golf**

MDNA Golfers who register for this optional event will be treated to a thrilling round on the famous La Quinta Mountain Course. A Pete Dye design, the Mountain Course – at the PGA WEST and La Quinta Resort– opened in 1980. It is a target golf course that offers spectacular views. Recognized as a top-100 golf course, the Mountain Course winds through the Santa Rosa Mountains. Special features include pot bunkers, elevated tees and greens, and four sets of tees to accommodate all player levels.

Golfers are encouraged to register as soon as possible as foursomes are filling up fast, and during the last golf outing here, we had to turn away latecomers.



## Programming for this year's Convention in Palm Springs include:



### Social Media Marketing for Machinery Dealers

Business-to-business marketing on social media is getting a lot of buzz, but how do you know where to begin? How can MDNA members get the most from these important communication platforms? This session will offer practical advice drawn from the real-world experience of small- and mid-size companies (including MDNA members). The workshop will help you define your audiences, create a plan, manage your business's social media and maximize results. John Paff will present this session. John is MDNA's new social-media consultant and perhaps "the world's oldest living millennial." John's presentation will draw from his experience managing a university's communication (including 50+ social media channels), advising the clients of an award-winning marketing agency, and found-

ing two companies of his own. MDNA is excited to be working with Fort Wayne Marketing to improve our online presence. And we felt that if we could benefit from and learn from this company, then why not bring that same knowledge base directly to our members.

### AMEA Educational Program

This year the AMEA presents a Jeopardy game show parody hosted by Jake Josko, CEA. Join your fellow machinery dealers in showing off your machinery expertise but remember to answer in the form of a question. The program is sure to be entertaining, with a chance to show off how well you know machine trivia and win prizes.

### LOCATOR Online & Machine Hub

The pandemic really put a squash on the proper introduction of the New LOCATOR Online and our relationship with our strategic partner Machine Hub. So if you are not familiar with these products, now is your chance to see and hear directly from the team just what these products can do for you and your company. And if you are already a user of the Inventory System, there will be a separate Users Meeting just for you.

### Industry-Specific Updates

Back by popular demand, we will call experts from our own ranks to discuss specifics of their machinery specialties. This will include:

- New technology being introduced in that industry or the machines
- Market trends
- Key items that are selling and why
- Projections for the market in the next 12-24 months
- How does this equipment or business affect the marketplace

Reserve your hotel room now. Space is limited. Book your room as soon as possible by calling: 1-800-598-3828 and refer to MDNA 2021 to get the discounted group rate of \$229.00 and lock in the group rate resort charge of \$10.00 (regularly \$35.00). You can also book online at: <https://book.passkey.com/e/50186417>.

For full details and to register, visit the MDNA website.



# Ray Roberts Raffle for the Austin D. Lucas Scholarship Fund

You can win \$10,000!

Support the Austin D. Lucas Scholarship Fund, and you can be a winner!

Tickets are now being sold for the Scholarship Fund Raffle. Only 300 tickets are sold at \$100 each. The winner receives \$10,000 and other monetary prizes are given, totaling \$15,000.

Your ticket purchase directly benefits the students who receive scholarships.

The drawing will be held at the MDNA Convention in Palm Springs, California, on September 25, 2021.

Get your tickets today!

## Contact the volunteer in your chapter today to buy your tickets:

*(We thank all of the volunteer ticket sellers for their time and energy)*

Canadian Chapter  
Norm Jacobs  
TCL Asset Group, Inc.  
+1 416 736 1367/+1 905 660 1367  
[njacobs@managingyourassets.com](mailto:njacobs@managingyourassets.com)

Chicago Chapter  
Joe Lundvick  
Perfection Global, LLC  
+1 847 427 3333  
[joe@perfectionglobal.com](mailto:joe@perfectionglobal.com)

Cleveland Chapter  
John Greene  
FL Sales, Inc.  
+1 440 498 8484  
[jgreene@flsales.com](mailto:jgreene@flsales.com)

Detroit/Toledo Chapter  
Randy Stevens  
Lee Stevens Machinery Inc.  
+1 248 926 840  
[randy@stevensmachinery.com](mailto:randy@stevensmachinery.com)

Milwaukee/Minneapolis Chapter  
TBA – Contact MDNA Office  
+1 703 836 9300 ext. 119

New England Chapter  
Kristine Conroy  
+1 203 387 9838  
[kristineconroy@me.com](mailto:kristineconroy@me.com)

New York/New Jersey Chapter  
Michael Lachant  
MI-RO Machinery Corp.  
+1 732 283 0834  
[mike@miromachinery.com](mailto:mike@miromachinery.com)

Ohio Valley Chapter  
Paul Rensing  
Weld Plus Inc.  
+1 513 941 4411  
[paul@weldplus.com](mailto:paul@weldplus.com)

Southern Regional Chapter (SE)  
Andy Kamashian  
Southern Fabricating Machinery, Sales Inc.  
+1 813 444 4555  
[andy@southernfabsales.com](mailto:andy@southernfabsales.com)

Southern Regional Chapter (SW)  
Jeannine Harris  
Harris Machine Tools, Inc.  
+1 713 462 5800  
[jeannine@harrismachinetools.com](mailto:jeannine@harrismachinetools.com)

West Coast Chapter  
Dan Wheeler  
Wheeler Machinery Sales, Inc.  
+1 909 348 5610/+1 888 589 6721  
[dan@wheelermachinery.com](mailto:dan@wheelermachinery.com)

West Coast Chapter  
Alan Gottlieb  
Machinery Resources International, Inc.  
+1 818 346 7985  
[alan@machineryresources.com](mailto:alan@machineryresources.com)

MDNA Office  
+1 703 836 9300, ext. 119  
[office@mdna.org](mailto:office@mdna.org)

Philadelphia Chapter  
Kim Khoury  
Action Machinery Consulting LLC  
+1 610 691 6677  
[kkhoury@actionmachinery.com](mailto:kkhoury@actionmachinery.com)

Southern Regional Chapter (SE)  
John Butz  
ReSell CNC  
+1 407 478 8181  
[john@resellcnc.com](mailto:john@resellcnc.com)





## MDNA 2021 Annual Convention and Business Meeting: September 23-26, 2021

Waldorf Astoria La Quinta Resort & Club

We have secured the same Room Rate of \$229 for our group.

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**And dont forget to register for the 2021 MDNA Convention, the spouse event and the optionl golf at MDNA.org**

