



NAGASA FORUM 05

... a summary and more

....by "o.mike" fichera

Photos speak a thousand words, so I'll keep my comments short. . . . We've all gone through hell during this sustained downturn in business and dealers I've spoken with have had to ask themselves: Where Is The Industry Going? –and— How Do I Reengineer My Company So That I'm In The Right Place, With the Right Products, At The Right Time? So, my question for the owners and managers of the 3,223 Independent Dealer Locations on my dealer mailing list is this: WHERE IN THE WORLD WERE YOU ON APRIL 8th and 9th? You missed incredible learning sessions worthy of your being there. Jeff Tobe, the Forum's start-off speaker talked about Wayne Gretski (famed hockey player) who was asked: "How is it that you manage to be where the puck is? Wayne answered: "Actually, I'm always where the puck is going!"

Leaning on Gretski's meaningful statement, I've asked each of the Forum 05 speakers to write a brief summary to give you a glimpse of what each shared with the dealers and vendors attending the conference. Equally as important, I hope it challenges you to attend the next Dealer-Manufacturer meeting at Print 05 in Chicago, to membership in NAGASA, and to devouring every piece of information about "WHERE THE INDUSTRY (the puck) IS GOING So That Your Company Will BE THERE At The RightTime."



"o.mike" congratulates Don Harvey for an outstanding conference

comments to the publisher of dealer communicator may be sent to
omikefichera@dealercommunicator.com

Dealer Comments



Kent Walker

Walker Supply, Inc.

I don't understand how dealers can afford not to attend FORUM each year, (particularly this year). The insight I gained on inventory management, sales and marketing, and IT trends were invaluable. If you think you can get this information elsewhere. Think again.
editor's note: You can get the same/similar information, but it would take 10 library books and/or huge consulting costs.



Jack Murphy

The Murphy Company

My reflection on the NAGASA meeting is that you and your staff produced a top quality program ranking up among the best of any from previous years. Dr. Joe Webb and Debra Voigt covered complex subjects with humor, detail, analysis and lasting impressions. All the speakers provided valuable presentations for these times of great change.



Mike Conroy

Ry-Cal, Inc.

This years guest speakers were some of the best I have seen at Forum. I took copies of "Coloring Outside the Lines" by Jeff Tobe and gave them to my sales staff and told them it is mandatory reading. At our first sales meeting after Forum, we discussed the principles of Customer Centric Selling and role-played using the training guide from Forum. Now after every sales call, I have to keep asking, "Are we still just pushing features and benefits or are we really letting the customer tell us what they need?". Also, when I can spare the time I am going to contact Scott Fisher and have him set up a retail store for spare parts for our customers on our website.



Bill Manley,

CEO, Graphco

I have been active in NAGASA for about twenty years and think that the Forum, this year, was the most productive that I have attended. The program was outstanding...very professional and right on target. I was surprised that the dealers that needed the most help were not there. Maybe that's the reason they need the help. Thanks for a great weekend.



Patrick J. Patton

Standard Graphics MidAtlantic Inc.

The two day "The Road To Opportunity For The Channel" meeting was an opportunity to learn and network. The program was excellent with topics all dealers would find beneficial like Inventory Management, Website Development, Leasing and the other sessions. Great Forum 05!



Al Hillman

Standard Dynamics, Inc.

The **FORUM** in Jacksonville....you come to learn, and you most definitely do. But the interaction with your peers, NOW THAT'S PRICELESS!