



IMDA'S
24th Annual
Management Conference

*"Enhancing the Profitability of
Your Specialty Business"*

June 20-24, 2001

The Registry Resort

Naples, Florida

2001 Conference Schedule

Wednesday - June 20, 2001

1:30 p.m. - 4:30 p.m. Board of Directors' Meeting
 5:00 p.m. - 7:00 p.m. Registration
 6:30 p.m. - 7:00 p.m. First Timers' Orientation
 7:00 p.m. - 9:00 p.m. Welcome Reception

Thursday - June 21, 2001

7:15 a.m. - 7:45 a.m. Continental Breakfast
 7:45 a.m. - 8:00 a.m. Official Welcome
 President Richard Manley
 Conference Chair Tom Zurenko
 8:00 a.m. - 9:45 a.m. General Session
"Finding the Right Sales Reps for You"
 Howard Stevens
 9:45 a.m. - 10:05 a.m. Coffee and Conversation
 10:05 a.m. - 11:00 a.m. General Session
"Talking Your Banker's Language"
 Speaker: Jim Morton
 11:00 a.m. - 12:00 Noon Panel Discussion
"How to Make Banking Pay Off"
 Panelists: Bruce Cheatham, Dave Campbell
 12:00 Noon - 1:00 p.m. Group Luncheon
 1:00 p.m. - 2:15 p.m. General Session
"How Do Medical Device Innovations Find Their Way to Market?"
 Rich Davies, Christopher Davies
 2:15 p.m. - 2:45 p.m. General Session
"Three Essential Elements of Successful Contracts"
 Mitchell Kramer
 2:45 p.m. - 3:00 p.m. Coffee and Conversation
 3:00 p.m. - 3:45 p.m. General Session
"Using Technology to Focus on What's Really Important -- Your Customer"
 Butch Lawhon
 3:45 p.m. - 4:30 p.m. General Session
"A New Kind of Meeting Place for Manufacturers and Specialty Sales and Marketing Companies"
 Darren McMasters
 5:00 p.m. - 7:00 p.m. Manufacturers' Forum

Friday - June 22, 2001

7:30 a.m. - 8:00 a.m. Continental Breakfast
 8:00 a.m. - 8:45 a.m. General Session

"Stuff Your E-Mail In-Box with Hot Sales Prospects"
 Darren McMasters

Friday - June 22, 2001 (Continued)

8:45 a.m. - 9:30 a.m. General Session
"A Fortune 500 HR Department That You Can Afford?"
 Jay Mincks
 9:30 a.m. - 9:50 a.m. Coffee and Conversation
 9:50 a.m. - 12:00 Noon Panel Discussion
"Seizing New Business Opportunities"
 Panelists: IMDA Members
 1:00 p.m. - 6:00 p.m. Golf Tournament
 (Optional Event)
 6:00 p.m. - 8:30 p.m. Hospitality Suite

Saturday - June 23, 2001

7:30 a.m. - 8:00 a.m. Continental Breakfast
 8:00 a.m. - 9:45 a.m. SubSpecialty Breakout Sessions
 9:45 a.m. - 10:15 a.m. Coffee and Conversation
 10:15 a.m. - 12:00 Noon Annual Business Meeting
 12:15 p.m. - 1:45 p.m. Board of Directors' Meeting
 7:30 p.m. - 8:00 p.m. Finale Reception
 8:00 p.m. - 10:00 p.m. Finale Dinner

Sunday - June 24, 2001

Departure

Spouse/Guest Schedule

Wednesday - June 20, 2001

5:00 p.m. - 7:00 p.m. Registration
 6:30 p.m. - 7:00 p.m. First Timers' Orientation
 7:00 p.m. - 9:00 p.m. Welcome Reception
 Dress: Casual (Sun Dress)

Thursday - June 21, 2001

8:00 a.m. - 9:00 a.m. Continental Breakfast
 5:00 p.m. - 7:00 p.m. Manufacturers' Forum
 Dress: Casual

Friday - June 22, 2001

8:00 a.m. - 9:00 a.m. Continental Breakfast
 1:00 p.m. - 6:00 p.m. Golf Tournament
 (Optional Event)
 6:00 p.m. - 8:30 p.m. Hospitality Suite
 Dress: Casual

Saturday - June 23, 2001

8:00 a.m. - 8:30 a.m. Continental Breakfast
 7:30 p.m. - 8:00 p.m. Finale Reception
 8:00 p.m. - 10:00 p.m. Finale Dinner
 Dress: Dressy Casual

Conference Program Information

Registration

Registration is from 5:00 - 7:00 p.m. on Wednesday evening. Come by the Registration Desk to pick up your badge and registration materials.

First Timers' Orientation

New members, first timers and guests will be officially welcomed to the Conference by IMDA Secretary Bob Wahlenmaier. This session is to acquaint you with IMDA and the conference.



Finding The Right Sales Reps for You

A sales rep is not a sales rep is not a sales rep. In fact, a rep who excels in one environment might fail in another. That's because the success of salespeople depends on the culture of their company, the nature of their products, and the kinds of customers they sell to.

Few people understand the psychology of salespeople and of sales better than Howard Stevens. Stevens is author of *The Quadrant Solution: A Business Novel That Solves the Mystery of Sales Success* and *Selling the Wheel: Choosing the Best Way to Sell For You, Your Company, Your Customers*. He is also founder and president of the H.R. Chally Group, Dayton, OH, whose motto is "Success Can Be Predicted." The company offers employment testing, sales productivity audits, customer and market audits, and sales and market strategies. Chally produces the Physician's Office World Class Sales Survey, published in *Repertoire Magazine*, in which thousands of physicians grade the sales reps who call on them.



Talking Your Banker's Language

What do bankers want to see and hear from companies looking for credit? Stop guessing, and listen to a banker who has worked with specialty distributors for years tell you what he looks for from companies like yours. Bankers are people, and so can be influenced by your sizzle. Still, it's the "steak" they're looking for. Learn how to give them both in this informative presentation.

Jim Morton is president of Fidelity Bank in Edina, Minnesota, and has worked with IMDA member Keomed for years.



How to Make Banking Pay Off: A panel discussion by IMDA members about banks and bankers

Forget the theory and plunge into the practical, during this lively presentation by a panel of your peers. Topics to be covered include:

- ✓ Cash flow talks," by Bruce Cheatham, CVC Inc.
- ✓ "The care and feeding of bankers," by Dave Campbell, PhD, Vital Med/Systems, Inc.
- ✓ And More!



How Do Medical Device Innovations Find Their Way to Market?

The short answer to that question is simple: Specialty sales and marketing organizations, like those in IMDA. But the longer answer is a bit more complicated. Innovators of new technologies need money from venture capitalists to fund their engineering, testing and manufacturing endeavors. Then they must identify individuals and companies to help them identify and reach potential buyers.

Rich Davies, managing director of Vector Resources, brings with him years of marketing, management, and business experience in the medical device industry. Vector specializes in providing medical device companies with business development and marketing assistance. Learn how innovators bring their products to market and how important a role IMDA members can play in that process.

Christopher Davies, an attorney and associate in Vector Resources will also be joining in the presentation.



Using Technology to Focus on What's Really Important -- Your Customer

Ever drop the ball on a lead? Miss the mark on projections? Fail to take action on an important piece of intelligence from a manufacturer partner because it got lost somewhere along the way? Each time one of these things occurs, you and your manufacturer lose an opportunity to serve a customer or advance your mutual goals.

But the solutions to complex problems don't need to be complex at all. IMDA member Butch Lawhon of Products for Surgery will share with IMDA members and manufacturers how his company implemented an electronic solution to manage its business better, strengthen its ties to its manufacturers, and stay focused on its customers.

Conference Program Information



A New Kind of Meeting Place for Manufacturers and Specialty Sales and Marketing Companies

Rep 911 is a new Internet-based meeting place where manufacturers can find distribution partners. The database allows companies to search for specific distributors that match their predefined profile. Darren McMasters, president of San Antonio, Texas based Imagine Medical, will show you how to participate.



Manufacturers' Forum: Showcase of Innovative Technologies

This is your chance to meet and talk business with manufacturers of innovative technologies in a relaxed, comfortable atmosphere. This is IMDA's third Forum and it promises to be the best thus far.



Stuff Your E-Mail In-Box with Hot Sales Prospects

What cost-effective, practical tools do IMDA members have at their disposal today to help them generate sales prospects? The fact is, simple e-mail and Web-based tools can help you get your message in front of interested buyers quickly and inexpensively.

In this session, Darren McMaster of Imagine Medical returns to show you how to use a cost-effective Internet presence to generate sales prospects and introduce new products to your marketplace. Manufacturers are encouraged to attend.



Seizing New Business Opportunities

Your business environment is changing all the time. As it does, opportunity presents itself. In this interactive session, a panel of IMDA members and guests will share with you some opportunities they've uncovered, such as repping mature product lines, serving the non-hospital market and selling reprocessing services.



Annual Business Meeting

Learn about the new direction IMDA has embarked on. Voice your opinion.



Subspecialty Breakout Sessions

Birds of a feather flock together. And this year's Annual Conference will make it easier to do so. For the first time, IMDA will organize breakout sessions by specialty. Take advantage of this opportunity to network with others in your specialty, learn about new product line opportunities and share your concerns and successes. The specialty breakouts will be based on the responses on the registration forms. Please mark your top two specialties on the conference registration form.

Social Activities

A Welcome Reception will be held on Wednesday evening prior to the start of the meeting. This will be a light buffet. Dress - casual attire.

Thursday evening the Manufacturers' Forum will include hors d'oeuvres and a hosted bar which is open for everyone to attend. Dress - casual attire.

Friday evening the Hospitality Suite will be open from 6:00 p.m. - 9:00 p.m. This is an excellent opportunity for networking before going out to dinner.

The Finale Reception and Dinner on Saturday evening will be the last opportunity for everyone to get together before returning home. Dress - dressy casual.

Optional Activities

Golf Tournament

The Annual IMDA Golf Tournament will be played on Friday, June 22 at the Naples Grande Golf Club. Buses will depart at 12:15 p.m.

The format for the tournament is a Florida Scramble so that each team has an equal opportunity to win the event. This is a social event and everyone is encouraged to participate.

Spouses are paired together on the same team. The golf fee is \$85 per person, which includes green fee, 1/2 cart, lunch, a sleeve of balls, prizes, and transportation to and from the course.

Important Information

Hotel Location/Transportation

Surrounded by the lush, tropical beauty of Pelican Bay, The Registry Resort, Naples, offers a truly refined yet unpretentious setting. Go to www.registryhotels.com for a look at the hotel or to IMDA's website www.imda.org which hot links to the hotel. The address is 475 Seagate Drive, Naples, Florida 34103.

The Registry Resort, Naples is 30 minutes from Southwest Florida International Airport (Ft. Myers, Florida), 15 minutes from Naples Airport, 1 1/2 hours from Ft. Lauderdale International Airport and 1 3/4 hours from Miami International Airport. All are served by major carriers except Naples which is a regional airport.

Transportation is provided by The Registry Resort, Naples from Southwest Florida International Airport, Naples Airport, Miami/Ft. Lauderdale/Tampa, International Airports. To arrange for transportation call (941) 597-3232 or FAX 941-594-6020 and give them your name, airport you will be flying into and your flight number. They will send you a confirmation number.

The airport shuttle only runs from Southwest Florida International Airport and is \$26 per person with 48 hour advance reservation. The other airports you will need to reserve a town car. If you fly into Naples Airport it is more economical just to rent a cab. Car rentals are available at the airports.

Hotel Reservations

IMDA's Conference Rate at The Registry Resort, Naples is \$140 Single/Double for a One Bedroom Tower Guest Room. Currently the tax is 9% of the rate. A Resort Fee of \$10.00 per room, per night, will be added to each guestroom. This charge is taxable (currently at 6%) and covers the following items: In-room coffee, Unlimited local telephone calls, Unlimited 800 telephone number calls, Daily Fitness Center access, USA Today Newspapers, Unlimited tennis court time and Use of lounge chairs at Clam Pass Beach.

To make your reservations call 941/597-3232 and tell them you are with IMDA to receive the conference rate. These rates are good until May 7, 2001.

Prospective Members Are Welcome To Attend

Guests are welcome to register for the Annual Management Conference provided they complete an application and qualify for membership. The application must be submitted the same time the registration form is submitted with the conference registration fee.

For prospective members who join the Association by July 24, 2001 the dues are \$600. Minimum annual dues are normally \$1,200. An application with requirements and dues structure is enclosed.

IMDA

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