

earning Top Gun certification.

Leaving the Navy in 1975, Carey joined the Ryan Insurance Group in Chicago. Following his career in insurance he founded Corporate Resource Development (CRD), a sales and marketing consulting and training firm based in Atlanta.

CRD helps some of America's largest and most prestigious firms deal with the strategy and tactical marketing and sales pressures caused by increased global competition and less product differentiation. In 1987 CRD placed #395 on *Inc.* magazine's list of 500 fastest-growing privately held corporations in America.

In 1986 Carey was named Vietnam Vet Small Business Person of the Year by Bob Hope, and in 1988 was voted the Atlanta Chamber of Commerce Small Business Person of the Year. In May 1992, he was selected as the U.S. Small Business Administration's National Veteran Advocate of the Year. He serves on the board of directors for Outback Steakhouse and Romac International, and is the National Chairman of the Council of Growing Companies.

Implementing Your Strategic Plan

Dr. Ron Stephenson

Having identified on Day One of the Conference some of the key issues affecting our businesses and our industry, IMDA members – with guidance from Dr. Stephenson – formulate action plans to move forward. This highly interactive session will give you a chance to:

- Learn how to work with others to solve business challenges.
- Balance theoretical goals with hard-and-fast market and financial facts.
- Walk away with concrete plans for your business!

Final Reception and Dinner

The reception and dinner will take place on Friday evening. This will be the last social gathering at the Conference before returning home. Dress for the evening is dressy casual. It will be warm in Tucson — 100 degrees. Don't forget a sweater or light jacket for the meeting rooms.

Saturday's Sessions

IMDA Business Meeting

Your chance to voice your opinion about IMDA, its activities, and its role as your association. This session is open to IMDA members and prospective distributor guests.

Preparing for the Worst

Mitchell Kramer, Esq.

Strategic planning demands that you be prepared for adversity — a natural disaster (fire, flood, earthquake), an act of malice (computer fraud or tampering), or adverse economic developments (government legislation, loss of a major vendor, loss of a star sales rep, etc.) Do you know how you would respond to any of these? IMDA Legal Counsel Mitchell Kramer has helped many specialty distributors and other clients prepare for just such catastrophes. Now he shares that knowledge with you, so you can put it to work in your company.

Conference Wrap-up

Dr. Ron Stephenson

The last session will be a brief presentation by Dr. Stephenson, tying all the pieces together from the last 2½ days.

Optional Activity

Golf Tournament

The Annual IMDA Golf Tournament will be Friday, June 21, at the Omni Tucson National Golf Resort & Spa. Shuttle service will depart the hotel at 12 noon.

The format for the tournament is a Florida Scramble with a 1:00 p.m. shotgun 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 of \$95 per person includes green fee, sleeve of golf balls, lunch, range balls, transportation and prizes. **Golfers must wear shoes with soft spikes.**

Spouse Activities

Continental Breakfast

Spouses' continental breakfast is included with the members' Conference fee. We suggest that spouses come down about 8:00 a.m., once the members have gone into session. This is a great place to meet other spouses and plan your day's activities.

Kartchner Caverns

A new cave described as being more spectacular than the Carlsbad Caverns has been opened by the Park Service approximately

90 minutes from Tucson. If you have time in your schedule, Bob Wahlenmaier highly recommends seeing the cave. **For tickets, you must make advance reservations.** The number to call is (520) 586-CAVE (2283).

Hotel Reservations

IMDA's Conference rate at the Omni Tucson National Golf Resort and Spa is \$99 per room per night, single/double occupancy, with a 7.5% room tax. Maximum guestroom occupancy is two (2) adults in the same room, using existing bedding. There is a \$25 per night charge for each additional adult.

To make reservations, call (800) 528-4856 and identify yourself as an IMDA Conference attendee. Reservations must be made by May 18, 2002 to receive the Conference rate.

Transportation

Tucson is convenient to reach, by air, Amtrak Railway, national bus lines, or car. Interstate 10, a main highway between California and Florida, passed by the city's downtown and skirts its southern border. Tucson International Airport is served by many airlines with connections to major United States cities and international destinations, with a connecting time of 90 minutes or less. Nonstop air service is available to 15 key destinations throughout the nation. Among the airlines serving Tucson are AeroCalifor-

nia, Alaska Airlines, America West, American, Continental, Delta, Northwest, Southwest and United.

If you are willing to drive, Phoenix is approximately 2½ hours west of Tucson and may have better air fares for some attendees, depending upon your gateway city.

Weather/Dress

The average daytime temperature in June is 100°, cooling off to 68° in the evening. Dress for all the programs and social activities is casual. Golf requires the proper attire. See **Optional Activity.**

Prospective Members Are Welcome to Attend

Guests (prospective high tech specialty distributors and specialty reps) are welcome to register for the Annual Management Conference. An application for membership must be submitted at the same time the registration form is submitted with the conference registration fee.

For prospective members who join the Association by July 19, 2002, the dues have been waived. Minimum annual dues are \$1,200 for the first year and you will be billed in late November for your 2003 dues. An application with membership requirements and the dues structure is enclosed.



ANNUAL
MANAGEMENT
CONFERENCE AND
MANUFACTURERS'
FORUM

Strategic Planning for Specialty Sales and Marketing Organizations

**Omni Tucson National
Golf Resort and Spa**

**Tucson, Arizona
June 19-22, 2002**

IMDA ANNUAL MANAGEMENT CONFERENCE AND MANUFACTURERS' FORUM

SCHEDULE

Wednesday, June 19, 2002

- 2:00–5:00 p.m. Board of Directors Meeting
5:00–7:00 p.m. Registration
6:30–7:00 p.m. First Timers' Orientation
7:00–9:00 p.m. Welcome Reception

Thursday, June 20, 2002

- 7:30–8:00 a.m. Continental Breakfast
8:00–8:10 a.m. Official Welcome
President Richard Manley
Conference Chair Ed Boracchia
8:10–9:30 a.m. General Session
"Strategic Planning for the Person
Wearing Many Hats, Like You"
Dr. Ron Stephenson
9:30–9:50 a.m. Coffee and Conversation
9:50–10:50 a.m. General Session
"The Dollars and Cents
of Your Strategic Plan"
Dr. Ron Stephenson
10:50–11:50 a.m. Specialty Breakouts
Noon–1:00 p.m. Lunch
1:00–2:00 p.m. General Session
'Working with Boards of
Directors"
Dr. Ron Stephenson
2:20–3:20 p.m. General Session
"Does Your Company Need
a Board of Directors?"
Jeff Beischel
3:20–3:40 p.m. Coffee and Conversation
3:40–4:10 p.m. General Session
"Dealer Advisory Panels: The
Manufacturer's Outside Board"
Rick Davies
4:10–4:45 p.m. General Session
(Closed to Manufacturers)
"The Law and You"
Mitchell Kramer, Esq.
5:00–7:00 p.m. Manufacturers' Forum

Friday, June 21, 2002

- 7:30–8:00 a.m. Continental Breakfast
7:45–9:45 a.m. General Session
TEC: Your "Informal Board
of Directors"
9:45–10:00 a.m. Coffee and Conversation
10:00–11:45 p.m. General Session
"Implementing Your
Strategic Plan"
Dr. Ron Stephenson
12:30–6:00 p.m. Golf Tournament
7:30–8:00 p.m. Reception
8:00–9:30 p.m. Dinner

Saturday, June 22, 2002

- 7:30–8:00 a.m. Continental Breakfast
8:00–9:00 a.m. Annual Business Meeting
9:00–10:00 a.m. General Session
"Preparing for the Worst"
Mitchell Kramer, Esq.
10:00 a.m.–Noon Wrap-up Session
Dr. Ron Stephenson

Spouse/Guest Schedule

Wednesday, June 19

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

Thursday, June 20

- 8:00–8:45 a.m. Continental Breakfast
5:00–7:00 p.m. Manufacturers' Forum
Dress: Casual

Friday, June 21

- 8:00–8:45 a.m. Continental Breakfast
12:30–6:00 p.m. Golf Tournament (Optional)
7:30–8:00 p.m. Reception
8:00–9:30 p.m. Dinner

CONFERENCE PROGRAM INFORMATION

Wednesday's Activities

Registration

Registration is 5-7 p.m. on Wednesday. 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 everyone with IMDA and the conference activities.

Thursday's Sessions

Strategic planning for the person wearing many hats, like you

Dr. Ron Stephenson

As a business owner, you're responsible for thinking ahead and guaranteeing the success of your company's future. But as a small-business owner, you're probably involved in plenty of day-to-day activities too. Perhaps you're making sales calls, checking inventory levels or monitoring accounts receivable days outstanding. The challenge is to keep a long-range focus while dealing with short-term issues. In this kickoff session, Dr. Ron Stephenson, professor of marketing at Indiana University's School of Business and the country's foremost expert in medical products distribution, will show you how to do just that. You'll identify key issues affecting your business and those of other specialty distributors, as well as:

- How to set goals and move them forward
- How pricing, customer mix and product mix can affect your plans.
- How to gauge the impact of major industry issues on your business

Sharing the presentation will be Bill Cron, Professor of Marketing, Meeley School of Business, Texas Christian University.

Specialty Breakouts

By popular request, IMDA continues a tradition begun at last summer's Annual Conference. Members will be grouped by specialty and, with the help of a facilitator, they will network and exchange ideas with their peers. A great opportunity to strengthen old friendships and form new ones.

Group Luncheon

Over lunch, attendees will have the opportunity to discuss the morning sessions and get recharged for the remaining sessions and Manufacturers' Forum.

Working with Boards of Directors

Dr. Ron Stephenson

Dr. Stephenson has sat on the boards of several companies, including

Manufacturers' Forum

This is the industry's only meeting place for manufacturers of innovative medical devices and specialty sales and marketing organizations! An opportunity to learn about new technologies and opportunities in a relaxed setting. Last year's Forum was IMDA's most successful. Don't miss this 2002 edition!

distributors and manufacturers, and understands how effective boards work. He will share his experiences with us. Bring some experiences of your own to this session.

Does Your Company Need a Board of Directors?

Jeff Beischel

Perhaps your family-owned company has done just fine without a formal board of directors. But many businesses have found that an outside board increases accountability and offers a fresh perspective on your market, your industry and your future. Joining IMDA members is Jeff Beischel, CEO of The Brewer Company, a family-owned manufacturer of medical furniture in Menomonee Falls, Wisconsin. Beischel is a non-family member, who together with an outside board of directors (including Dr. Ron Stephenson), runs the company. He'll talk about his experiences in this position, and how you can apply it to your business.

Dealer Advisory Panels: The Manufacturers' Outside Board

Rick Davies

IMDA members know that they are the "eyes and ears" of their manufacturer partners. They know who's buying what, and why. Smart manufacturers tap into that knowledge by forming dealer advisory panels. In this session, Rick Davies of Vector Resources will show you how such panels can be set up to benefit both manufacturer and distributor. With more than 25 years in the medical device industry, Rick and his son, Chris, help manufacturers of innovative medical devices bring their products to market. A two-time IMDA speaker, Rick brings with him years of marketing, management, and business experience. Vector Resources specializes in providing medical device companies with business development and marketing assistance.

The Law and You

Mitchell Kramer, Esq.

IMDA Legal Counsel Mitchell Kramer fills you in on recent legal developments that could affect you and your business. (This session is closed to manufacturers.)

Friday's Sessions

TEC: Your 'Informal Board of Directors'

W. R. "Max" Carey, Jr.

Several IMDA members regularly tap into the planning experience of executives and business owners outside the medical specialty distribution business through an organization called TEC International. Founded more than 40 years ago, TEC brings together on a monthly basis small groups of CEOs and senior executives from multiple industries to talk about their businesses. These monthly meetings feature dynamic speakers as well as frank exchanges among non-competing members. In fact, TEC calls itself an "informal board of directors." For the IMDA Conference, TEC has generously offered the services of one of its most popular speakers, as well as a representative to tell you more about the organization.

Max Carey knows about winning. More specifically, he knows about winning in adversity. Born and raised in Queens, New York, Carey attended Columbia University on a full academic scholarship. While at Columbia, Carey played football and set five school records and one NCAA record for punt and kickoff returns.

Later, as a Naval carrier-based fighter pilot, Carey flew 110 combat missions over Vietnam while logging 350 carrier landings and

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