

**BSA Annual Forum 2015  
Schedule of Events**

Loews Hotel  
Atlanta, Georgia  
Tuesday, September 29 – Thursday, October 1, 2015

**Tuesday, September 29**

**1:00 p.m. - 5:00 p.m. Registration**

**3:00 p.m. - 6:00 p.m. BSA Board of Directors Meeting** *(Invite Only)*

**6:00 p.m. - 7:00 p.m. Early Arrival Reception**

**Wednesday, September 30**

**7:00 a.m. - 4:00 p.m. Registration**

**8:00 a.m. - 11:00 a.m. Standards Council Meeting** *(Invite Only)*

**12:00 p.m. - 1:30 p.m. Welcome Luncheon & Networking**

**1:45 p.m. - 2:15 p.m. Opening Remarks & Industry Update**

Speakers: Jim O'Brien, S.P. Richards

**2:15 p.m. - 3:15 p.m. Is the Industries Market Share about to Shift and Where Will It Go?**

Speaker: Chris Hodson, Cleveland Research

- Cleveland Research is back for a 3rd year to discuss industry shifts related to several economic swings in the Industry from the consolidations taking place on all levels of the industry, digitalization and expectations of end users.

**3:15 p.m. - 3:30 p.m. Break**

**3:30 p.m. - 5:00 p.m. The Changing Role of the Dealer Representatives – How They Drive Sales**

Moderator: John Thompson, Blazer Brusa Sales

Panelists: Delana Harris, Capital Office Products and George Hood, Forms and Supply

- This panel will discuss the shift of the Dealer Representatives model in today's economy and how needs are changing from manufacturers to end users.

**5:30 p.m. - 7:30 p.m. Welcome Reception & Networking**

**Thursday, October 1**

**8:00 a.m. - 9:30 a.m. Membership Breakfast Meeting & Elections**

Wholesaler Breakfasts, Manufacturer Breakfasts and Manufacturer Representatives Breakfast

**9:45 a.m. - 10:45 a.m. What Does an Intergenerational Workforce Mean and How Will It Impact You?**

Andrea Hershatter, Senior Assoc. Dean Goizueta Business School, Emory University

- In the next 10 years the workforce will go from a makeup of 36% millennials to 75% millennials. How do you sell to millennials and will the work environment change?

**10:45 a.m. - 11:00 a.m. Break**

**11:00 a.m. - 12:00 p.m. Content is King ... Does This Really Equate to Sales?**

Moderator: Steven Glass, Midwest Resource Group

Panelists: Brian Ernst, ECi Software Solutions, April Fabien, S.P. Richards, Michael Hauck, Essendant, Paul McKinney, Eakes, Michele Pitner, Fellowes, Pam Narum, 3M

**12:15 p.m. - 1:30 p.m. Legends Luncheon & Networking**

Honoring John Motley as the Legends of the Industry Recipient

**1:45 p.m. - 2:45 p.m. Industry Town Hall**

Moderator: Jim O'Brien, S.P. Richards

Panelists: Bill Cardone, GOJO, Tom Kapp, ECi Software Solutions, Susan Roberts, Unified Sales, Joe Templet, Essendant

**2:45 p.m. - 3:00 p.m. Break**

**3:00 p.m. - 4:30 p.m. How to Be Part of the Game of Change**

Facilitator: Ted Baird, Ted Baird Coaching and Training

- Ted will facilitate attendees on the following topics: Embracing Responsibilities, Creating Opportunity and Building a Legacy

**6:00 p.m. - 8:30 p.m. Presidents Reception and Dinner**

Honoring Bud Mundt as the 2015 Leadership Award Recipient

**9:00 p.m. Conference Concludes**