

JOHN TOWLE INTERVIEW *continued from page 6*

during the 8:00 a.m. to 5:45 p.m. meeting times on Monday through Wednesday with ANYONE who does not have credentials. The reason for this is, we need everyone to sign-up and NOT suitcase the Conference. If we allowed people to just walk around and visit manufacturers during the day, we would have a total breakdown of the Conference. It's a PWA event and everyone needs to register for the Conference. Everyone should try to remember this next year. We do have penalties for those who do not follow the rules. Don't let a few disrupt the Conference. If you need to meet with someone who is not signed up, please ask them to wait until after 5:45 p.m. each day before they come to the hotel. See Rules and Regulations for penalty details. Thank you all for your understanding.

DVC: Anything you would like to tell your members?

JT: Yes, I've been asked to comment on why some companies have trouble getting the meetings they want. So get a cup of coffee and continue reading. Many WD's have commented about the lack of follow-up to their meetings and they have stopped asking for a meeting with some Manufacturers. The reason is simple, poor or no follow-up after the Conference. Doing the follow-up should be a simple reply no later than the SEMA Show. Not too much to ask. *(Side note: I've heard that some manufacturers have already done their Conference follow-up this year and they will be the winners at the end of the day.)* Then several WD's have commented that the Manufacturers are not sending the right people to represent their company. The WD's tell me that in too many cases there are no decision makers in the meetings and the meeting is a waste of time. Having said this, I believe everyone is doing all they can with the people they have, but the PWA Conference may be the most important Business to Business (private-one-on-one) meetings you will have all year. You owe it to yourself to have the most qualified people at your meetings. And it's vitally important to complete the follow-up work no later than the SEMA Show. This will really help everyone. I've also heard from some Manufacturers that some WD's come to their meeting with programs that just don't make sense. Example: if you buy \$50,000 a year from a manufacturer, it may not be a good idea to waste your time and their time asking for a \$10,000 over and above advertising allowance. We all know the answer will be no. If a 20% advertising allowance was available, perhaps they are making too much profit. I don't think this is the case. So keep it real. Another side note, I see that almost every WD has the Owner or President of their company attending the Conference, but I see many non-senior personnel from the Manufacturers. I would be interested if anyone else sees it this way. Plus the pre-conference work is not being done by many and this would really help to move the meetings along. If everyone would use the "worksheets" we provide, your meetings would be more successful. If anyone has any suggestions, I'm always ready to address your needs and suggestions.

DVC: Anything else you would like to mention?

JT: Yes, we have "Rules & Regulations" which helps to keep some order in the Conference. This year we had four or five "visitors" wandering in and out of some manufacturer's rooms and we even had some "visitors" tell me they were asked to come and visit the manufacturer. Well, if they visit AFTER 5:45 p.m., after the last scheduled Conference meeting is over, (not just the last meeting for a Manufacturer) then that's fine. We can't stop the public from coming to the Arizona Grand, but we can't have non-registered people just walking around. It's not fair to all of the registered participants. Here are the rules & regulations again so everyone can understand them and the penalties.

Conference Rules & Regulations:

- Must wear Credentials from 8:00 a.m. to 5:45 p.m. Monday through Wednesday.
- May Not meet with anyone who does not have credentials.
- Must notify PWA immediately if someone is in the Conference area without credentials.
- Must notify meeting partner and PWA in writing in advanced of scheduled meeting cancellations.
- Must attend scheduled meetings.
- Must have meal tickets to attend Breakfast and Lunch.
- Must adhere to deadline dates for Company, Delegate and Room Cancellations.
- Must adhere to Banner placement and size limitations. (One (1) Banner per company.)
- Must register additional company delegates not credentialed in PWA Registration.
- Must wear appropriate attire.
- Must wear credentials for Sunday Opening Reception and Monday Water Park Party.

Note: If you conduct a meeting with a non-credentialed company or individual the following penalties apply:

- 1st offense - \$2,000 fine.
- 2nd offense - 1 year restriction from Conference program plus a \$2,000 fine.
- 3rd offense - Company will not be allowed to participate in the Conference program.

DVC: Anything else you would like to add?

JT: Yes, I would like to thank everyone for their kind words and support of the PWA Conference and we look forward to seeing all of them next year. We also look forward to seeing MANY new distributors in 2010.

Future PWA Conference Dates

2010 will be 9/25 - 9/29	2013 will be 9/21 - 9/25
2011 will be 9/17 - 9/21	2014 will be 9/13 - 9/17
2012 will be 9/08 - 9/12	2015 will be 9/26 - 9/30