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Accelerate in '08

Convention Supplement



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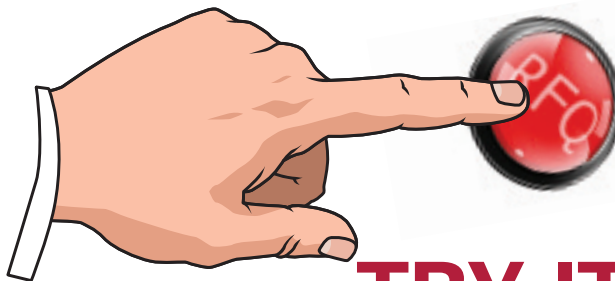
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Photos contributed by MHEDA

Accelerate in '08 with MHEDA!

Join the Material Handling Equipment Distributors Association (MHEDA) for our 53rd Annual Convention, May 3-7, 2008 at the Loews Portofino Bay Hotel at Universal Orlando® in Orlando, Florida. This year's theme, "Accelerate in '08" is dedicated to giving you the tools to move your business forward in a fast moving world. There are eleven presentations for you to choose from to help you lead, plan, partner and grow. Besides the education, enjoy networking with your industry peers at the always popular Exhibitors' Showcase. The Showcase features 90 tabletop exhibits with companies available to discuss the latest material handling products and services. Besides the education and networking, enjoy the social side of Convention. MHEDA has planned a private party in the "Streets of New York" section of Universal Studios® Theme Park. There will be a wide variety of local tour options and even a golf tournament for you to enjoy. During your time at MHEDA's convention, you will also have the opportunity to enjoy the beautiful accommodations of the Italian-inspired Loews Portofino Bay Hotel. This four-diamond hotel features Italian furnishings and marble accents, along with modern conveniences. MHEDA is looking forward to seeing you in May and helping you to "Accelerate in '08!"

To help you plan your convention experience, here is the detailed schedule of events:

Saturday, May 3

8:00 a.m. – 12:00 p.m.

Biking on the West Orange Trail

See a different side of Orlando, its natural beauty and get a self-paced 7 mile cardio workout.

8:30 a.m. – 4:30 p.m.

Kennedy Space Center Tour

Tour NASA's launch and landing facilities and enjoy lunch with an astronaut, receive a VIP kit, tour guide book and autographed souvenir.

12:00 p.m. – 4:00 p.m.

"MHEDA at the Pool"

MHEDA Members can relax and enjoy refreshments together at the pool.

Sunday, May 4

7:00 a.m. – 1:00 p.m.

Metro West Golf Club

Enjoy a golf tournament with your MHEDA friends. New in '08: your golf swing will be captured and analyzed using digital video.

8:00 a.m. – 12:00 p.m.

Biking on the West Orange Trail

See a different side of Orlando, its natural beauty and get a self-paced 7 mile cardio workout. (Same tour as Saturday).

9:00 p.m. - 4:00 p.m.

Exhibitors' Showcase Set-Up

12:00 p.m. – 4:00 p.m.

"MHEDA at the Pool"

MHEDA Members can relax and enjoy refreshments together at the pool.

Also available on Saturday, May 3rd and Sunday, May 4th from 9:00 a.m. – 2:00 p.m.: Registration table set-up where you can purchase discounted tickets to Orlando's many theme parks!

Is running your business Getting in the way of running your business?

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Photos contributed by MHEDA

5:45 p.m. - 6:30 p.m.

Newcomers Orientation

A quick overview of what New Members and First Time Attendees can expect from the 2008 convention. This is your opportunity to ask questions, meet the Board of Directors and staff and network with fellow newcomers.

6:30 p.m. - 7:00 p.m.

Membership Welcome Meeting

Join MHEDA as we officially kick-off the convention with a look at what your association is doing for you. Meeting includes introduction to MHEDA's exciting new Gateway Program, which is designed to help you connect with local schools and students.

7:15 p.m. - 10:15 p.m.

Celebrate in '08: Opening Party at Universal Studios

Members will enjoy a private party in "The Streets of New York" section of this famous theme park. Includes networking reception, buffet dinner, unlimited access to the thrill rides Revenge of the MummySM and Twister...Ride it Out[®]. Also includes a special performance to end the evening.

Monday, May 5

6:30 a.m. - 8:00 a.m.

Breakfast

8:00 a.m. - 9:15 a.m.

Innovate in '08: Membership General Session

John Sweeney, Author of Innovation at the Speed of Laughter



Learn how to bridge the gap between the creative self and enlightened business practices. Sweeney illustrates how the secrets of improv can dramatically affect individuals, teams and entire organizations.

9:30 a.m. - 12:30 p.m.

Collaborate in '08: Exhibitors' Showcase

Visit 90 table-top exhibits and learn about the latest products and services available in the material handling industry.

12:30 p.m. - 1:30 p.m.

Networking Luncheon

1:30 p.m. - 2:30 p.m.

Accelerate in '08: Planning for Change

Brian Beaulieu, Economist, Institute for Trend Research



Business leaders need to make effective decisions that enhance profits and market positions. These decisions are made in confidence when they are formulated in the context of accurate and understandable economic forecasts. Economist Brian Beaulieu will examine interest rates, demographics, and the changing political landscape.

2:45 p.m. - 4:00 p.m.

Relate in '08: Round Table Sessions, Sponsored by MHEDA-NET

Your opportunity to network with your peers and discuss business issues important to you and your business.

4:00 p.m. – 5:00 p.m.

Exhibitors' Showcase Happy Hour

The doors of the Exhibitors' Showcase will open once again giving you another hour to network, learn about the latest products and services and share a toast to new business partnerships.

5:00 p.m. – 7:00 p.m.

Showcase Teardown

Tuesday, May 6

6:30 a.m. - 7:45 a.m.

Breakfast

8:00 a.m. - 9:15 a.m.

Generate in '08: Growing Your Business in the 21st Century

Steven S. Little, Speaker, Writer and Consultant



More than any other objective, businesses want to grow. In his timely and informative presentation, Steven S. Little, (currently a Senior Consultant with Inc. Magazine and formerly President of three fast growth companies) will present what it takes to grow your business effectively and profitably with his proven rules of small business growth.

9:30 a.m. – 11:00 a.m.

Educate in '08: Workshops

Lead: Executive Leadership

Dave Griffith, President/CEO Modern Group, Ltd.



This an uplifting look at leadership, balance and ethics. Learn what abilities leaders should have, why there is no true leadership without balance and how ethics is the moral fiber that holds leadership on course.

Please note: this presentation is a condensed version of the leadership lecture Griffith teaches at Wharton School of Business as well as at Leadership Inc.

Plan: Making Money in a Tough Market

Dr. Al Bates, President, Profit Planning Group



The program will focus on three issues—maximizing sales in a slow-growth period, managing gross margin properly and re-thinking payroll costs. If these three areas can be addressed in new ways, then profits can be assured, regardless of economic conditions.

Partner: Customer Acquisition and Retention

Steven S. Little, Speaker, Writer and Consultant



Businesses interested in growth are looking to improve their customer relationships to increase sales, lower costs and maximize profits. Examine how today's most successful organizations are transforming the way in which they acquire and retain customers. This no-nonsense discussion will help your group build customer-centric processes that lead to sustainable growth.

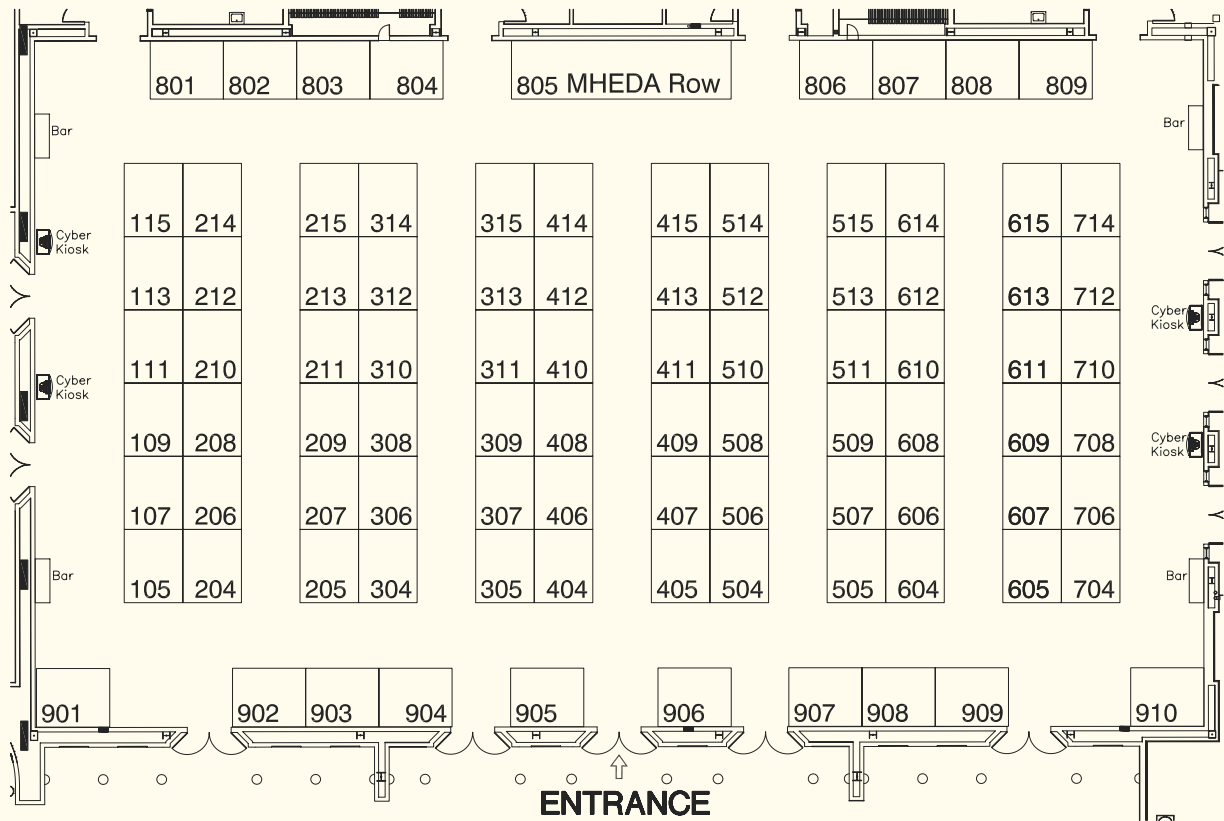


Photos contributed by MHEDA

2008 MHEDA Exhibitors' Showcase List

Booth Number	Company Name	Booth Number	Company Name
214	AccelRate Power Systems – Lee Hall	614	InterSystems
610	Access Control Group	901	J&L Wire Cloth
107	Action Installation	413	Jamco
803	Atlas Lift Truck	207	JET (formerly WMH Tool Group)
910	Automotion	801	Keytroller
410	AWP Industries/ American Wire Products	407	Landoll Corporation
307	Battery Handling Systems	511	Lanter Delivery Systems
113	Beyond Products	509	Leggett & Platt Storage Products
609	Borroughs Corporation	310	Lester Electrical
513	Calco Lift Guard/EPIC	312	Lester Electrical
209	Carer SNC	308	Liftow
611	CitiCapital	314	Lyon Workspace Products
710	CitiCapital	805	MHEDA ROW Not for Sale
612	Cogan Wire & Metal Products	615	Milagon
311	CombiLift	414	Modern Equipment Co.
909	Continental Industrial Tire	714	Morse Manufacturing
906	Crown Battery	506	Nashville Wire Products
305	De Lage Landen Financial Services	115	NDS aka DIS corp.
515	Deka Batteries/East Penn Mfg. Co.	510	Oorja Protonics
313	Doosan Infracore America	404	PosiCharge
213	Douglas Battery	315	Presto Lift
309	Eagle Pneumatic	508	Quick Cable
405	Edgerton Corp. Technology Center	613	Republic Storage Systems
907	eliftruck.com	514	Ridg-U-Rak
412	EnerSys	415	Softbase Development
712	Engineered Products	708	SpaceRak
211	Enlighten.Net, Inc.	504	Starrco Company
605	Equipment Data Associates	215	Steel King Industries
607	Equipment Data Associates	505	Steele Solutions
704	Equipment Data Associates	512	Steiner Systems
706	Equipment Data Associates	205	Systems Automated Controls
808	EquipSoft	304	Systems Material Handling Co.
902	FKI Logistex	507	Teilhaber Manufacturing Corp.
809	Flight Systems	204	TGW Ermanco
905	Flow-Rite Controls	608	Thombert
903	Genie Industries	206	Trelleborg Wheel Systems
904	Genie Industries	212	Tri-Boro Shelving, Inc.
807	GNB Industrial Power	411	UNARCO
109	GPX – Solid Tire Division	409	VertiSpace
111	GPX – Solid Tire Division	406	WennSoft
408	Hamilton Caster & Mfg. Co.	606	Wesley International
806	Handle It Inc.	306	West Point Rack
804	Hawker	908	Western Pacific Storage Systems
604	Heli Americas	208	Wildeck
802	InCord	210	Wildeck
		105	Zurich

2008 MHEDA Exhibitors' Floorplan



MHEDA's 53rd Annual Convention & Exhibitors Showcase at...



Photos contributed by Universal Studios



Photos contributed by MHEDA

Grow: Time Management and Getting Organized

Steve McClatchy, President, Alleer Training & Consulting



Great time management skills are at the core of your success. In this presentation you will learn the four keys to using a time management system effectively and the three skills possessed by great time managers. You will also learn how to better manage your to-do list, calendar, contacts, and notes and once for all get organized.

11:15 a.m. - 12:45 p.m.

Educate in '08: Workshop Tracks

Lead: Critical Sales Leadership

Don Buttrey, President, Sales Professional Training, Inc.



Everything rises and falls on leadership. In this session we will present an understanding of leadership styles and how to motivate and inspire action and results from the team. Sales leaders have an even more daunting challenge as they must effectively lead sales professionals who have jobs that must be self-motivated and personally disciplined.

Plan: Differentiate or Die

Sam Geist, Speaker, Writer and Consultant



What makes you and your organization different from and better than your competitors? Transitional times negate the "business as usual" approach. They offer the perfect opportunity to adopt a bold plan, to take a firm stand to differentiate yourself and your organization from the competition. Presented are viable options to create effective differentiation, to grow your organization, to enhance your profitability and to "loyalize" customers.

Partner: Selecting and Keeping the Best Employees

Nancye Combs, President/CEO, HR Enterprise, Inc.



Unwanted employee turnover is an accident. Employers accidentally hire the wrong people or they present a job that is not realistic to a candidate who just wants a job. Employers get caught up in the "warm-body" syndrome and fill the job just for the moment to get through a crunch. Turnover is expensive and time-consuming. Learn the tools to hire and keep the right people.

Making Money in a Tough Market (Repeated)

Dr. Al Bates, President, Profit Planning Group

12:45 p.m. - 1:45 p.m.

Networking Luncheon

1:45 p.m. - 3:15 p.m.

Educate in '08: Workshop Tracks

Lead: Leadership Success through Relationships

Steve McClatchy, President, Alleer Training & Consulting



Vision, mission, values & goals are essential for a team to stay focused and on track. But even more important are the systems, processes, structure and decision making that bring them to life. For some leading a group is a difficult and challenging responsibility but it doesn't have to be. In this thought provoking session, we will examine what it takes to be the successful leader of a group and whether you are truly leading your team or merely managing the process.



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Partner: Managing the Manufacturer-Distributor Partnership

Pete Rice, VP of Sales, Unex Manufacturing



How do you identify what's important to your distributor /vendor while maintaining your objectives? Is the term, "Partner" passé or cliché? Can you find common ground to mutually grow your market share profitably? These questions will be explored with suggestions given to improve the effectiveness of the channel relationship.

Topics such as developing an action plan that includes your partner's input, mutual marketing programs, core competency, and communication will be discussed.

Employee Recruitment and Retention (Repeated)

Nancye Combs

Differentiate or Die (Repeated)

Sam Geist, Speaker, Writer and Consultant

3:30 p.m. - 4:30 p.m.

Relate in '08: Building Strong Connections in the Workplace

Mark Scharenbroich - CSP, CPAE



Combine the timing of a stand-up comedian, the power of an inspirational speaker and the art of a story teller and you get Mark Scharenbroich. Mark uses laughter to open his listeners' minds and then moves them to action.

7:00 p.m. - 11:00 p.m.

Celebrate in '08: Closing Dinner Dance

Enjoy the evening as we celebrate the closing of MHEDA's 53rd Annual Convention.

Wednesday, May 7

7:00 a.m. - 9:00 a.m.

Farewell Breakfast

Exhibitors' Showcase

MHEDA's Exhibitors' Showcase is a tabletop showcase that features 90 booths with the latest and greatest material handling products and services. It will take place on Monday, May 5 from 9:30 a.m. - 12:30 p.m. at the Portofino Bay Hotel.

For the Spouses & Kids

Invite your spouse and kids to convention! MHEDA has planned activities for the entire family to enjoy. Besides the weekend optional tours and golf tournament, your family can enjoy planned activities on Monday and Tuesday of the convention.

For the Spouses....

Monday, May 5

10:30 a.m. - 1:30 p.m.

Introduction to Culinary Arts

Take part in an interactive cooking class at the Hard Rock Hotel® at Universal Orlando® Resort. Socialize with MHEDA friends while cooking.



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Tuesday, May 6

9:15 a.m. – 2:30 p.m.

Winter Park Cultural Tour

Explore the charm of downtown Winter Park. Enjoy an art museum, scenic boat tour and lunch at a café.

For the Kids....

Orlando offers a wide variety of activities for your kids! The hotel offers childcare services for ages 6 weeks to 12 years. For more details, call childcare provider, Kids Nite Out, at 1-800-696-8105 or visit www.kidsniteout.com.

Special Distributor Offer

New in 2008! MHEDA is excited to offer MHEDA Distributor Members a free convention registration (\$1,195 value) for one person in your company who has never been to convention (with one paid registration). This offer is good for the first 50 distributors who respond to this offer; one free registration per company. This is an opportunity to expose more people within your company to MHEDA programs and services.

Register Today!

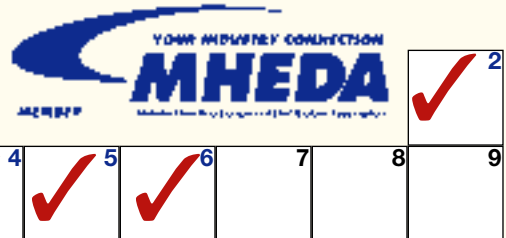
MHEDA is looking forward to warmly welcoming you to this important material handling industry event! They encourage you to take a few days to get away from the office to refresh your perspective and learn new ways to better operate your business and enhance your career. You'll meet new friends, learn new business solutions and maybe even sneak in a bit of fun, too. So make your plans now to "Accelerate in '08" with MHEDA, May 3-7, 2008 in Orlando, Florida. For more details, visit www.mheda.org or call 847-680-3500.



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Quick Ship program, we are
"The Universal Rack"



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