

# REGISTRATION INFORMATION

## LOCATION

**The Cosmopolitan of Las Vegas**  
3708 Las Vegas Boulevard South, Las Vegas, NV 89109  
Phone: (702) 698-7000  
website: [www.cosmopolitanlasvegas.com](http://www.cosmopolitanlasvegas.com)

## CONFERENCE REGISTRATION FEES

- \$1,000.00 — First Attendee Fee
- \$500.00 — Additional Attendee Fee

## SPOUSE / GUEST FEES

Spouse/Guest registration fees are available for spouses and guests accompanying attendees to the Conference but not registering for the business sessions. The fee includes attendance at receptions and breakfasts only.

The fee **does not** include attendance at any of the business sessions nor lunch on Friday and Saturday.

- \$150.00 — Spouse / Guest Fee

## CONFERENCE REGISTRATION

- ◆ Register online at the Update Conference website: [www.pmpa.org/update/](http://www.pmpa.org/update/)
- ◆ Or return the Conference Registration Form to PMPA.

## CONFERENCE CANCELLATION POLICY

Registration fees will be refunded in full if cancellations are received at PMPA by 5:00 p.m., Monday, February 3, 2014. Fees for cancellations after February 3rd cannot be refunded, but substitutions will be accepted.

## TRAVEL AND TRANSPORTATION

The Cosmopolitan of Las Vegas is located in the center of The Strip, amid the attractions of Las Vegas. The hotel is less than 5 miles from McCarran International Airport. All major car rental companies operate out of the airport, and taxis and shuttles are available to and from the airport. Valet and self-parking are available at the hotel at no charge.

## HOTEL RESERVATIONS

Room rates for the Conference:

- \$189.00 — City Room
- \$209.00 — Terrace Studio

**Optional Resort Fee: \$15.00** — Includes high-speed Internet, local phone calls and access to fitness center.

### Hotel Reservations:

- ◆ Call The Cosmopolitan at 702-698-7575 (local) or 855-435-0005 (toll free) and request the PMPA room block.
- ◆ Access The Cosmopolitan reservations link via the Reservations page of the Update Conference website: [www.pmpa.org/update/reservations](http://www.pmpa.org/update/reservations)

### ROOM RESERVATIONS DEADLINE:

**Friday, January 17, 2014**

Reservations requested after this date cannot be guaranteed and may not be available at the Conference rate.

Check-in is 3:00 p.m. — Check-out is 11:00 a.m.

## MANAGEMENT UPDATE COMMITTEE

Brad Smith, The Mitchel Group, Inc. — Chairman  
Olaf Tessarzyk, ZPS America LLC — Vice Chairman  
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# PMPA

# THE COSMOPOLITAN MANAGEMENT UPDATE CONFERENCE

## February 21-23, 2014

The Cosmopolitan of Las Vegas  
Las Vegas, Nevada

### SHOW YOUR SUPPORT — BE A CONFERENCE SPONSOR!

PMPA is offering two conference sponsorship levels for the 2014 Management Update Conference. Sponsors will be recognized throughout the conference for their support of the association. See insert for more details.

Facebook: [www.facebook.com/precisionmachinedproductsassoc](http://www.facebook.com/precisionmachinedproductsassoc)

LinkedIn: [www.linkedin.com/company/1115343](http://www.linkedin.com/company/1115343)

Twitter: #PMPAUPDATE

Precision Machined Products Association  
6700 West Snowville Rd., Brecksville, OH 44141 — 440-526-0300



# CONFERENCE SCHEDULE

## THURSDAY — FEBRUARY 20

5:00-6:30 pm Welcome Reception / Registration

## FRIDAY — FEBRUARY 21

7:00 am Registration

7:00-8:00 am Group Buffet Breakfast

8:30-9:30 am Spouse/Guest Networking Breakfast

*Take this opportunity to meet with other PMPA member spouses/guests in a casual breakfast setting.*

8:00-9:30 am **Dan Thurmon, Motivation Works, Inc. — *Off Balance On Purpose***

*How do you succeed in today's challenging, changing business climate? How do you sustain the commitment to grow personally and professionally?* Transitions of all kinds can be demanding and difficult. But these moments also present opportunities to redesign your approach to life and business. Dan Thurmon, author of *Off Balance On Purpose*, will show you how to take charge of your circumstances, stretch your abilities, and create a blueprint for professional success! Thurmon punctuates his message with dynamic demonstrations, incorporating acrobatics, breathtaking stunts, and audience interaction to create a one-of-a-kind experience you will never forget.

10:00-11:30 am **Jonathan Wolske, ZAPPOS Insights — *Create Fun and a Little Weirdness, and Deliver Wow Through Customer Service***

Jon Wolske is the Culture Evangelist for Zappos Insights, a part of the Zappos family of companies headquartered in Henderson, NV. Jon discusses the relationship between a positive workplace culture and delivering great customer service. Using the ten core values from which ZAPPOS' defines their culture, their brand and successful business strategies, he shows you how to improve customer service, develop inspiring core values and empower employees to excel in your organization.

11:30 am-12:30 pm Group Buffet Lunch

12:30-2:00 pm **Ron Karr, Karr Associates — *Lead, Sell or Get Out of the Way***

A world-renowned speaker and results-oriented consultant, Ron Karr helps companies design and implement positioning and sales strategies that accelerate both sales growth and overall profitability. Ron will help turn every member of your team into a "great seller" with three simple but powerful mindsets. He provides the take-away tools to position your sales team to gain the market share they've been chasing, with the confidence and creativity that leaders use to outsell the competition.

### CONCURRENT BREAKOUT SESSIONS:

2:30-4:00 pm **John Wirtz — *How to Jumpstart Your Business Development Program***

John Wirtz, President of Pinpointe Marketing, has over 30 years experience in both the consulting and corporate sides of the precision machining industry. He provides you with a step-by-step process for energizing your business development program that will help target and win new business.

2:30-3:30 pm **A J Sweatt — *Capitalizing on Change: Marketing to Manufacturing In a Social World***

3:45-4:45 pm The behavior of buyers and sourcing professionals looking for manufacturing suppliers vary greatly from other markets. Communications specialist and manufacturing advocate, AJ Sweatt, shares his view of how social media is being used (and how it's not) by industrial, tech-minded individuals searching for solutions online. He explains how to get your marketing groove in order, clears up the confusion around social media for manufacturers, and helps improve your marketing and sales efforts.

2:30-3:30 pm **Jay Hawreluk — *Unraveling the Mystery of People - Wired Culture: Message Sent/Message Received***

3:45-4:45 pm In this interactive session, Jay Hawreluk, CEO of AcuMax Inc., discusses how our innate wiring affects us as individuals. How you view that wiring will determine how you as a leader can transcend your organization to better employee understanding, communication and performance.

5:00-6:00 pm Reception (Dinner on your own)

## SATURDAY — FEBRUARY 22

8:00-9:30 am **Plated Breakfast: John Guzik and Omar Nashashibi, The Franklin Partnership *More Than Just a Bill on Capitol Hill: How Laws Really Happen***

Come hear first hand an insider's view of how Washington really "works." What does it look like behind the scenes? How do the backroom deals really get cut, and who's in the room? With so much noise from the media and outside groups and nothing but the same talking points from your politicians, this is your chance to hear an insider's perspective directly from Washington. The Franklin Partnership is PMPA's lobbying firm in the nation's capital, who walk the halls of Congress nearly every day for our industry. You will learn about a day in the life of a U.S. Representative, how their inner circle operates, and what it takes to get things done in Washington. **This will be a plated breakfast session.**

10:00 am - 12:00 pm **Ryan Millar, *Partners in Leadership* — *The Oz Principle Accountability Training***

Executive Facilitator for Partners in Leadership, Ryan Millar walks you through The Oz Principle's Steps to Accountability and demonstrates how to use this simple but powerful tool to help individuals and teams take greater personal accountability for achieving organizational results. Learn to develop a specific action plan to achieve desired results and take away clear and actionable concepts that you can immediately apply in your daily work.

12:00-1:00 pm Group Plated Lunch

### CONCURRENT BREAKOUT SESSIONS:

1:00-3:00 pm **Ryan Millar — *Accountability: The Cultural Transition Process***

Part II of Ryan Millar's accountability training focuses on how to create a culture of accountability within your organization. The Cultural Transition Process is a powerful approach that accelerates culture change and boosts morale. Ryan discusses how to apply the four basic steps in The Results Pyramid to define, create and implement the shifts needed to accelerate culture change throughout every level in your organization.

1:00-2:30 pm **John Wirtz — *Visioneering: How to Land Whale-Sized Contracts***

Too many machining companies live day-to-day and endure difficult feast-or-famine revenue cycles. Learning how to go after bigger accounts can generate the kind of revenue it takes to drive your company's growth to the next level. John outlines a four-phase process for selling bigger deals to bigger customers and landing those whale-sized accounts!

1:00-2:30 pm **Miles Free and Rob Kiener, PMPA — *PMPA Has What?***

Join PMPA's Miles Free, Director of Industry Research & Technology and Rob Kiener, Director of Government Affairs & Communications, for an interactive session on the time saving utilities and other vital information available to you from your association. This session will focus on the wide array of Internet based tools PMPA has to offer that will save countless hours you may currently be spending scouring the web for information. PMPA is the most trusted industry resource with several of our reports appearing on Google page one search results.

### AFTERNOON / EVENING ON YOUR OWN

## SUNDAY — FEBRUARY 23

7:30-8:30 am Group Continental Breakfast

8:30-10:00 am **William Strauss, Federal Reserve Bank of Chicago — *Current and Future Economic Trends for Manufacturers***

William Strauss, Senior Economist and Economic Advisor at the Federal Reserve Bank of Chicago, will focus on the trends in the economy as they relate to the manufacturing sector. He'll provide in-depth analysis of the key economic indicators and what we can expect in 2014 and beyond as manufacturers. Come to this session and find out how the changes in the economy may impact the markets you serve.

10:00 a.m. Conference Adjourns