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2005



Midwest Hardware Association

**109th Annual Hardware Dealers' Convention
and *2nd* Product Knowledge Exposition**

**Grand Geneva Resort & Spa
Lake Geneva, Wisconsin**

**Sunday, Monday, and Tuesday
January 30, 31, and February 1, 2005**

Schedule of Events

Sunday, January 30, 2005

- 1:00 p.m. Registration Begins
- 2:00 p.m to 2:45 p.m. MHA's Annual Business Meeting
- 2:45 p.m to 4:45 p.m. Opening Session
Bob Aiken–*“The Psychology of Pricing for Margin”*
- 2:00 p.m to 4:00 p.m. Alternate Event–*“Cooking Italian with Chef Fedorko”*
- 6:30 p.m. Theme Party–*“MHA Roadhouse–Hard Tail Bar & Grill”*

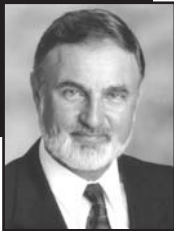
Monday, January 31, 2005

- 7:30 a.m. to 8:50 a.m. Breakfast
*Retailers attend breakfast sponsored by their Wholesaler
Vendors attend breakfast sponsored by Sentry Insurance*
- 9:00 a.m. to 12:00 p.m. Product Expo Hall Open
- 10:00 a.m. to 11:15 a.m. Breakout Seminar
Bob Aiken–*“Profitable Plumbing is No Mystery”*
- 12:00 p.m. Lunch
Scotts Lawn Company–*“Selling Scott’s Products in Your Store” (See Pg 4)*
- 1:30 p.m. to 4:30 p.m. Expo Hall Open
- 2:30 p.m. to 3:45 p.m. Breakout Seminar
Bob Aiken–*“Electrifying Your Electrical Sales”*
- 7:00 p.m. Banquet–*“American English . . . A Complete Beatles Experience”*

Tuesday, February 1, 2005

- 8:00 a.m. All-Industry Breakfast
- 8:45 a.m. Vendor Product and Booth Auction (*See Pg 4 for Participating Vendors*)
- 9:30 a.m. Closing Speaker
Bart Starr–*“Being The Best You Can Be”*

Bob Aiken



"The Psychology of Pricing for Margin"

Bob Aiken, a 37 year veteran retailer and author of the book "The Strategy of Pricing for Profit," gives a fresh look into the psychology and techniques used to maximize retail margins. Bob will discuss how to find out what your average margin should be and how to achieve it. He will discuss when to raise a price, when to lower a price, what numbers the price should end in, and what motivates a customer to pay it. Bob will show you how the Velocity Change Formula can predict results of price changes, and discuss how the GDROI formula can prove that a higher price and less volume is almost always better than cutting a price. Don't miss this fast-paced, entertaining, and eye-opening program. It will be profitable!

"Profitable Plumbing is No Mystery"

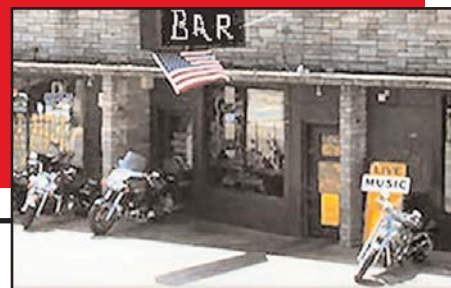
You know the three things needed to be a plumber. Do you and your staff know the multitude of details needed to profitably SELL plumbing products? Bob Aiken can take the mystery out of being a better customer service person in this basic department. This is a fast-paced, 75-minute snapshot of Bob's full-day program. You will "beef up" your sales skills and profitability forever.

"Electrifying Your Electrical Sales"

Bob Aiken will take the fear out of selling electrical products and ELECTRIFY you with unparalleled bits of wit and wisdom. This 75-minute program highlights the classroom portion of Bob's full-day product knowledge training including terminology, common wire and switch usage, and much more. The handout alone will prove to be worth your time attending.

"Hard Tail Bar & Grill"

Calling all Hogs, Hogettes, Rice Grinders, and Low Riders. We even want you wannabees. If you ever had the wind in your hair and bugs in your teeth, you may have passed a roadhouse somewhere out in the middle of nowhere. Bring a biker attitude (leather, if you choose) and display your rebel side during an evening of fun and games at the Hard Tail Bar & Grill. Good food, free beer, and sassafrilla with games of skill and chance to boot. Belly up to the bar at 6 p.m. with a buffet fit for a "Road King" from 7 to 8. Entertainment lasts until 9:30 p.m. when we award prizes for the skillful and the lucky alike. Be There!



"Cooking Italian with Chef Fedorko"

Join us in the beautiful Ristorante Brissago and enjoy world class Chef Robert Fedorko's presentation of three delectable Italian dishes. Sample the fare made before your very eyes and take home three mouth-watering recipes that are sure to please. This special two-hour session is open to all, but class size is limited. Be sure to mark your attendance to this special event on the registration form!

American English



"A Complete Beatles Experience"

American English presents the most memorable music of all time! Performing hit songs that were heard on the Ed Sullivan Show along with classic Beatle favorites, American English captures the very essence of John, Paul, George, and Ringo. Come together with American English as they celebrate a spectacular musical excursion of the final years of The Beatles partnership. Relive the years of The White Album, Let it Be, and Abbey Road.

Bart Starr



"Being The Best You Can Be"

Bart Starr's designation as the NFL's Most Valuable Player describes more than his performance on the football field, it describes him as a man. Playing for the legendary Vince Lombardi, Starr learned the fundamentals for leadership and success. Bart Starr was MVP in the first two Super Bowls, NFL Man of the Year, Professional Player of the Decade, and the first winner of the Byron White Award. Today, Starr is president of his own firm, a member of the President's Commission on Physical Fitness, and a director of major public companies. Bart Starr is also a dynamic speaker who inspires and motivates audiences with his stories and lessons from the world of sports.

Product Expo Hall

Join hardware dealers from throughout Illinois and Wisconsin as they meet with suppliers to discover new merchandise and exchange ideas for making their stores more profitable. A great training opportunity for store owners, managers, and employees.

Fun!

Bring Your Employees, Find New Products, Train Your Staff to SELL MORE, "Buy and Try" Specials, Vendor Booth and Product Auction

Visit these Displaying Vendors in the Expo Hall . . .

PC Products ♦ BonaKemi USA ♦ Alco Manufacturing ♦ Arch Chemical ♦ Patriot Products ♦ Artu-USA ♦ Asset Protection & Recovery ♦ Unique Paving Materials ♦ Quality Business Forms ♦ Sentry Insurance ♦ 3M ♦ Midcentral Sales Promotions ♦ Bayer Advanced ♦ La Crosse Technology ♦ Scotts Lawn Company ♦ Control Products ♦ American Building Restoration ♦ Premier Sales & Marketing ♦ Alenco Sales Inc. ♦ J.T. Eaton ♦ Habitat for Humanity ♦ Ben Franklin/Ben Franklin Crafts ♦ Paymentech ♦ Slon, Inc. ♦ and many more!

Informative!

Hands-On!

Attend the MHA Luncheon *presented by Scotts Lawn Company*

Don't miss this opportunity for you and your staff to learn about the new products and marketing programs for the 2005 Scotts line. Included in this presentation:

- ♦ *Scotts Fertilizers*—Category exclusives and Scotts paid advertising for 4Step
- ♦ *Scotts Controls*—Ortho and Roundup, new lines for 2005
- ♦ *Scotts Growing Media Soils*—Up selling your customer's soil purchase
- ♦ *Project Merchandising*—Focusing consumers on projects, rather than single products

Sell more product this spring by training your staff now about "The Scotts Difference." Free materials will also be available throughout the day at the Scotts exhibit in the Expo Hall.

Stress Free!

**** Don't forget to bring your truck, trailer, or van to take home merchandise when our Expo Vendors auction their products and booths on Tuesday morning, February 1 (*proceeds benefit Habitat For Humanity in Walworth County*).**