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## **Midwest Hardware Association**

**108th Annual Hardware Dealers' Convention  
and *First-Ever*  
Product Knowledge Exposition**

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

**Tuesday, Wednesday, and Thursday  
February 17, 18, and 19, 2004**

# Schedule of Events

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## Tuesday, February 17, 2004

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- 1:00 p.m. Registration Begins
- 3:00 p.m to 5:00 p.m. Annual Business Meeting  
**Mark Collini**–*“Living With the Big Boxes”* (See page 5)
- 6:00 p.m. to 9:30 p.m. Murder Mystery Dinner Theater–*“Deadly Dividends”* (See page 6)
- 9:30 p.m. Afterglow Hospitality

## Wednesday, February 18, 2004

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- 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. Product Expo Hall Opens
- 9:00 a.m. to 12:00 p.m. Morning Breakout Seminars (See page 4)
- 12:00 p.m. to 2:00 p.m. Lunch Served in Expo Hall
- 2:00 p.m. to 5:00 p.m. Afternoon Breakout Seminars (See page 4)
- 5:00 p.m. Expo Hall Closes
- 6:00 p.m. Cocktail Reception
- 7:00 p.m. Theme Party–*“A Caribbean Cruise”* (See page 6)
- 9:30 p.m. Afterglow Hospitality

## Thursday, February 19, 2004

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- 8:00 a.m. All-Industry Breakfast
- 8:45 a.m. to 9:45 a.m. **Ken Schmidt**–*“The Harley-Davidson Story”* (See page 6)
- 9:45 a.m. to 10:45 a.m. Vendor Product and Booth Auction (See page 16)
- 11:00 a.m. Convention Closing

# Product Knowledge Expo

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.

**Informative!**

Visit these Displaying Vendors in the Expo Hall . . .

Cargill ♦ Hudson Sprayers ♦ Graham Paint ♦ PC Products ♦ Prince Corp. ♦ LDR Industries ♦ Team Loss Prevention ♦ Alco Manufacturing ♦ GRK Fasteners ♦ eBay ♦ Arch Chemical ♦ Mostenbocker's Lift Off ♦ LaCrosse Technology ♦ Artu-USA ♦ Asset Protection & Recovery ♦ Unique Paving Materials ♦ Quality Business Forms ♦ Sentry Insurance ♦ 3M ♦ Midcentral Sales Promotions ♦ Greenlite ♦ Sunterra ♦ Werner Ladder

**Stress Free!**

Bring Your Employees

Find New Products

Train Your Staff to SELL MORE

"Buy and Try" Specials

Vendor Booth & Product Auction

Product Knowledge Seminars

**Hands-On!**

Breakout Product Knowledge Seminars Featuring . . .

PC Products ♦ Artu-USA ♦ 3M ♦ eBay ♦ Arch Chemical ♦ Hudson Sprayers ♦ Unique Paving Materials

Don't forget to bring your truck, trailer, or van to take home merchandise when our Expo Vendors auction their products and booths on Thursday morning, February 19 (*proceeds benefit Habitat For Humanity in Walworth County*).

**Fun!**

# Breakout Seminars

Wednesday, February 18, 2004

- 9:00 a.m. to 9:45 a.m.**      **Dick Detmer—“Guaranteed Techniques For Increasing Sales”**
- 9:30 a.m. to 10:15 a.m.**      **“Hudson Sprayers—Opportunities in the Mosquito Control Market”**  
*Mosquitoes have gone from being just an annoying summertime pest, to a carrier of the harmful West Nile Virus. With incidents of the disease rising, more and more consumers want protection for themselves and their families. Find out how Hudson propane foggers can give your store an opportunity to provide it.*
- 10:00 a.m. to 10:45 a.m.**      **“eBay—New Channels For Selling Home Improvement Products”**  
*75 million registered users visit eBay to purchase home improvement products. Discover how you can tap into this market and grab your piece of the \$200 million dollar pie.*
- 10:30 a.m. to 11:15 a.m.**      **“Artu-USA—How To Drill Through (Almost) Anything”**  
*Your customer’s don’t want drill bits . . . they want holes. Artu-USA will demonstrate how to make drilling through a wide variety of materials faster and easier, while leaving you the hero in the eyes of your customer.*
- 11:00 a.m. to 11:45 a.m.**      **“3M—New Products for More Profits”**  
*Several new 3M products, each sure to be a hit with shoppers, will be featured. Learn the selling points of a new transparent duct tape, an innovative Sandblaster power tool line, and see the most amazing filter demonstration ever.*
- 11:00 a.m. to 12:00 p.m.**      **Bob Aiken—“Building Sales in Your Plumbing Department”**
- 2:00 p.m. to 2:45 p.m.**      **Dick Detmer—“Taking Your Rental Business to the Next Level”**
- 2:30 p.m. to 3:15 p.m.**      **“Unique Paving Materials—Turn Your Store Into the Asphalt Expert”**  
*Asphalt repair is tricky. Learn how to pick the right materials and the right installation methods for each and every job. Have customers look to your store as the one-stop “expert” for all their asphalt repair projects.*
- 3:00 p.m. to 3:45 p.m.**      **“Arch Chemicals—Growing Sales With Pool and Spa Chemicals”**  
*Pool and spa chemicals are a niche category which opens your business to a new and growing group of customers! Find out how to properly merchandise this line in order to maximize your sales volume . . . and your profits . . . with this unique product category.*
- 3:30 p.m. to 4:15 p.m.**      **“eBay—How to Sell Home Improvement Products on eBay”**  
*75 million registered users visit eBay to purchase home improvement products. Discover how you can tap into this market and grab your piece of the \$200 million dollar pie.*
- 4:00 p.m. to 4:45 p.m.**      **“PC Products—Wood Restoration Made Easy”**  
*Rotted door jam? Weathered window sill? Your customers want you to save them time and aggravation by solving their toughest damaged wood problems. Innovative PC Products shows you how.*
- 4:00 p.m. to 5:00 p.m.**      **Bob Aiken—“Building Sales in Your Electrical Department”**

## Mark Collini . . .

Mark Collini is the owner of four Smith Ace Hardware stores in the Atlanta market. Prior to becoming an independent hardware retailer, Mark worked ten years for The Home Depot and held a variety of management positions.

### “Living With the Big Boxes”

From his unique perspective as a former “big box” manager turned independent dealer, Mark will discuss how to not only live with, but effectively compete against, Lowe’s, The Home Depot, and Menards.



## Dick Detmer . . .

Recognized as a leading retail authority, Dick has more than 25 years of hands-on experience in all aspects of business operations.

### “Guaranteed Techniques For Increasing Sales”

Learn how to grow your retail sales with proven, successful selling techniques. A great opportunity for you and your staff to pick up on these guaranteed methods that your “big-box” competitors aren’t using.

### “Taking Your Rental Business to the Next Level”

Whether your rental department has plateaued or is still in a growth stage, now is the time to implement strategies to boost your rental business. Topics include when to add or delete rental inventory, rental department merchandising ideas, and much, much more.



## Bob Aiken . . .

A veteran retailer with more than 34 years of hardware experience, and a nationally known plumbing and electrical trainer.

### “Building Sales in Your Plumbing Department”

Fun! Interesting! Entertaining! Can this really be about plumbing? Bob will teach you some of the things you need to know to develop a profitable plumbing department, and some of the most common reasons stores often don’t do as much business in plumbing as they should. You can’t help but “flush” out more profit by attending.

### “Building Sales in Your Electrical Department”

Can’t get your electrical department to reach its full potential? Find out how your staff can put a “charge” into electrical sales and add a “shocking” number of dollars to your store’s bottom line with the proper training.

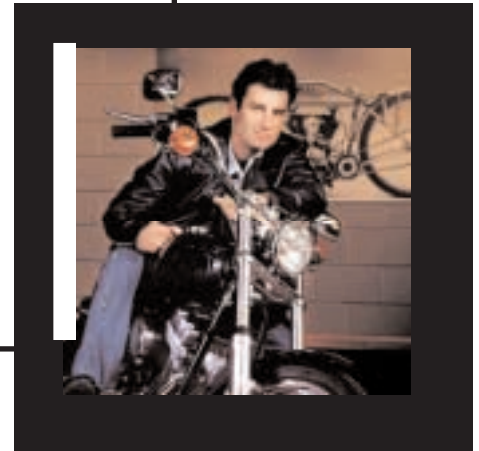


## Ken Schmidt . . .

One of the most popular speakers and communications consultants in America, Ken Schmidt is the former director of communications for Harley-Davidson Motor Company.

### “The Harley-Davidson Story”

A company that was on the brink of bankruptcy in the mid 1980’s, Harley-Davidson has since become a classic American business success story. Ken’s presentation is a fascinating story of building an entirely new corporate culture, of rekindling relationships with customers, and reaching out to new customers in completely untraditional ways.



## Can You Solve the Murder . . .



Join MHA members and vendors alike on Tuesday, February 17, 2004, at 6:00 p.m. at MHA’s very own Murder Mystery Dinner Theater.

Enjoy cocktails and a sit-down dinner, while the elected cast of “**Deadly Dividends**” walk you through a murder that takes place right at the MHA’s 108th Annual Convention and *First-Ever* Product Knowledge Exposition. Everyone in attendance is a possible suspect. The who-dunnit is up to you to figure out.

## Come Sail Away . . .

Step aboard MHA’s Caribbean Cruise Ship on Wednesday, February 18, 2004, beginning at 7:00 p.m. Come dressed in your favorite caribbean attire and ready to mingle with fellow hardware retailers and vendors alike.

Enjoy a buffet fit for a sailor, island entertainment, and casino games at one of MHA’s ports-of-call. You can also ride some choice waves on the robotic surfboard!



# ARTU USA

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ARTU-USA distributes Multi-Purpose Drill Bits, Tungsten Carbide Gritted Hole Saws and Saw Blades all across the United States.

ARTU is happy to introduce its newest product: Quickhammer® SDS Plus Drill Bits. Sizes available range from 5/32" x 6" to 1" x 12".

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ARTU will be happy to do a "Hands-On" demonstration using our products. Members will be amazed that ARTU Multi-Purpose Drill Bits, SDS Drill Bits, and Tungsten Carbide Hole Saws and Saw Blades can handle more than one task at a time. We don't call them "Multi-Purpose" for just any reason. The demo will explain it all.

YOU CAN MAKE HOLES THE HARD WAY OR YOU CAN MAKE THEM THE

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The Industry's Toughest Screws

# Stainless Steel

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Pheinox screws are hardened and come with a lifetime anti-corrosion warranty. Our special composition PHE stainless steels is one of a kind. It is *hardened* and *rust free*.

GRK's patented R4, RSS and Trim screws are available in Pheinox stainless steel. For a project that should last a lifetime, use Pheinox screws from GRK.



W-Cut\*

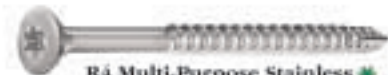
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- NO pre-drilling
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R4 Multi-Purpose Stainless \*



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# Cargill™ Animal Nutrition

## Contact Information:

Greg Martinelli  
4241 N Polaris Pkwy  
Janesville, WI 53546  
608-868-5273  
greg\_martinelli@cargill.com

Cargill® Animal Nutrition can provide your retail outlet with a full line of ACCO® brand animal feed products. From horses to chickens, Cargill® Animal Nutrition has all you need to provide your customers with their animal nutrition solutions.

Cargill® Animal Nutrition offers a wide distribution network throughout Wisconsin and Illinois, making feed delivery or pick-up a snap!

Having feed available for the hobby farmers in your area is a great way to increase store traffic, due to the continual need for these products. Feed can act as a destination item, leading to increased impulse buys along the way.

Stop by our booth at the First Annual Product Knowledge Expo for more information on how feed sales can impact your business!

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**hudson**  
SPRAYERS and DUSTERS



## For 2004. So Easy, Yet So Advanced.

The new Hudson Bugwiser® and Leader® sprayers are designed for a better spraying experience and total customer satisfaction. User-friendly features, value-added benefits and exciting new looks and packaging make these sprayers your best choice! Available in 1, 2 and 3 full gallon sizes.

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The Hudson FOG® propane fogger is a great addition to your line. Terrific performance at a more economical price!

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#800-930-2111

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C/S/Z: **Irvine, CA 92606**

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- PC-7® Heavy Duty Paste Epoxy- The Powerhouse of Repair Products
- PC-11® White Marine Grade Epoxy- Cures: Wet, Dry & Underwater!
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- PC-Plumbing™- NSF® rated safe for drinking water.
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# 3M



# Filtrete™

3M is a \$16 billion diversified technology company with leading positions in consumer and office, display and graphics, electronics and telecommunications, health care, industrial, safety, security and protection services, transportation, and other businesses. Headquartered in St. Paul, Minnesota, the company has operations in more than 60 countries and serves customers in nearly 200 countries. 3M is one of the 30 stocks that make up the Dow Jones Industrial Average and also is a component of the Standard & Poor's 500 Index.

We service hardware dealers through our Construction and Home Improvement Markets Division; providing products such as furnace filters, paint sundries, adhesives, and safety, as well as office supply and home care products.

Please stop by to find out what is new, and to see product demonstrations that can help you ramp up sales for 2004. We will have demos on the new transparent duct tape, a new Sandblaster power tool line, and the most amazing filter demonstration you have ever seen! We are looking forward to your visit!

**\*\* The booth will be auctioned off at the end of the show! \*\***

*Sally Neubauer, 3M Construction & Home Improvement Markets, Sales Representative, 866-628-3121.*

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UPM® Permanent Pavement Repair Material is the asphalt and concrete cold patch that is guaranteed to last as long as the surrounding pavement when properly applied and is available in convenient 50-lb. bags.

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- Outstanding washability
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## Overstabilization

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**Did you know**

that other pool chemical suppliers in the Mass Channel recommend pool care systems that can cause high levels of Cyanuric Acid to form in pool water – a condition known as **Overstabilization?**

**Protect Your Customers  
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When it comes to responsible, effective pool care systems for the Mass Channel, ONLY HTH® offers pool care systems that include Calcium Hypochlorite based chlorinators and shocks – products that will NEVER cause Overstabilization.

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**The Bird's Favorite®**  
Wild Bird Food features No Waste®, Elite, Preferred Mix, Good Friend, Classic Mix, Cardinal Delight, and Gold Finch.



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The **Fast 'N Tuff®** Lawn Mix is excellent for establishing a dense, beautiful turf quickly.

**Low Maintenance** Lawn Mix is exactly what it's named for. Excellent for the homeowner who only wants to cut on weekends.

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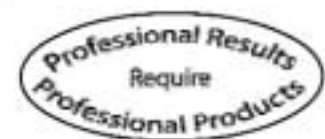
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New bag design for 2004!



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**ANY STAIN... ANY SURFACE... ANYWHERE...™**

**STOCKED IN ALL HARDWARE CO-OPERATIVE WAREHOUSES**

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**The new Werner Performance System™ links product, packaging and merchandising to one system...**

With a new ladder selection system that simplifies buying, Werner is once again revolutionizing the industry. The Werner Performance System™, a color-coded, three-step process, is designed to heighten consumer confidence as well as consumer safety.

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- Drives sales by simplifying the purchase process
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Founded in 1985, we are a multinational company with a small-town philosophy of servicing our customers to the highest level. La Crosse Technology® blends technology and creativity into useful "tools and technology for the home and office".

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## Learn to Use eBay to Help Grow Your Business!

Selling on eBay makes sense. Slow moving, end-of-life, and refurbished products, as well as excess inventory, turn faster when you sell on eBay. Why? By using eBay, you will expose your items to an audience of over 75 million potential customers.

Home improvement is one of eBay's fastest growing categories. You can sell as much or as little product as you want. Whether you are selling tools, outdoor power equipment, building and plumbing supplies, housekeeping items, or even appliances, eBay is an opportunity for you to add an additional sales channel to your existing business. Take advantage of eBay's vast marketplace and connect your business with customers worldwide.

**For more information, please be sure to attend one of our "eBay University" seminars at the 2004 MHA Product Knowledge Exposition in February.**

To learn more about selling home improvement items, visit:  
<http://www.ebay.com/sellhomeimprovement/>

Visit the eBay Learning Center at:  
<http://www.ebay.com/education>



**Contact:** Dan Serpico

eBay Home Improvement ♦ 2145 Hamilton Ave ♦ San Jose, CA 95125 ♦ 408-376-6668 ♦ [dserpico@ebay.com](mailto:dserpico@ebay.com)

**Product Knowledge Seminar**

**Expo Hall Vendor**

**Product & Vendor Booth Auction**

# HABITAT FOR HUMANITY IN WALWORTH COUNTY



**Building homes . . . Building community . . . Helping families help themselves**

***Bring Your Truck, Trailer, or Van!!!***

Be a part of the Vendor Product and Booth Auction on Thursday, February 19, 2004.

This is your chance to take home products and merchandise at BARGAIN PRICES!

All auction proceeds benefit Habitat for Humanity in Walworth County.

We must clear out ALL merchandise on that day!

*(Dealers must be present Thursday to participate.)*



**Habitat for Humanity  
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Email: [lgreen@elknet.net](mailto:lgreen@elknet.net)

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TE#: 8545