

# More than 200 Fastener Professionals Participated in the NFDA/Pac-West 2016 Joint Conference

source: NFDA



The 2016 NFDA/Pac-West Joint Conference was a great opportunity to expand professional relationships and widen business insights, while having fun in a great location. More than 200 people from across North America met in sunny San Diego, March 1-4, at the Loews Coronado Bay Resort.

## Value-Added Selling

Tom Reilly, who literally wrote the book, Value-Added Selling, presented two great sessions at this conference. The first presentation, geared specifically to corporate managers and business owners, showed why value-added selling is a viable go-to market strategy and how to communicate this message effectively to customers. In addition, Reilly showed three ways to change those customer conversations



and guide them down a path of value, not price. The focus for this presentation was how to avoid price resistance and communicate value effectively.

## Crush Price Objections

In Tom Reilly's second conference presentation, he provided a tactical approach to handling price resistance. He showed how to persist when buyers resist and demonstrated six proven methods for framing powerful responses to those price objections so you can hold the line on pricing.

## Attracting and Retaining Millennial Employees in the Fastener Industry

Melissa Patel (Field) and Bryan Wheeler (Star Stainless Screw) presented data from the comprehensive survey conducted by the Young Fastener Professionals association in 2015. They were joined by NFDA president Casey McIlhon (Assembled Products) for an overview of the new mentor program launched by NFDA and YFP: Advancing Individuals through Mentoring (AIM).

## Ignite!

Over lunch, conference attendees enjoyed six short presentations by fellow members.

- Phil Johnson (CMG), Kelly Cole (Hayes Bolt & Supply), and Andy Cohn (Duncan Bolt) shared information about the Fastener Education Foundation.

- Rosa Hearn (Brighton-Best International) talked about her favorite things to do in Mexico City, for those who plan to attend Fastener Fair Mexico this year.

- Bill Derry (Field) had a great presentation on technology for evaluating bolted joints.



•Casey McIlhon (Assembled Products) gave the top ten reasons to attend the NFDA 2016 Annual Meeting in Louisville, Kentucky.

•Russ Doran (Wurth Timberline) reprised his infamous talk about marketing opportunities for a highly commoditized industry.

### How the Intersection of Technology and Manufacturing is Driving Innovation and Creating New Challenges

Today's manufacturers are also technology companies. Transformative technology trends, from 3-D printing to the internet, are changing the way these firms and their customers do business. And, this change is impacting large OEMs and their entire supply chain from design to delivery.

Cybersecurity, intellectual property protection, data privacy, and advancements in cloud computing technology have triggered policy debates in Washington that no longer just impact Silicon Valley. At this session Brian

Raymond from the National Association of Manufacturers (NAM) talked about how the decisions made in Washington are impacting the adoption of technology throughout the manufacturing supply chain.

### Value-Added Technical Services: The Illustrated Fastener

The Fastener Training Institute offered a pre-conference workshop on using computer generated graphics, animations, drawings and models of your fasteners and assembly solutions to distinguish your company and your products from every other fastener supplier. The program was taught by Carmen Vertullo (Carver Consulting).



### Conference Networking and Fun

Pre-conference social events included golf at Riverwalk Golf Club and a whale watching excursion. The conference concluded with a lunch reception at the home of Suzanne Dukes (Hayes Bolt & Supply).

### Save the Date

The next NFDA meeting is the Annual Meeting and Executive Sales Planning Sessions, June 27-28, at The Galt House Hotel, in Louisville, Kentucky.

The next Pac-West meeting is the Fall Conference, September 29-October 1, at the Embassy Suites Downtown, Portland, Oregon.

Both associations will hold another joint conference and tabletop show, March 15-17, 2017 at the Westin Hotel, Long Beach, California.

