

PREPARING for the Comeback

MHIA 2009 Annual Meetings • October 4–8, 2009
Amelia Island, Florida



www.MHIA.org/Fall2009

Creating Opportunity in Adversity and preparing for the comeback

The global economic crisis is having a huge impact on the environment in which your business operates. Despite government intervention to boost spending and restore confidence, many businesses are bracing themselves for what's next.

But in these difficult times lie opportunities — and attending the **MHIA 2009 Annual Meetings** can help you discover them for your business. Opportunities to reshape your business to prepare for the comeback — to position your company as leaner, meaner, better organized with better processes, stronger talent and a greater emphasis on the customer.

Whether your organization is strong and healthy or under stress and facing difficult choices, the MHIA Annual Meetings offer Industry Group activities, educational opportunities and networking specifically designed to assist you in finding strategic and operational solutions that can improve your bottom line and get you ready to take advantage of the recovery when it comes.

In addition, I am pleased to say that the MHIA Board of Governors has streamlined these meetings to provide enhanced content while creating savings that are being passed on to you through reduced meeting fees. As a result, the 2009 Annual Meetings fee for members is \$200 less than the 2008 Annual Meetings fee. The Board is making this investment in appreciation of your support and to encourage your continued participation in the full range of membership and Industry Group activities.

We anticipate strong registration for this meeting, so be sure to register by the September 4 deadline and reserve your hotel accommodations as soon as possible.

Thank you for your continued support.

We look forward to seeing you at the 2009 Annual Meetings.



A handwritten signature in black ink that reads "George Prest". The signature is fluid and cursive.

George Prest
Chairman, MHIA

Attending the MHIA 2009 Annual Meetings offers you:

- Top value in a short period of time via a streamlined schedule.
- Opportunity to influence the directions your industry, your company and your own career will take in the coming years.
- Educational programs focused on relevant issues facing the material handling and logistics industry.
- Opportunity to network with a broad base of valuable contacts.
- Industry Group meetings and activities.



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Keynote Luncheon

your source for enlightenment

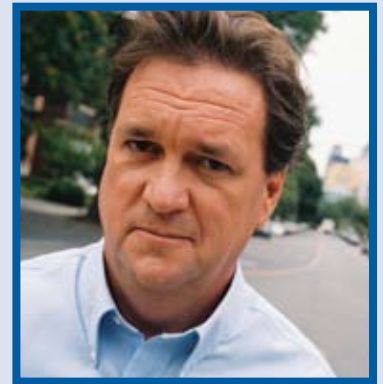
Moving Beyond the Meltdown: Aligning Yourself for Growth Through Innovation

Innovation, creativity, trends and change — that's the focus of internationally recognized futurist **Jim Carroll** — who will help you deal with the challenges of the economic correction through a focus on innovation.

Jim Carroll is one of the world's leading futurists, trends and innovation experts. And it's his inspirational, transformative thinking that will help you discover opportunity in an era of high-velocity change. In his most recent keynotes and leadership sessions, he has been helping his clients meet the challenges of the economic contraction by focusing on innovation, and by aligning their strategy to fast-paced future trends.



Jim Carroll lives five years in the future, and dedicates his time to helping people and organizations understand how they can aggressively adopt tomorrow, today. Jim wakes people up to the trends that will affect them, and challenges them to cope with a world that continues to witness constant, relentless and dramatic change.



Jim Carroll

***Moving Beyond
the Meltdown:
Aligning Yourself
for Growth Through
Innovation***

**Keynote Address
and Luncheon**

Tuesday, October 6, 2009



Networking and Education

your opportunity to build relationships and learn

MHIA 2009 Golf Tournament Play

Sunday, October 4 — 12:00 pm

Designed by golf professional Mark McCumber and Gene Littler, The Golf Club of Amelia Island's course is as beautiful as it is challenging. Carved out of the island's lush and undisturbed beachfront, fairways are framed by live oaks, palm trees and pristine sand dunes while greens offer an extra measure of difficulty with the addition of the cool Atlantic breeze. *The Golf Club of Amelia Island strictly enforces their golf dress code: collared shirts with slacks or Bermuda-length shorts are required for both ladies and gentlemen. No tank tops, t-shirts or denim.*

"The Wine Coach"

Monday, October 5 — 2:00 pm – 4:00 pm

Join Laurie Forster, The Wine Coach,[®] for a seminar that focuses on training you in the art of "blind tasting." Blind tastings are when you taste a series of wines without knowing the identity of the wine. Why taste blind? Wine professionals often use blind tastings as a way to focus solely on the wine without preconceived notions to cloud their observations.

Taste a series of wines... from different origins, different price ranges and different grape varieties, refining your tasting skills along the way. Everyone will be given the chance to guess the identity of their wines, try to pick out the least/most expensive and vote for their favorite wines. Not only will your tasting skills be improved but we will see which teams have mastered the art of blind tasting!

Networking Dinner Buffet

Monday, October 5 — 7:30 pm – 10:00 pm

Come, relax and enjoy a casual dinner buffet. *Resort casual attire.*

MHIA Buffet Dinner

Tuesday, October 6 — 7:30 pm – 10:30 pm

After an exciting and event-filled day, relax and enjoy a casual dinner buffet and get to know your fellow MHIA members. *Resort casual attire.*

Farewell Buffet Breakfast

Thursday, October 8 — 8:00 am – 10:00 am

Say goodbye to your friends and colleagues at this casual breakfast event.

Educational Sessions

1A Monday, October 5 — 1:30 pm – 3:00 pm

(repeats as session 5B)

Building the Business Case for Lean: Bringing Value to You and Your Customers

Speaker: Roger Pearce, Executive, Lean Deployment, LeanCor, LLC

This is a uniquely designed session to educate MHIA members on the benefits of Lean Supply Chain Management. There is a lot of material that focuses on the benefits of implementing Lean in the manufacturing environment, but certainly not enough on the positive impacts of Lean implementation throughout the supply chain. The speaker will create a common definition for Lean Supply Chain Management teaching MHIA members how Lean will create a strategic advantage for their respective companies. In addition, the speaker will provide client experiences and real-world examples.

1B Monday, October 5 — 1:30 pm – 3:00 pm

(repeats as session 6B)

The Great Comeback: Defining Your Post-Recession Plan

Speaker: Jim Tompkins, Tompkins Associates

Research on prior recessions has shown that companies that are too timid or too late to act often fail to maximize their recession strategy and the creation of value. With the depth and global nature of the current Great Recession, the time is now for organizational leadership to step up to this challenge with a bold, proactive, Great Comeback Plan.

Defining a Comeback Plan is part art and part science. Certainly, there are process upgrades that should be pursued strictly from a capacity perspective, others that should be pursued from a ROI perspective,

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Educational Sessions, continued

others from a working capital perspective, and others that should be pursued from a competitive positioning perspective. However, there will also be several process upgrades that are not as clear, but are required to achieve growth and prosperity.

The purpose of defining your Comeback Plan is to determine which process upgrades you should pursue and according to what time schedule. Taking this essential step allows you to not only recover from the recession, but also to grow and prosper.

2A Monday, October 5 — 3:30 pm – 5:00 pm

(repeats as session 5A)

MHIA Industry Leaders Discuss Market Trends

Speaker: Hal Vandiver, Executive Vice President-Business Development, MHIA

Industry leaders will review current market trends for key economic segments and the economic outlook for the material handling and logistics industry for 2009 and 2010.

2B Monday, October 5 — 3:30 pm – 5:00 pm

Supplier & Channel Partner Collaboration 101, Creating Relationships Through Effective Negotiation

Speaker: Lloyd M. Rinehart, Ph.D., The University of Tennessee, Knoxville

This educational session will outline the negotiation process elements that are the foundation for creating relationships between firms in the value system (ex: manufacturers and their suppliers, or manufacturers and their customers), or firms and labor organizations who represent their employees. This session will offer a discussion of how the negotiation process occurs and flows to conclusion. The outcome of the session will provide a foundation for understanding the relationships that evolve from the process. From the integrated knowledge of the negotiation process and the understanding of the relationship characteristics, managers can better understand the complexity of competing in both competitive and relational value system settings.

3A Tuesday, October 6 — 8:00 am – 9:00 am

Measuring Up In A Down Economy: What Really Matters?

Speaker: Karl B. Manrodt, Ph.D.

Based on the recent WERC / DC Velocity metrics study, the presentation will focus on what metrics should matter to organizations. In addition, the presentation will provide some of the findings of the sixth annual study, and how firms can better implement some of the findings in their benchmarking activities.

3B Tuesday, October 6 — 8:00 am – 11:00 am

Great Supply Chains in Great Companies — Lessons from the Best

*Speakers: Glenn A. Girardi, Director, Distribution Projects, Johnson & Johnson Sales and Logistics Company, LLC
Matt Schlosser, Senior Manager, Global Operations Strategy, The Hershey Company*

This session is designed to educate and provide inside perspective for MHIA members on the overall scope of the procurement practices of supply chain leaders Johnson & Johnson and The Hershey Company. The speakers will provide real-world examples of how their companies utilize operational excellence and innovation in implementing world-class, demand-driven supply chains.

4A Tuesday, October 6 — 9:30 am – 11:00 am

Understanding Negotiation Relationship Outcomes, Supplier and Channel Partner Collaboration 202

Speaker: Lloyd M. Rinehart, Ph.D., The University of Tennessee, Knoxville

This educational session will identify relationship issues between firms (manufacturers) and their suppliers or customers that create incorrect perceptions of actions in the market place. An example can be used as a basis for these perceived relationship differences. A manufacturer may perceive that a distributor has “exclusive” obligations for distribution of their branded product in the market place, but in reality, the distributor is representing multiple manufacturers in the market. The “disconnect” between the manufacturer and distributor can lead to relationship conflict over time. From these “ground rules” participants can better understand when they may be collaborating with their suppliers or customers, and when the nature of the environment is transactional and competitive.

5A Tuesday, October 6 — 2:00 pm – 3:30 pm

(repeat of session 2A)

MHIA Industry Leaders Discuss Market Trends

Speaker: Hal Vandiver, Executive Vice President-Business Development, MHIA

5B Tuesday, October 6 — 2:00 pm – 3:30 pm

(repeat of session 1A)

Building the Business Case for Lean: Bringing Value to You and Your Customers

Speaker: Roger Pearce, Executive, Lean Deployment, LeanCor, LLC

6A Tuesday, October 6 — 4:00 pm – 5:30 pm

What are the leading loss drivers for manufacturing and warehousing today? Understanding these facts will help you sell your equipment solutions to the right people.

Speaker: Brian Roberts, Director, CSP, CIE, Risk Control Services, Ergonomics Services, C.N.A. Insurance

As a purveyor of material handling and systems equipment, it is imperative that you understand what motivates your client. Educate yourself on how work place accidents and injuries affect the cost and bottom line profitability of your clients. Understanding who the key contacts are within a company along with the right verbiage and language to use when discussing accident cost could be invaluable when closing your next business transaction.

6B Tuesday, October 6 — 4:00 pm – 5:30 pm

(repeat of session 1B)

The Great Comeback: Defining Your Post-Recession Plan

Speaker: Jim Tompkins, Tompkins Associates



Amelia Island, Florida

your destination for recovery strategy

Southern charm meets Florida's warm ocean waves and white sand beaches

Resting just off the coast of northeast Florida, Amelia Island welcomes you to experience its rich, colorful history and breathtaking natural beauty. With 13 miles of beautiful beaches, abundant native wildlife and pristine waters, this barrier island has long been a beloved destination for visitors and residents alike. In fact, Amelia was recently voted #6 among Top 10 North American Islands by *Conde Nast Traveler's 2008 Reader's Choice Awards*, making it the highest-ranked island destination in Florida for two consecutive years.

Amelia Island is also home to Fernandina Beach, once a vibrant Victorian seaport village, and now a charming downtown district of eclectic shops, attractions and eateries. Florida's great outdoors is never greater than when enjoying kayaking and sunset sails, horseback riding on the beach, or hiking, biking and fishing on Amelia Island. For history buffs, the island's intriguing past is ever-present, whether visiting Florida's only spoken history museum, or roaming the walls of the 1,000-acre historic Fort Clinch.

Truly unique among Florida's many outstanding treasures, Amelia Island is an enchanting showcase of all that makes Florida great. Located merely 20 minutes from Jacksonville International Airport and 15 minutes from Interstate 95, the island offers a convenient location for travelers.

Southern hospitality at its finest is on display at **The Ritz-Carlton, Amelia Island** — the location of the MHIA 2009 Annual Meetings. One of the most popular beach destinations on the East Coast, this barrier island hotel provides your opportunity for recovery.

The Ritz-Carlton, Amelia Island

4750 Amelia Island Parkway

Amelia Island, FL 32034

Tel: (904) 277-1100

MHIA Special Room Rate -
\$199 + tax per room

Reserve Your Room Now!

www.ritzcarlton.com/AmeliaIsland

Group Code: MHIMHIA



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Register Today

Registration

Register for the meetings on-line at www.MHIA.org/Fall2009.

This site has a convenient hyperlink for securing hotel accommodations in the MHIA Room Block.

If you are paying by credit card, you can register by fax. FAX BOTH SIDES of your completed registration form with your credit card information to MHIA at 704-676-1199.

If you are paying by check, complete BOTH SIDES of your registration form, photocopy for your records and mail with your payment to:

MHIA 2009 Annual Meetings
8720 Red Oak Boulevard, Suite 201
Charlotte, NC 28217-3992

Early-Decision Discount

Complete and make payment for your registration by September 4, 2009, and save \$100 off each attendee's registration.

Hotel Information

MHIA has reserved a block of rooms for October 3-7, 2009. The special room rate of \$199 + tax for single- or double-occupancy will be available until the group block is sold out or until September 4, 2009 – whichever comes first.

To avoid disappointment, please reserve your hotel room early. On-line, visit www.ritzcarlton.com/AmeliaIsland and click reservations. Enter your arrival and departure dates and click on the box for "optional information." This creates a drop-down box for you to enter the group code: **MHIMHIA**.

Ask Us

For answers to any registration questions, please contact MHIA Member Services at 800-345-1815 or 704-676-1190.

Questions about Industry Group meetings may be forwarded to the appropriate Industry Group Managing Executive at 704-676-1190.

Dress Guidelines

Resort casual for all events.



Industry Group Managing Executives

AS/RS, AGVS, ISC, SCE:
Gary Forger

CSS:
Tom Carbott

CICMHE, CSS, OFC:
Mike Ogle

CMAA, HMI, MMA:
F. Hal Vandiver

**ECMA, ICWM,
LODEM, RCPA:**
Allan Howie

EASE, LMPS:
Ray Niemeyer

RMI, SMA:
John B. Nofsinger

www.MHIA.org/Fall2009

Register by September 4 and Save!

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800-345-1815 • 704-676-1190

FAX: 704-676-1199

MHIA 2009 Annual Meetings

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EVENTS SCHEDULE



You may also register for the Annual Meetings on-line at:
www.MHIA.org/Fall2009

Send one (1) Events Schedule for each attendee, the completed Registration Form (on reverse side), plus payment to arrive by **September 4, 2009** to receive the **discounted registration rate!** Please keep a copy of **BOTH SIDES** of this completed document for your records.

SUNDAY, OCTOBER 4, 2009

- 9:00 am – 11:00 am MHEFI Board Meeting
- 10:30 am – 11:30 am CICMHE Committee Chair & Executive Committee Meeting
- 12:00 pm – 1:30 pm CICMHE Opening Meeting
- 12:00 pm – 5:00 pm  Golf Tournament
- 1:30 pm – 4:30 pm CICMHE Contents Committee Meeting
- 1:30 pm – 4:30 pm CICMHE Events Committee Meeting
- 5:00 pm – 6:30 pm CICMHE Plenary for CO/EV Meeting

MONDAY, OCTOBER 5, 2009

- 8:00 am – 9:30 am New Member Orientation Breakfast
- 8:00 am – 10:30 am Reusable Container and Pallet Association Membership Meeting (RCPA)
- 8:00 am – 11:00 am CICMHE Industry Services Committee Meeting
- 8:00 am – 11:00 am CICMHE Academic Services Committee Meeting
- 9:00 am – 10:30 am Automated Storage/Retrieval Systems C/VLM Work Group Meeting (AS/RS)
- 11:00 am – 1:00 pm  Opening & Luncheon
- 1:30 pm – 2:30 pm Crane Manufacturers Association of America Strategic Planning Committee Meeting (CMAA)
- 1:30 pm – 3:00 pm* **Education Session 1A*** (repeats in session 5B)
Building the Business Case for Lean: Bringing Value to You and Your Customers
- 1:30 pm – 3:00 pm* **Education Session 1B*** (repeats in session 6B)
The Great Comeback: Defining Your Post-Recession Plan
- 1:30 pm – 3:00 pm Automated Storage/Retrieval Systems F/A Work Group Meeting (AS/RS)
- 2:00 pm – 4:00 pm  “The Wine Coach” – Attendee and Spousal Program
- 2:00 pm – 5:00 pm Hoist Manufacturers Institute Engineering Meeting (HMI)
- 3:00 pm – 6:00 pm CICMHE Plenary for AS/IS & Closing Meeting
- 3:00 pm – 6:00 pm Electrification & Controls Manufacturers Association Membership Meeting (ECMA)
- 3:00 pm – 6:00 pm Lift Manufacturers Membership Meeting (LMPS)
- 3:00 pm – 6:00 pm Storage Equipment Manufacturers Association Engineering & Membership Meeting (SMA)
- 3:30 pm – 5:00 pm* **Education Session 2A*** (repeats in session 5A)
MHIA Industry Leaders Discuss Market Trends
- 3:30 pm – 5:00 pm* **Education Session 2B***
Supplier & Channel Partner Collaboration 101, Creating Relationships Through Effective Negotiation
- 3:30 pm – 7:00 pm Integrated Systems & Controls Council Membership Meeting (ISC)
- 7:30 pm – 10:00 pm  Networking Buffet Dinner

* Education Sessions are free to all registered attendees —
Check one (1) per time slot.

 **ICON INDICATES “PARTNER ENCOURAGED TO ATTEND” AND EVENT OPEN TO ALL REGISTERED ATTENDEES.**

Please print or type

Member Company: _____

Name: _____

Please copy and submit a separate Events Schedule for each attendee.

Please mark the box next to the events you will be attending to allow for adequate seating.

Badges Should Be Worn For All Events.

TUESDAY, OCTOBER 6, 2009

- 7:00 am – 9:00 am  Buffet Breakfast
- 7:30 am – 11:00 am Automated Storage/Retrieval Systems Membership Meeting (AS/RS)
- 8:00 am – 9:00 am* **Education Session 3A***
Measuring Up In A Down Economy: What Really Matters?
- 8:00 am – 11:00 am* **Education Session 3B***
Great Supply Chains in Great Companies — Lessons from the Best
- 8:00 am – 11:00 am Conveyor & Sortation Systems Membership Meeting (CSS)
- 8:00 am – 11:00 am Deck Tech Group Meeting
- 8:00 am – 11:00 am Ergonomic Assist Systems & Equipment Membership Meeting (EASE)
- 8:00 am – 11:00 am Hoist Manufacturers Institute Membership Meeting (HMI)
- 8:00 am – 11:00 am Institute of Caster and Wheel Manufacturers Membership Meeting (ICWM)
- 8:30 am – 5:00 pm Crane Manufacturers Association of America Engineering Meeting (CMAA)
- 9:30 am – 11:00 am* **Education Session 4A***
Understanding Negotiation Relationship Outcomes, Supplier and Channel Partner Collaboration 202
- 11:30 am – 1:30 pm  Luncheon with Keynote
Speaker: Jim Carroll
- 2:00 pm – 3:30 pm* **Education Session 5A*** (repeat of session 2A)
MHIA Industry Leaders Discuss Market Trends
- 2:00 pm – 3:30 pm* **Education Session 5B*** (repeat of session 1A)
Building the Business Case for Lean: Bringing Value to You and Your Customers
- 3:00 pm – 6:00 pm Automatic Guided Vehicle Systems Membership Meeting (AGVS)
- 3:00 pm – 6:00 pm Monorail Manufacturers Association Membership Meeting (MMA)
- 3:00 pm – 6:00 pm Order Fulfillment Council Membership Meeting (OFC)
- 3:00 pm – 6:00 pm Rack Manufacturers Institute Engineering Meeting (RMI)
- 4:00 pm – 5:30 pm* **Education Session 6A***
What are the leading loss drivers for manufacturing and warehousing today? Understanding these facts will help you sell your equipment solutions to the right people.
- 4:00 pm – 5:30 pm* **Education Session 6B*** (repeat of session 1B)
The Great Comeback: Defining Your Post-Recession Plan
- 7:30 pm – 10:30 pm  MHIA Buffet Dinner

WEDNESDAY, OCTOBER 7, 2009

- 6:30 am – 9:00 am  Buffet Breakfast
- 7:30 am – 11:00 am Vertical Reciprocating Conveyor Committee Meeting (VRC)
- 8:00 am – 11:00 am Crane Manufacturers Association of America Membership Meeting (CMAA)
- 8:00 am – 11:00 am Loading Dock Equipment Manufacturers Membership Meeting (LODEM)
- 8:00 am – 11:00 am Rack Manufacturers Institute Membership Meeting (RMI)
- 8:00 am – 11:00 am Supply Chain Execution Systems & Technologies Group Membership Meeting (SCE)
- 11:00 am – 1:30 pm  Closing Ceremonies & Luncheon
- 2:00 pm – 5:00 pm Chairmen's Council & Leadership Roundtable Meetings
- 7:00 pm – 10:30 pm Leadership Recognition Dinner

THURSDAY, OCTOBER 8, 2009

- 8:00 am – 10:00 am  Farewell Buffet Breakfast

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REGISTRATION FORM

You may also register for the Annual Meetings on-line at:
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Send this completed Registration Form, plus one (1) Events Schedule (on reverse side) for each attendee, and payment to arrive by **September 4, 2009** to receive the **discounted registration rate!** Please keep a copy of **BOTH SIDES** of this completed document for your records.

Please print or type

Member Company: _____

Street Address: _____

City: _____ State: _____ Zip/Postal Code: _____

Name for Badge: _____ I'm a first-time attendee

E-mail: _____ Phone: _____

Spouse/Guest Name: _____ I'm a first-time attendee

ADDITIONAL PEOPLE FROM SAME COMPANY:

Name for Badge: _____ I'm a first-time attendee

E-mail: _____ Phone: _____

Spouse/Guest Name: _____ I'm a first-time attendee

Name for Badge: _____ I'm a first-time attendee

E-mail: _____ Phone: _____

Spouse/Guest Name: _____ I'm a first-time attendee

REGISTRATION FEES:

MHIA 2009 Annual Meetings (October 4-8, 2009), \$695 per person: # _____ X \$695 = \$ _____

Additional person from same company, \$595 per person: # _____ X \$595 = \$ _____

Spouse / Partner, \$395 per person: # _____ X \$395 = \$ _____

Invited Guest, \$395 per person: # _____ X \$395 = \$ _____

Take \$100 discount per person if registering and paying on or before September 4, 2009: # _____ X \$100 = \$ _____

Golf (Sunday, October 4, 2009), \$150 per person: # _____ X \$150 = \$ _____

One (1) accompanied first time attendee:* # **1** X \$0 = \$ **0**

* One (1) employee of a Member Company in good standing who is attending either an Annual or Spring MHIA Meeting for the first time may attend at no charge, if accompanied by a registered Member.

Total Due \$ _____

METHOD OF PAYMENT:

Check enclosed (make payable to Material Handling Industry of America).

MasterCard Visa AmEx Card Number: _____ Exp. Date: _____

Card Holder Signature: _____

MAIL TO:

MHIA 2009 Annual Meetings
8720 Red Oak Boulevard – Suite 201
Charlotte, NC 28217-3992

OR FAX BOTH SIDES WITH CREDIT CARD PAYMENT TO:

704-676-1199
Material Handling Industry of America
Attention: MHIA 2009 Annual Meetings

REGISTRATION POLICIES:

Only individuals registered and badged may attend meeting events.

Payment must be received in advance.

CANCELLATION POLICY:

Cancellations received on or before September 4, 2009 entitle the registrant to a full refund.

Cancellations received between September 4 – 24, 2009 will be charged an administrative fee of \$50.

There will be no registration refunds for cancellations received after September 24, 2009.

Badges Should Be Worn For All Events.