

# powerful

momentum

growth  
exploration  
marketing  
plan



growth  
profit  
creativity

potential

focus  
action

strategy

opposition

fierce  
determination

restoring

options

drive

capability

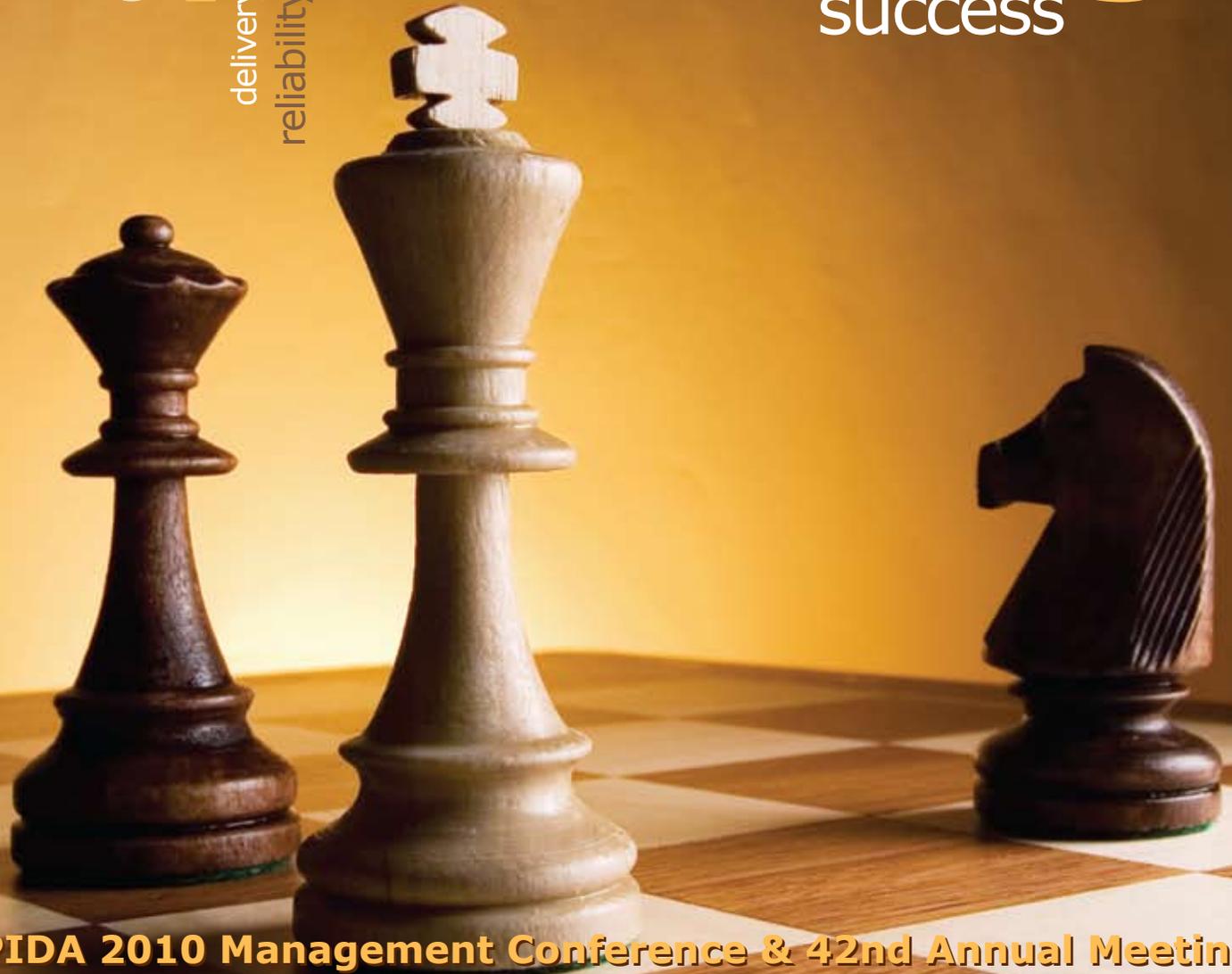
competitive

strength

# positioning

success

delivery  
reliability



**PIDA 2010 Management Conference & 42nd Annual Meeting**

January 26-29, 2010    Miramonte Resort & Spa    Indian Wells, California

# powerful positioning

The “Great Recession” has left many business leaders feeling **unsure** about the **future**. Will the economy rebound quickly or remain weakened for months or years to come? Will consumers’ **confidence** — and their willingness to spend — return anytime soon to pre-recession levels?

PIDA members are locked in a **high-level** chess match with competitors. Some will advance cautiously, hoping not to lose. Others will seize the opportunity to gain market share and find new avenues for growth. Powerful Positioning requires a **strategic vision** for the future and the courage to move decisively.

The 2010 PIDA Management Conference is designed for those business leaders who seek to embrace **Powerful Positioning**. **Peter Sheahan** will show you how to “*Flip*” your thinking and develop a future-focused strategy for finding opportunities in a down market through courageous **leadership, innovation** and **change**. **David Nour** will focus on a proactive approach to building and nurturing relationships, providing improved speed, results and experience in turning everyday interactions into customer, revenue, alliance partnership, employee and shareholder **value**. **Executive Conferences** will give you the opportunity to engage in critical dialog with your key trading partners.

Join your pet industry colleagues at the beautiful Miramonte Resort & Spa this January for a **power-packed** conference that will hone your leadership skills and broaden your networking **reach**.



# schedule of **events**

## Tuesday, January 26

8 am - 12 pm  
PIDA Board of Directors  
Meeting

2 pm - 5 pm  
Registration

6 pm - 9 pm  
Welcome Reception

## Wednesday, January 27

7:30 am - 12 pm  
Registration

7:30 am - 8:30 am  
Buffet Breakfast

8:30 am - 10:15 am  
Opening Remarks &  
Keynote Presentation  
*Peter Sheahan, Flip, How to  
Find and Exploit Opportunities  
in an Upside-down World*

10:30 am - 12 pm  
Featured Presentation  
*David Nour, Relationship  
Economics*

1 pm - 3 pm  
Bonus Session  
*David Nour, Social Networking  
Best Practices*

1 pm - 4 pm  
San Andreas Fault/Desert Jeep  
Tour (*additional fee*)

1 pm - 5 pm  
Celebrity Home Tour  
(*additional fee*)

7 pm - 10 pm  
*Blast from the Past* Theme  
Party

## Thursday, January 28

7:30 am - 12 pm  
Information Desk

7:30 am - 8:30 am  
Breakfast Buffet

7:30 am - 8:30 am  
PIDA Annual Meeting & Election  
*Distributor, Pet Wholesaler and  
Pet Food Wholesaler Members  
only*

8:30 am - 11:30 pm  
Executive Conferences Day 1

12:30 pm - 5 pm  
PIDA Scramble Golf Tournament  
(*additional fee*)

1 pm - 5 pm  
Hiking in Indian Canyons  
(*additional fee*)

Open Evening

## Friday, January 29

7 am - 9 am  
Buffet Breakfast

7:30 am - 12 pm  
Executive Conferences Day 2

12 pm - 1 pm  
Buffet Lunch

1 pm - 3 pm  
Executive Conferences  
(continued)

6:30 pm - 7:30 pm  
Chairman's Reception

7:30 pm - 10 pm  
Awards Dinner

## Saturday, January 30

Departures

## performance benchmarking awards

A highlight of every PIDA Management Conference is the presentation of the annual Performance Benchmarking Awards. Distributors and manufacturers who score the highest in each performance category are recognized during the Awards Banquet. The highest rated companies are named Distributor and Supplier of the Year.



2009 Distributor of the Year,  
Super Dog Pet Food Co.



2009 Distributor of the Year  
Runner-Up, Lone Star Pet Supply.

# speakers and business sessions



Peter Sheahan

## **FI!p: How to Find and Exploit Opportunities in an Upside-down World** **Peter Sheahan**

*FI!p* is your inspiring, future-focused strategy for finding opportunities in a down market through courageous leadership, innovation and change. To remain competitive, organizations not only need to shift the mindsets of their current leaders, but must also develop a deep understanding of the changing expectations of both customers and talent. Emphasizing the need for mindset flexibility, *FI!p* will reveal the changing nature of

leadership; the evolution of business models; and deliver literally dozens of examples and strategies for finding opportunity and making money in tough economic times.

*FI!p* is a philosophy not just for reacting to changing markets, but for being the force of change in your market.

Peter Sheahan has spent a decade teaching leaders how to flip their thinking and find opportunity where others cannot. Having worked with clients which include Newscorp, Google, Hilton Hotels, Glaxo-SmithKline, Harley Davidson, Cisco and Goldman Sachs, Peter has come to believe that the real money gets "made in the cracks", and that the opportunity for mind-blowing success is all around us.

Seen as a global thought leader, Peter's

insights into business trends and the changing needs of customers and staff make him a regular presenter on Fox Business, as well as appearing on ABC and the BBC. In 2008 Peter was a featured expert in a five-part global series on Innovation on CNBC, and he has been written up in *The Washington Post* and *Fast Company* magazine.



David Nour

## **Relationship Economics** **David Nour**

Your personal and professional success depends on the diversity and quality of your relationships with others. Yet most of us don't

spend enough time building and nurturing the key relationships we need to achieve success.

David Nour is a social networking strategist and one of the foremost experts on the quantifiable value of business relationships. He is managing partner of The Nour Group, Inc. and author of *Relationship Economics*. His keynote presentation will focus on a proactive approach to building and nurturing relationships, providing improved speed, results and experience in turning everyday interactions into customer, revenue, alliance partnership, employee and shareholder value. The results from implementing these methodologies will provide you with changed behavioral skills in seeking contacts aggressive-

## executive conferences

For years, PIDA's Executive Conference program has been one of the association's most valuable member benefits. These concentrated, no-nonsense, one-on-one sessions are so important that they were expanded last year to a total of nine and a half hours over two days. Again this year, each distributor will have a private, draped booth in which to host their conferences.

Each 15 minute conference demands planning and preparation by both parties. Successful Executive Conferences:

- **Are scheduled early.** Manufacturers should begin calling distributors six to eight weeks prior to the Management Conference to schedule appointments. Many distributors will be completely booked by the time of the Conference.

- **Have an agenda.** These are not social calls; be prepared to talk about specific aspects of your business relationship.
- **Are not product driven.** These are top-to-top sessions between business owners and key managers. Discuss the prior year's sales growth, strategic sales and marketing goals and the results of your Performance Benchmarking report card, but leave your samples at home.

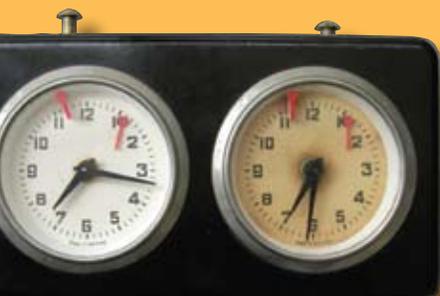
An Executive Conference Appointment Scheduler will be sent to all Management Conference registrants and will be posted on the PIDA website. Register early so that you can begin scheduling your Executive Conferences as soon as possible.

ly, finding ways to help others, and capitalizing on diverse relationships.

### **Bonus Session! Social Networking Best Practices**

**David Nour**

Mr. Nour will follow up his keynote presentation with a highly interactive workshop. Critique your online presence, review templates of best practices, and discuss how to leverage your marketing via applications such as FaceBook, LinkedIn, Twitter, Digg, Slideshare and others. Discuss and review tools for you to build your own private social network via Ning and introNetworks. David will answer your questions on how to identify the best social networking tools to improve your business marketing.



Register early so that you can begin scheduling your Executive Conferences as soon as possible.



## Miramonte Resort & Spa

Join PIDA at one of Southern California's most luxurious resorts, Miramonte Resort & Spa. Located in the heart of the Palm Springs Valley in beautiful Indian Wells, the resort boasts luxurious hotel accommodations in a setting inspired by a Mediterranean village. The awe-inspiring views of the Santa Rosa Mountains serve as an impressive backdrop.

Newly-designed guestroom retreats, suites and villas are nestled among acres of olive trees, fragrant citrus groves and flower gardens. The Well Spa, named in the "Top 10 Resort Spas in North America & Caribbean" by Conde Nast Traveler, is the perfect place to relax.

Activities are endless, starting with golf at the Indian Wells Golf Resort's two 18-hole championship courses. Hot air ballooning, desert jeep tours, shopping and entertainment are only moments away.

### **Reservations**

PIDA has negotiated a special convention rate of \$249 per night, single or double occupancy, plus an \$18 per room/day resort service fee. (This fee includes high speed wireless Internet access in hotel guestrooms, valet parking,

local and 800 telephone calls, daily newspaper, in-room coffee, admission to the fitness center, and shoe shine service.) These rates will be offered three days prior and three days following the meeting dates, based on availability.

For reservations, call the Miramonte Resort & Spa at 800-237-2926. Please indicate that you are a member of the Pet Industry Distributors Association to receive the convention rate. Reservations must be made by the cut-off date of **December 24, 2009**. Reservation requests received after the cut-off date will be based on availability at the Resort's prevailing rates. Or book online at [www.miramontereresort.com](http://www.miramontereresort.com), click "make a reservation" and enter the group code PET1MR.

### **Getting There**

The Miramonte Resort is just a 30-minute drive from Palm Springs International Airport and within a two-hour drive of Los Angeles and San Diego. Ontario International Airport is 70 miles away. Ground transportation options include rental cars from all major providers, sedan services and taxi/shuttle service.



# activities

## Desert Jeep Tour of the Metate Canyon and San Andreas Fault

Wednesday, January 27

1 pm - 4 pm • \$130 Per Person

Experience the *real* desert on a three-hour jeep tour of the Metate Canyon and San Andreas Fault, often referred to as the most tortured landscape on Earth. Along the way, you'll pass through some of the richest agricultural areas in the world and hear about the unique crops that grow here. See the beauty of a natural palm oasis, narrow, steep-walled canyons and pools filled with water bubbling up from the San Andreas Fault. Learn how the Indians lived, hunted and used desert plants for food, clothing, construction, weapons, and medicine.

Fee includes admission and land fees and all applicable gratuities. Refreshments and snacks available during excursion.



## Lifestyles Of The Rich & Famous Celebrity Home Tour

Wednesday, January 27

1 pm - 5 pm • \$93 Per Person

Coined the "playground of the stars" since the early days of Hollywood, Palm Springs boasts the luxurious homes of legends like Bob Hope, Marilyn Monroe, Sonny Bono, Frank Sinatra, Cary Grant and Liberace. Today, Palm Springs remains a haven for well-known celebs like Goldie Hawn & Kurt Russell, Mary Hart, Pete Sampras, and Jerry Weintraub.

We'll take a look at one of Palm Springs' most celebrated homes The *Honeymoon Hideaway* of Elvis & Priscilla Presley. This estate has been lovingly restored to its original 1960s splendor. At one time, this home was the center of Palm Springs social activities and features Art-Deco design and furnishings throughout as well as extensive memorabilia, photos, and documentation from Elvis & Priscilla's happy days at the *Honeymoon Hideaway*.

Fee includes transportation, exclusive narrated tour and access to the Estate, bottled water and applicable gratuities.

## Hiking In The Indian Canyons

Thursday, January 28

1 pm - 5 pm • \$110 Per Person

Experienced hiking guides will lead you through the scenic trails in the Canyons of the Agua Cali-

ente Indian Reservation. The Canyon's breathtaking wilderness is a combination of rocky gorges, rough, barren desert and groves of stately palm trees. Your guides will share stories of Indian life and interesting facts about the desert during this 2.5 hour hiking tour. You'll also have time to shop at the Trading Post for authentic Indian wares from many Southwestern tribes.

Fee includes transportation, narrated sightseeing tour, admission to Indian Canyons, bottled water and all applicable gratuities.

## PIDA Annual Golf Tournament

Thursday, January 28

12:30 pm - 5 pm • \$225 Per Person

Indian Wells Golf Resort is Southern California's premier golf destination, holding the distinction of the only 36-hole public golf facility on *Golfweek's* Top 20 "Best Courses You Can Play" in California. John Fought's Players Course — site of the PIDA Scramble Golf Tournament — opened to great acclaim in November of 2007. The course features dynamic bunkering and generous fairway corridors — a fascinating combination to challenge all types of players.

The PIDA Golf Tournament's scramble format puts the emphasis on fun as foursomes compete for team prizes and individual skill events. Your tournament fee includes green fee and cart, box lunch and hosted beverage cart.

Golfers can book individual tee times on the Players Course or Clive Clark's Celebrity Course — the site of the 25th Anniversary LG Skins Game in 2007 and 2008. For tee times call 800-505-8530 or book online at [www.indianwellsgolfresort.com](http://www.indianwellsgolfresort.com).





# affiliate registration

**PIDA 2010 Management Conference & 42nd Annual Meeting**

January 26-29, 2010 Miramonte Resort & Spa Indian Wells, Calif.

**PLEASE TYPE OR PRINT information as you want it to appear on your badge.** Please photocopy form for additional registrants. Payment **must** accompany this form!

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Person to contact in case of emergency during meeting (Name) \_\_\_\_\_

Phone \_\_\_\_\_ Relation to Attendee \_\_\_\_\_

Full name	nickname for badge	title	golf handicap	1st conference?	
1st Rep. _____	_____	_____	_____	yes	no
Spouse 1 _____	_____	_____	_____	yes	no
2nd Rep. _____	_____	_____	_____	yes	no
Spouse 2 _____	_____	_____	_____	yes	no

Event	Cost	1st Rep.	Spouse 1	2nd Rep.	Spouse 2
Attendee Registration (no fee for spouse/guest)	\$995	\$		\$	
Late Fee (If after Jan. 8, 2010)	\$50	\$		\$	
Desert Jeep Tour	\$130	\$	\$	\$	\$
Lifestyles of the Rich and Famous Tour	\$93	\$	\$	\$	\$
Hiking in the Indian Canyons	\$110	\$	\$	\$	\$
PIDA Golf Tournament	\$225		\$		\$
Fees Due for Each Attendee		\$	\$	\$	\$
<b>TOTAL AMOUNT DUE:</b>	<b>\$</b>				

**Register early and save \$50**

**Payment:**  Check (payable to PIDA)  VISA  MasterCard  American Express

Card # \_\_\_\_\_ Cardholder Name \_\_\_\_\_

Cardholder Address (if different from above) \_\_\_\_\_

Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

**EARLY REGISTRATION: JANUARY 8, 2010**

**ALL REGISTRATIONS RECEIVED AFTER JANUARY 8, 2010 WILL BE CHARGED AN EXTRA \$50 PER REGISTRANT.**

**Registration Fees:** The registration fee covers all business sessions, conference materials and scheduled meal functions.

**Cancellation Policy:** All cancellations must be in writing. No refunds will be made after January 15, 2010. Cancellation prior to January 15 will be charged a \$75 administrative fee.

 **Important:** If you have a disability or dietary need and require special accommodation in order to fully participate in this event, please check the box on the left. Attach a written description of needs. We can only provide access if we have prior knowledge.

**Register online at [www.pida.org](http://www.pida.org)**

**or return this form with payment to PIDA at:**  
2105 Laurel Bush Rd., Suite 200, Bel Air, MD 21015  
Phone: 443-640-1060 Fax: 443-640-1031

