powerful

positioning

strategy
determination
options
capability
rest ring
focus action
potential
growth
drive
creativity
fierce
reliability
success
profit
momentum
growth
marketing
plan
exploration
strength
competitive

PIDA 2010 Management Conference & 42nd Annual Meeting
January 26-29, 2010     Miramonte Resort & Spa     Indian Wells, California
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.

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

2009 Distributor of the Year Runner-Up, Lone Star Pet Supply.
**FLIP: How to Find and Exploit Opportunities in an Upside-down World**

**Peter Sheahan**

*FLIP* 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, *FLIP* 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. *FLIP* 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, GlaxoSmithKline, 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.

**Relationship Economics**

**David Nour**

Your personal and professional success depends on the diversity and quality of the 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-

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**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:

- **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.
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.miramonteresort.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 Caliente 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.


Don’t miss this event!
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. ___________________________ Spouse 1 ___________________________ 1st conference?

yes no

2nd Rep. ___________________________ Spouse 2 ___________________________ yes no

Suppli 1 yes no

Suppli 2 yes no

Event 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 TOTAL AMOUNT DUE: $ $ $ $ 

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.

Register early and save $50

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

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