



# EQUIPMENT SERVICE ASSOCIATION

## 2017 Annual Spring Convention: Program Details

May 15-18, 2017 | New Orleans, LA

### MONDAY, MAY 15, 2017

3:00pm - 6:00pm Board of Directors Meeting and Scholarship Foundation Meeting

### TUESDAY, MAY 16, 2017: ANNUAL CONVENTION

7:30am - 9:00am Breakfast On Your Own

9:00am - 10:00am Group Welcome

10:00am - 10:15am Group Photo

10:15am - 11:00am Active and Supporting Member Meetings

11:00am - 12:00pm General Session

12:00pm - 1:30pm Lunch On Your Own

1:30pm - 3:00pm Seminar: "Moving Forward...What it Takes To Be Number One" presented by Tom Hudgin, President - Wilmington Quality Associates

3:00pm - 3:15pm Break

3:15pm - 5:00pm Presentation: Ohio Tool

6:00pm - 8:00pm Mississippi River Dinner Jazz Cruise (OPTIONAL)

### WEDNESDAY, MAY 17, 2017: ANNUAL CONVENTION

7:30am - 8:00am Breakfast On Your Own

8:00am - 8:30am Opening Remarks

8:30am - 10:00am Seminar: "Achieving High Performance Levels With the Millennial Generation" presented by Tom Hudgin, President - Wilmington Quality Associates

10:00am - 10:15am Break

10:15am - 12:00pm Presentation: Aggressive Hydraulics

12:00pm - 1:30pm Lunch

1:30pm - 3:00pm Presentation

3:00pm - 3:15pm Break

3:15pm - 4:15pm Roundtable Discussions

4:15pm - 5:00pm General Session and Closing Remarks

6:00pm - 10:00pm Annual Banquet and Silent Auction

**THURSDAY, MAY 18, 2017: SHOP/PLANT TOURS**

9:00am - 4:00pm

Shop/Plant Tours

**MARDI GRAS WORLD TOUR**

Learn Mardi Gras history and culture, watch artists and sculptors create majestic floats, and take home a Mardi Gras experience you'll never forget.

**NATIONAL WORLD WAR II MUSEUM**

The National WWII Museum is a remarkable must-see attraction in New Orleans, Louisiana that illuminates the American experience during WWII. Ranked the #1 Attraction in New Orleans on Trip Advisor and recipient three years in a row of the Travelers' Choice Award, the Museum brings history to life with moving personal stories and powerful interactive displays.

**ABOUT THE SEMINAR'S****SEMINAR: "MOVING FORWARD...WHAT IT TAKES TO BE NUMBER ONE"**

**Presented by: Tom Hudgin, President - Wilmington Quality Associates**



It starts with effective leadership skills. In today's challenging economy and diverse workforce, implementing superior, competitive leadership skills is critical to your success. Visionary, global and long range thinking play major roles in your beating the competition. Where most organizations have the same equipment, same strategies, same sales channels and competitive products and services, you have to be extraordinarily different and superior in your ability to organize new business paths, find new customers, communicate, encourage, influence, and energize your workforce. You also have to be able to create and maintain loyal customer relationships through superior service. Finally, you must have the extraordinary

ability to develop a self-motivating work environment. This presentation shows you a proven formula that works. Topics include the critical characteristics that drive a successful competitive leader, effective ways to compete with your products and services and how to create new ones, ways to establish the right customer image, ways to improve customer retention, how to define your business, how to face the challenges that lie ahead and ways to stay focused on that all important vision.

**SEMINAR: "ACHIEVING HIGH PERFORMANCE LEVELS WITH THE MILLENNIAL GENERATION"**

**Presented by: Tom Hudgin, President - Wilmington Quality Associates**

Millennial employees (age 18-35) comprise nearly fifty percent of our workforce today, and their numbers are growing. Most are educated, energetic, culturally diverse, creative and technically savvy... but they also tend to be job-hoppers due to boredom and expect a reward for just showing up. The challenge is to hire the right people and keep them motivated, engaged and to earn their trust. They are hungry to fit in with the company's vision, the big picture, and to make a tangible difference in the company's growth. Frequent feedback, encouragement, work flexibility, professional development opportunities and the chance to communicate directly with the customers are important goals for the millennial generation. Learn their thought processes and priorities so that you can capitalize on their special talents and work ethics in order for them to achieve a high level company performance and to make a significant difference toward your company's short and long term success.

## OPTIONAL TOUR: MISSISSIPPI RIVER DINNER JAZZ CRUISE



Step back into the glamour and romance of the riverboat era with a cruise aboard the Paddlewheeler Creole Queen! Experience the lively sounds of the amazing Sullivan Dabner, Jr. and the Muzik Jazz Band while enjoying a lavish Creole Buffet in our elegantly appointed dining rooms. After dinner, and maybe a little dancing, enjoy a classic New Orleans cocktail and sweet Mississippi River breezes on our promenade deck as the city skyline slips by under a canopy of stars. This dinner cruise is pure New Orleans.