YOUR INDUSTRY CONNECTION

MHEDA

Material Handling Equipment Distributors Association

AUTOMATION SOLUTIONS CONFERENCE

HOW TO PREPARE YOUR BUSINESS TO PROVIDE AUTOMATION SOLUTIONS FOR YOUR CUSTOMERS

OCTOBER 3, 2019 EMBASSY SUITES O'HARE - ROSEMONT, IL

REGISTER ONLINE AT WWW.MHEDA.ORG/ASC

AUTOMATION SOLUTIONS CONFERENCE

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Is your business prepared to support its customers with Automation Solutions? Do you have the necessary skill set and in-house expertise to provide Automation Solutions? This program is designed to share the experiences and lessons learned from fellow MHEDA Member companies that have transitioned from providing equipment sales to providing Automation Solutions to their clients.

WHO SHOULD ATTEND?

- Organizations just beginning their journey into Automation Solutions;
- Organizations entertaining the idea of implementing Automation Solutions as part of their Strategic Plan;
- Organizations who want to learn from the experiences of their industry peers.
- Dealer Principals, Executive Management, Sales Management, Project Managers and Engineers can all benefit from this program.

WHAT WILL YOU LEARN?

- Hear from industry leaders about automation technologies;
- Learn how they transitioned their companies;
- Gain insight on lessons they learned in transforming their businesses.
- You will also have the opportunity to network and share ideas and experiences during roundtable discussions.

WHERE IS THE CONFERENCE LOCATION?

EMBASSY SUITES O'HARE

5500 N. River Road
Rosemont, IL 60018
Call (800) 315-1061 by September 1st and mention MHEDA to receive the discounted rate of $179.

The Embassy Suites O'Hare Hotel is located less than two miles from O'Hare International Airport. Their newly renovated accommodations meet the needs of both business and leisure travelers. Enjoy a two-room suite, an indoor pool, fitness and business Centers, an on-site restaurant, free airport shuttle and more. Wireless high speed internet access is also available in all guest rooms. For more details, visit www.oharerosemont.embassysuites.com.

HOW DO YOU REGISTER?

Register online at www.mheda.org/ASC or complete the attached reg form.

AUTOMATION SOLUTIONS CONFERE

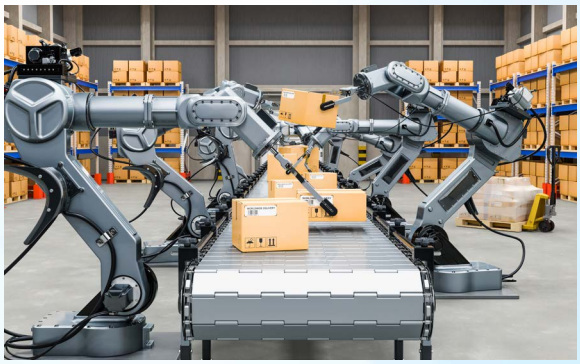
8:00 A.M.
Welcome

8:15 A.M. – 9:00 A.M.
WHAT ARE THE AUTOMATION TECHNOLOGIES?
Let's talk Automation! This session will focus on entry point products commonly used to move warehouses from static to dynamic facilities. *Presented by Troy Carter, Senior Account Executive, Daifuku Wynright*

- Discuss types of products, what do they do, and why you should know about them.
- Uncover products that will allow your business to offer proven automation products to your customer for more efficiency, better order accuracy, and increased control of their warehouses.

9:15 A.M. – 10:00 A.M.
HOW DO YOU SELECT SUPPLIER PARTNERS IN AUTOMATION?
This session will focus on why it is important to have supplier partners that line up with your business culture, strategy and values. *Presented by Scott Hennie, President, MH Engineered Solutions*

- Learn best practices to select supplier partners in the Automation arena.
- Discuss why it is important that your partners align with your business strategy, core competencies, and client expectations.



10:15 A.M. – 11:00 A.M.
ROUNDTABLE DISCUSSIONS

11:00 A.M. – 11:45 A.M.
HOW DO YOU ADD SYSTEMS, AUTOMATION, AND ROBOTIC SOLUTIONS TO YOUR COMPANY'S OFFERINGS?
Learn about the transition that RMH Systems went through over the past 25+ years to become the systems house that they are today. *Presented by Todd Maxwell, COO, RMH Systems, Inc.*

- Review the process that management uses to scrutinize key strategic decisions.
- Learn how customers play a key role in the transition.
- Discuss when you use sub-contractors and when do you bring the services in-house.

11:45 A.M. – 12:45 P.M.
Lunch

12:45 P.M. – 1:30 P.M.
ROUNDTABLE DISCUSSIONS

1:30 P.M. – 2:15 P.M.
HOW DO YOU TRANSITION YOUR SALESPEOPLE FROM SELLING EQUIPMENT TO SELLING AUTOMATED SOLUTIONS?
This session will provide the highlights in transitioning from a hardware supplier to Systems Integrator. *Presented by Chuck Frank, President, AHS, LLC.*

- Discuss understanding the customer's needs and staying in touch with current trends.
- Review hardware vs. software solutions.
- Learn the phased in approach.

NCE SCHEDULE

2:30 P.M. – 3:15 P.M.

ROUNDTABLE DISCUSSIONS

3:15 P.M. – 4:00 P.M.

MEMBER PANEL

Hear lessons learned from fellow MHEDA Member companies that have transitioned from providing equipment sales to providing Automation Solutions to their clients. *Member Panel will feature all four conference speakers and special guest panelist Michael B. Romano, President and CEO of Toyota Advanced Logistics North America and CEO of its subsidiary, Bastian Solutions.*

4:00 P.M. – 4:30 P.M.

Closing Remarks

5:30 P.M. – 7:00 P.M.

NETWORKING DINNER AT GIBSONS STEAKHOUSE (OPTIONAL)

Enhance your Conference experience with a first-class dinner at the famous Gibsons Steakhouse. Enjoy mouthwatering steaks, huge portions and memorable desserts all in a classy environment, designed for your peer-to-peer networking. You do not want to miss this event! Note, registration is $109 per person. Includes full steak dinner, beer, wine, tax and gratuity.

ROUNDTABLE DISCUSSIONS

We will hold three roundtable discussion sessions during the conference. This will give you the opportunity to discuss what you have learned and share your own knowledge, opinions and experience with your industry peers. The addition of roundtables will make your conference experience interactive and engaging.

LEARN FROM YOUR PEERS: MHEDA MEMBER PRESENTERS

TROY CARTER is a Senior Account Executive for Daifuku Wynright and a warehouse automation professional. Accruing nearly 20 years in the industry he has seen the birth, death, and rebirth of ecommerce along with the transformation from store supporting warehouses into today's blend of direct to consumer and brick and mortar supporting facilities along with the inrush of automated equipment and the demand for data in warehousing today. Troy is currently serving on the MHEDA Board of Directors.

CHUCK FRANK is the President of AHS, LLC a Gregory Poole Affiliate and was the 2011 President of MHEDA. Chuck has worked in Material Handling for over 28 years. He started his career with OKI Systems in the service and installation department. In 1985, OKI Systems expanded its Engineered Systems division with Chuck going to work for Advanced Handling Systems, Inc. Chuck has worked as a Project Manager, in a Customer Facings role, Vice President, President/CEO and owner of AHS, Inc. In Chuck's current role, he focuses on customer relations and strategic growth initiatives.

SCOTT HENNIE is the President of MH Engineered Solutions, an MH Logistics Company, and was the 2014 President of MHEDA. Scott has worked in the Material Handling Engineered Systems business for over 30 years. During his tenure, in addition to his current position, Hennie has performed in roles that include Project Engineering, Project Management, Sales, Sales Management and General Management. Hennie has started and grown Engineered Systems businesses for three organizations, including Elite Supply Chain Solutions in 2013 which he was the sole proprietor. Hennie is the conference facilitator.

TODD MAXWELL is the COO of RMH Systems, Inc. based out of Des Moines, Iowa. Todd has been with RMH Systems for the past 5 years. Todd was instrumental in launching RMH into robotic solutions, establishing RMH Systems as a FANUC Authorized Systems Integrator, and starting a new robotics division this past year. As the COO, Todd is responsible for managing 90+ employees in the departments of Sales, Inside Sales, Engineering, Robotics, and Service. Todd is currently serving on the MHEDA Board of Directors.

MICHAEL B. ROMANO is currently the President and CEO of Toyota Advanced Logistics North America as well as serving as CEO of its subsidiary, Bastian Solutions. Headquartered in Indianapolis, TALNA/Bastian's mission is to become the number one automated material handling solution company in North America. Romano was previously President/CEO of Associated, a Raymond distributor providing integrated supply chain solutions. During Romano's tenure, revenues grew from $80 million to $250 million and market share from 18% to 23%. Romano has served on the MHEDA Board of Directors and as its President in 2002.

REGISTRATION FORM

AUTOMATION SOLUTIONS CONFERENCE

OCTOBER 3, 2019

EMBASSY SUITES O'HARE

Complete this registration form and return to MHEDA by fax at 847-362-6989 or register online at www.mheda.org/ASC

Registrant #1 _____

Title _____

Email _____

Is your current level of providing automation solutions:
___ None ____ Dabble ____ Sometimes _____ We're All In

Registering for the Gibsons Dinner? ❒ Yes ❒ No

Registrant #2 _____

Title _____

Email _____

Is your current level of providing automation solutions:
___ None ____ Dabble ____ Sometimes _____ We're All In

Registering for the Gibsons Dinner? ❒ Yes ❒ No

Company _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

Our company is a:

❒ Distributor ❒ Manufacturer ❒ Other

PAYMENT INFORMATION

❒ Check Enclosed ❒ Visa ❒ MasterCard ❒ American Express ❒ Discover

Number _____

Exp. Date _____

Card Holder's Name _____

Signature _____

Address this Card is Billed To _____

City/State/Zip _____

REGISTRATION FEE

$549	Early Bird Member – by August 15
$649	Member (after August 15)
$999	Non-Member
$109	Gibsons Dinner (Optional Networking Event)

Included in the registration fee is admittance to the conference, all handout materials, full hot breakfast, networking luncheon, coffee, soda and snack breaks. Also includes networking with other material handling professionals who face similar material handling career challenges as you and the priceless opportunity to bring your material handling career to the next level! Does not include travel or hotel accommodations.

MHEDA Fax: 847-362-6989
Mail: 201 US Highway 45, Vernon Hills, IL 60061-2398

QUESTIONS?

Call MHEDA at 847-680-3500
Register online at www.mheda.org/ASC
Email: connect@mheda.org

By registering for the Automation Solutions Conference, MHEDA has the right to use your photo, which may be taken during the event, for future promotional material. If you have a disability or require special accommodations, please contact us. We will do our best to accommodate you.

CANCELLATION POLICY

The full amount will be refunded if you cancel no later than September 19, 2019. Cancellations received after that date but before the start of the conference will be charged a $200 administration fee per person. No refunds given for "no shows."

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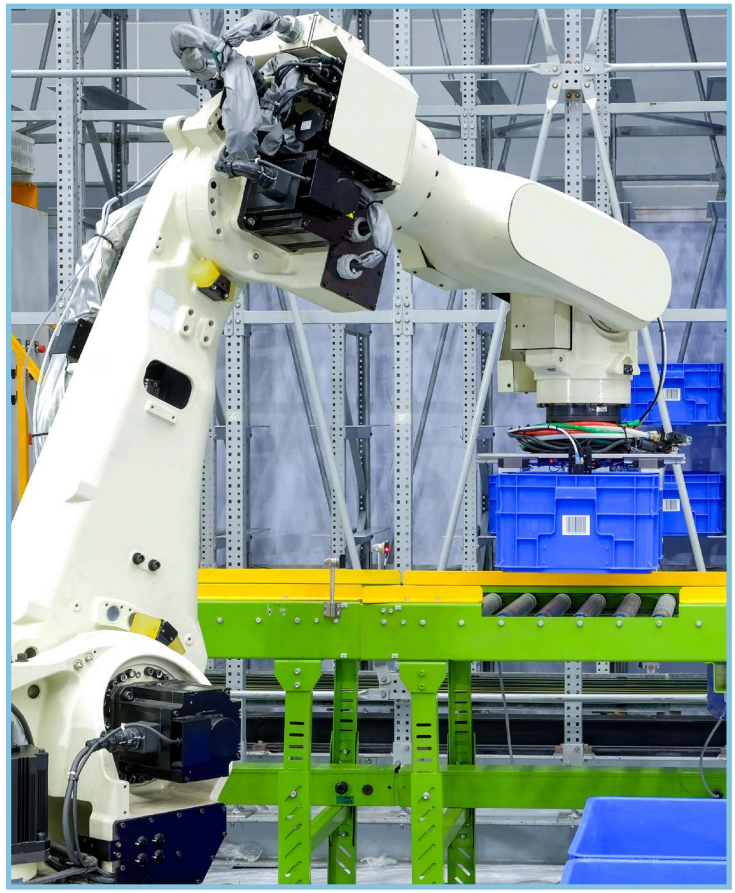
Questions? Call (847) 680-3500, Email connect@mheda.org or visit www.mheda.org/ASC

201 U.S. Highway 45
Vernon Hills, IL 60061-2398
Ph: 847-680-3500
connect@mheda.org
mheda.org/ASC

Register by August 15th to receive the Early Bird Rate!

SCHEDULE AT A GLANCE

7:00 a.m. – 8:00 a.m.	Breakfast & Registration
8:00 a.m. – 8:15 a.m.	Welcome
8:15 a.m. – 9:00 a.m.	Automation Technologies
9:15 a.m. – 10:00 a.m.	Selecting Suppliers
10:15 a.m. – 11:00 a.m.	Roundtable Discussions
11:00 a.m. – 11:45 a.m.	Adding Systems, Automation, Robotics
11:45 a.m. – 12:45 p.m.	Lunch
12:45 p.m. – 1:30 p.m.	Roundtable Discussions
1:30 p.m. – 2:15 p.m.	Transition Your Salespeople
2:30 p.m. – 3:15 p.m.	Roundtable Discussions
3:15 p.m. – 4:00 p.m.	Member Panel
4:00 p.m. – 4:30 p.m.	Closing Remarks
5:30 p.m. – 7:00 p.m.	Networking Dinner (Optional)