

MANAGEMENT SESSIONS



THURSDAY, APRIL 29

“Selling Has Nothing to do with Selling,” by Richard P. Farrell, President of Tangent Knowledge Systems

Tangent Knowledge Systems is an international sales development and training firm that helps companies to stimulate their sales practices, change their sales culture and increase their profits. As the firm’s principal, Rick Farrell has worked with organizations ranging from start-ups to Fortune 500 companies to optimize their goals by assessing their sales people, sales processes, management structure and strategies. His presentation will provide tools to identify performance gaps and provide sales plans to track, measure and execute objectives designed to improve the bottom line.



FRIDAY, APRIL 30

“Turning the Corner in 2010,” by Dr. Ken Mayland, President of ClearView Economics, LLC

Dr. Mayland has served as chief economist of two major financial institutions (Key Corp. and First Pennsylvania Bank). With degrees in economics from MIT (undergraduate) and the University of Pennsylvania (M.A. & Ph.D.), he has spent more than thirty years studying the business cycle and providing economic analyses to a variety of constituencies. His presentation will incorporate current and forecasted economic data to demonstrate how the manufacturing sector may be headed in a positive direction following the prolonged downturn. He will also provide tools needed for informed decisions moving forward.

SCHEDULE OF EVENTS

WEDNESDAY, APRIL 28

6:30 pm to 7:30 pm Welcome Reception

THURSDAY, APRIL 29

8:15 am Continental Breakfast

8:45 am Opening General Session
Welcome by President Brent Driscoll of Cutco Cutlery Corp.

9:00 am **“Selling Has Nothing to do with Selling,”** by Richard P. Farrell, President of Tangent Knowledge Systems

10:30 am Break

10:45 am Associate Member Presentations

11:45 am Recess

12:45 pm Golf Tournament *
(Ocean Course)

7:00 pm to 9:30 pm Seaside Reception & Dinner

FRIDAY, APRIL 30

7:30 am to 8:30 am Associate Member Breakfast Meeting

8:30 am Continental Breakfast

9:00 am **“Turning the Corner in 2010,”** by Dr. Ken Mayland, President of ClearView Economics, LLC

10:30 am Break

10:45 am **“Making ‘Lean’ Work”** (speaker TBA)

11:30 am AEPMA Business Meeting

12:00 pm Recess

1:00 pm Fishing Tournament *

FRIDAY, APRIL 30 continued

6:15 pm Depart for Marina

6:30 pm to 10:30 pm Reception & Banquet
(*aboard the Sundancer*)

10:45 pm Return to Hotel

SPOUSE / GUEST PROGRAM

WEDNESDAY, APRIL 28

6:30 pm to 7:30 pm Welcome Reception

THURSDAY, APRIL 29

8:15 am to 10:00 pm Continental Breakfast
(*also invited to 9:00 am speaker presentation*)

12:45 pm Golf Tournament *

7:00 pm to 9:30 pm Seaside Reception & Dinner

FRIDAY, APRIL 30

8:00 am to 10:00 am Continental Breakfast
(*also invited to 9:00 am speaker presentation*)

1:30 pm Fishing Tournament *

6:15 pm Depart for Marina

6:30 pm to 10:30 pm Reception & Banquet
(*aboard the Sundancer*)

10:45 pm Return to Hotel

* *Optional event*

**AEPMA, 21165 Whitfield Place, #105
Potomac Falls, VA 20165
703-433-9281 / info@aepma.org**

ABOUT THE RESORT

Set on more than two miles of Atlantic shore, the Spanish revival-style **Hammock Beach Resort** is a luxury golf and spa facility that encompasses over 1,000 acres.

Resort amenities include an oceanfront Jack Nicklaus Signature golf course, a Tom Watson Signature golf course, a multi-level water complex with three-story waterslide, a nine-hole putting course, tennis, fitness center, bicycle rentals, Kids Crew (offering supervised programs during days & evenings), indoor atrium swimming pool and a 200 slip marina. The Spa at Hammock Beach features a full-salon, massage services, saunas, steam rooms, and more. Onsite dining options include the Atlantic Grille, Seaside Grille, Loggerheads Lounge, Ocean Bar & Cafe, Cigar Bar, Sushi Bar and Coffee Bar. For more details, visit www.hammockbeach.com.

ABOUT THE LOCATION

Fun, active recreation and leisure are in abundance in Palm Coast, Florida. There is plenty of boating in the extensive canal system and the Intracoastal waterway to go with numerous golf courses and tennis facilities. The area also offers fine dining and shopping in a variety of establishments in the Palm Harbor Shopping Center as well as other charming venues scattered about the region.

Palm Coast is convenient for making day trips to many of Florida's famed attractions. St. Augustine, the oldest city in the nation, is half an hour away, as are Daytona Beach's beautiful white sand beaches. Marineland (where you can swim with the dolphins) is only minutes away.

NEARBY AIRPORTS

Daytona International Airport is about 30 minutes from the Hammock Beach Resort. Also nearby are **Jacksonville International Airport** (75 minutes) and **Orlando International Airport** (90 minutes).

ROOM RESERVATIONS

Call the Hammock Beach Resort at **866-453-2227** and ask for the **AEPMA rate of \$229 per night**. A limited number of suites are also available. The cut off date for guaranteed room reservations is **March 29, 2010**.

REGISTRATION INFORMATION

Online registration is available at www.aepma.org

Please register the following:

Name _____

Guest _____

Company _____

Address _____

City/State/Zip _____

Phone/Fax _____

E-mail _____

REGISTRATION FEES:

(Check the appropriate box)

Before March 29, 2009

Member / Industry Representative - \$1,195

Guest - \$695 Children under 12 - \$175

After March 29, 2009

Member / Industry Representative - \$1,245

Guest - \$745 Children under 12 - \$195

Optional Events

Golf Tournament (Ocean Course) - \$175

Name(s) _____

Fishing Tournament - \$245

Name(s) _____

Total Amount Enclosed \$ _____

PAYMENT INFORMATION:

(Check the appropriate box)

My check is enclosed (payable to AEPMA)

Charge to: MasterCard Visa AMEX

Card Number _____

Expiration Date _____

Name on Card _____

Signature _____

Submit Registration Form To: AEPMA, 21165

Whitfield Place, #105, Potomac Falls, VA 20165

Fax: 703-433-0369 / E-mail: info@aepma.org

Cancellation Policy

Cancelled by: April 13 – 100% Refund

April 20 – 50% Refund

After April 20 – No Refund



58TH ANNUAL MEETING

TOOLS FOR MARKETING OPPORTUNITIES IN AN EVOLVING GLOBAL ECONOMY!



HAMMOCK BEACH RESORT Palm Coast, Florida April 28 - 30, 2010

AEPMA's Annual Meeting is the premier yearly event for the American edged products industry. Manufacturers and suppliers worldwide gather to discover the latest advancements in technology, management practices and production processes. Industry representatives and their guests also enjoy networking with friends and peers during numerous hosted events and activities.