

### **September 11, 2017 - Monday**

● 9:00am–10:10am -

***"Benchmarking" Providing the Data  
and Understanding the Values  
CETA's Opening Seminar***

Presented by: **Jim O'Connell and Chad Rasmussen**

Jim has brought Hotsy Pacific from \$250,000 in sales to and excess of \$4.2 million in annual sales. He has served as president of the local affiliate of the Institute of Supply Management for the past 15 years. Jim has served on the Benchmarking Committee for CETA. He is currently serving as Vice President on the Executive Board of CETA.

Chad holds a MD in Business Administration from the University of Utah. Chad has held webinars for CETA and has been actively involved with benchmarking. He has served as Treasurer on the CETA Board of Directors and is currently the Sr. Vice President on the CETA Board of Directors.

● 10:15am–11:50am -

***"AMERICA'S SALES PSYCHOLOGIST" CETA***

***Keynote Speaker***

Presented by: **Dr. Kerry Johnson**

Speaking at least 10 times each month, Dr. Kerry Johnson logs over 8,000 miles each week internationally from New York to New Zealand and from London to Los Angeles. As a, pro tennis player in the Mid 1970s, Kerry competed against the world's best.

Today he brings his experience in professional sports, university research and business to communicate ideas that will help your attendees greatly improve their skill, performance and motivation. Kerry's programs are consistently rated "excellent" by audiences around the world. Dr. Johnson's goal is to provide your attendees with transferable content, applicable entertainment, and audience participation that will keep everyone on the edge of their seats.

A prolific writer, Kerry contributes monthly to at least 15 well known magazines. He is the author of 7 books including, Mastering the Game (Louis and Ford), Peak Performance: How to increase your business by 80% in 8 weeks (Prentice Hall), Will Power: The Secrets of Self-Discipline and his newest book, "Behavioral Investing: Why Smart People make dumb mistakes with their money."

These books are consistently listed among business best-sellers. Educated at the University of California, San Diego, Kerry also earned the Certified Speaking Professional (CSP) designation by the National Speakers Association. Dr. Johnson has also been recognized by the U.S. Jaycees as one of the most Outstanding Men in America.

### **September 11, 2017 – Monday (Continued)**

• 12:00pm–1:00pm -

#### ***Lunch with CETA Manufacturers***

Enjoy lunch provided by CETA Manufacturers and meet them on a personal level without the hustle and bustle of the trade show floor Tuesday through Thursday.

• 1:10pm–2:10pm -

#### ***CETA Technical Update & Industry Trends***

Presented by: **The CETA Technical Committee with Dr. Marlo Dean**

This session will cover all the latest technical updates and Industry Trends. Impact of changes with the harmonized safety standard UL 60335-2-79 from the old UL-1776. Discuss the CETA Performance and Efficiency Standards. What our Industry is facing in the future.

• 2:15pm–4:30pm - ***ROUND TABLE DISCUSSIONS***

**Participants can choose any four tables they want, with each session lasting 25-30 minutes. Possible topics may include:**

1. Employee Health Insurance
2. Employee Compensation
3. Incentives for Service People
4. Inventory Management
5. Measuring Production
6. Solution Selling
7. Benchmarking
8. Marketing