



MOVING ON, MOVING BEYOND

AUSTIN, TX | FEB. 26-28



PROGRAM HIGHLIGHTS

Including descriptions of the Keynote, General Sessions and Breakout Sessions.



CONFERENCE SCHEDULE

View the latest schedule of the conference program.
Note: Updates to the schedule will be ongoing.



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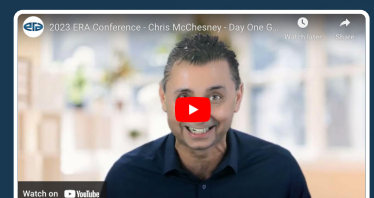
Welcome Back!

era.org

Keynote Speaker
Meridith Elliott Powell



View Conference Videos



Moving On...Moving Beyond!

"The conference will give us tools to be comfortable with being uncomfortable; it will take into account the core values of ERA and how we continually strive to educate our reps, manufacturers and distributors. This year we have 55 volunteers, who come from all three segments of our industry, serving on the various planning committees. They will work to provide key takeaways for everyone. The volunteers will make this conference one to remember!"

- Lori Bruno, Vice President & Sales Distribution Manager, Luscombe Engineering Co. of San Francisco, 2023 ERA Conference Chair

"The theme 'Moving On, Moving Beyond,' is meant to challenge each of us to consider how we can grow as individuals and organizations – not simply by doing traditional things in new ways, but by truly looking forward to determine 'What's next?' The answer to that question may be a bit different for each of us, but the goal of the planning committee is to provide an inspiring look at the future of our industry, along with practical strategies and tactics that can be used to grow our businesses in new ways."

- Adam Anderson, Vice President, Norris & Associates, Inc., 2023 ERA Conference Vice Chair

Conference Program Highlights

THRIVE: Turn Uncertainty to Your Competitive Advantage

KEYNOTE SESSION: Monday, Feb. 27, 2023 • 8:10 a.m. - 9:15 a.m.

[Presented by Meridith Elliott Powell](#) – Award-Winning Author, Certified Speaking Professional, Business Strategist

About the Session

These are unprecedented times! A marketplace where disruption is happening on steroids. One where there is more change building outside of your organization than in it. And a relentless pace of uncertainty that can radically impact your ability to grow your organization and keep your team motivated. The only guarantee you have is more change is coming. And if you're not prepared – if you don't have a plan – research proves this level of uncertainty will negatively impact your ability to drive innovation, attract top talent and achieve bottom line results.

The truth is uncertainty has an upside. In fact, it can be your greatest asset to thrive, grow and turn disruption into opportunity. But you need a plan, you need a strategy, and you need the research that shows you exactly how to turn disruption to opportunity.

Key session takeaways:

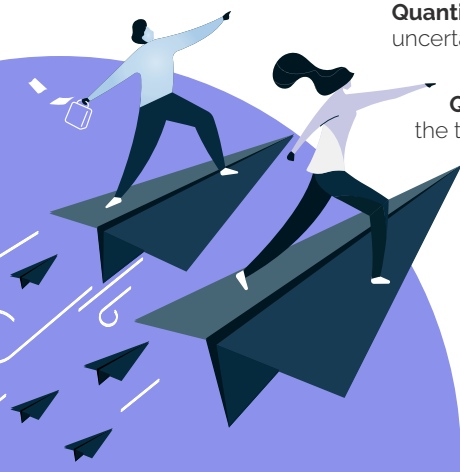
Quantitative Research – Learn what more than 800 of your fellow CEOs think, feel and are doing in the face of uncertainty. This keynote starts with the powerful benchmark study that gives you insights into how today's leaders are dealing with and solving today's toughest challenges.

Qualitative Research – We follow up with the commanding stories of nine companies that have stood the test of time by thriving in business for more than 250 years. You'll hear their overwhelming obstacles, their ingenious strategies for success, and the proven methodology they used to thrive through every crisis.

The PROVEN Methodology – We share the code, the secret, the plan, exactly the path you need to follow to put you in the driver's seat and in control in the face of uncertainty.

You'll Gain The Secrets to staying highly flexible and highly focused to strike the delicate balance of progress and seizing opportunity.

Your Personal Plan of Action for thriving in uncertainty at work and at home.



Conference Program Highlights *(cont.)*

Navigating Through Economic Uncertainty

General Session: Monday, Feb. 27, 2023 • 11:00 a.m. – 12:00 p.m.



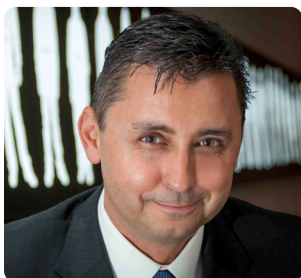
[Presented by Bernard Baumohl](#), Chief Global Economist at the Economic Outlook Group

About the Session

The economic and geopolitical order that has held for nearly a century is no more. The multiple shocks of the past three years have fundamentally transformed how people live and work. Every company, regardless of size, is now experimenting and testing out new strategies on how to operate successfully in this new and still evolving business landscape. But it all begins with having more clarity on where the U.S. and international economy is headed. So what is the outlook for consumer and business spending, inflation, interest rates, the job market, supply chains, energy prices and the dollar? Equally important, what economic and geopolitical risks are most likely to erupt next — and how do you protect your business from such shocks? Gaining a better understanding of the opportunities and risks ahead is therefore essential to making better and more confident decisions.

The 4 Disciplines of Execution

General Session: Monday, Feb. 27, 2023 • 4:45 p.m. – 5:45 p.m.



[Presented by Chris McChesney](#), Global Practice Leader, FranklinCovey

About the Session

"Executing strategy" is consistently ranked as the top leadership challenge for executives. Based on McChesney's best-selling book "The 4 Disciplines of Execution," published in 2012, the 4DX keynote dives into the universal challenges of why almost every leader, and every organization, will struggle with execution. This keynote teaches the simple but profound disciplines that can be applied the next day, but take a lifetime to master.

The Future of Leadership (Hint: It's Human!)

General Session: Tuesday, Feb. 28, 2023 • 8:10 a.m. – 9:20 a.m.



[Presented by Cheryl Cran](#), Founder of NextMapping™ and NextMapping.com

About the Session

The future is now and its changing faster than ever! Gain insight into trends, research and actionable ideas. The future is human – super.crucial.human in fact and Cheryl will share research on why it's a workers market until at least 2030 and what that means for companies now and in the future. Leaders today need to inspire and engage by being 'change leaders' and this means helping themselves and their teams be nimble, agile and adaptive to change.

In this keynote you will leave with:

- Research into the 'future of all things' including worker mindsets, social trends and technology innovation
- A model on how to recognize where you and your team is in regard to the 'change cycle'
- The 'me to we' mindset model and why it's crucial to connect human to human and to lead change
- Ideas and insights into how to attract and retain today's workers
- Strategies on how to navigate and create the future based on patterns and new behavior
- Actionable ideas that you can take away and apply right away back in the workplace

Conference Program Highlights *(cont.)*

Technology Drivers for 2023 and Beyond

General Session: Tuesday, Feb. 28, 2023 • 4:00 p.m. – 5:15 p.m.



Presented by [Michael Knight](#), President and CEO, Endries International

About the Session

In this eye-opening session, Michael will be sharing his insights on the 20 technologies driving the 2020s and how the supply chain, political and economic environment is likely to influence these technologies, as well as by influenced by them.

Breakout Sessions Pre-registration for the breakout sessions will open shortly.

View [Breakout Sessions](#) page for more details and speaker information.

- Building Next-Generation Talent: New Rules for Attracting, Developing and Retaining Top Employees
- The Distribution Perspective: Best-in-Class Practices to Drive Local Relationships
- How to Search LinkedIn Like a Pro! Introduction to a Cutting-Edge LinkedIn Search Tool via ERA
- Information Technology: The Fast-Changing World of Data Sharing Under Ever-Changing Laws
- Leadership is an Inside Job
- Let's Talk about Trust: It's Difficult to Define, It's Hard to Earn & It's Easy to Lose
- The Manufacturer-Distributor Perspective: Corporate Best Practices to Drive Partnerships
- Manufacturers' Programs: How to Communicate & Implement Various Corporate Programs to Drive New Demand and Incremental Sales
- Manufacturers' Sales Rep Issues and Challenges: What Keeps Most Reps Up at Night?
- The Mind of the Engineer: What Do They Really Want?
- Social Selling and Social Buying: What is it and How Can You Make it Work for You?
- Technology Tools: What's Hot?
- Transforming Your Brand Into a Trusted Resource
- Two Sessions in One: Who Cares if You are an Employee or Independent Contractor? And Other Key Contract Considerations
- A View from The Top: Ask Me Anything, with Walter Tobin



2023 ERA Conference Schedule

This schedule is subject to change. Visit the 2023 [ERA Conference Page](#) for updates. All times shown are CST.

Sunday, February 26, 2023

12:00 - 6:00 p.m.

Conference Registration/Attendee Badge Pick-up

5:00 - 6:30 p.m.

Welcome Reception

Monday, February 27, 2023

7:00 - 7:50 a.m.

Breakfast & Supplier Workshops/First-Time Attendees Orientation

8:00 - 8:10 a.m.

Conference Opening - Welcome Remarks from Lori Bruno, 2023 ERA Conference Chair

8:10 - 9:15 a.m.

Keynote Session - THRIVE: Turn Uncertainty to Your Competitive Advantage, presented by Meredith Elliott Powell

9:15 - 9:30 a.m.

Break

9:30 - 10:45 a.m.

Breakout Sessions

10:45 - 11:00 a.m.

Break

11:00 a.m. - 12:00 p.m.

General Session - Navigating Through Economic Uncertainty, presented by Bernard Baumohl

12:00 - 12:45 p.m.

Lunch

12:45 - 1:30 p.m.

ERA Update & Lifetime Achievement Award, presented by Walter Tobin, CEO of ERA

1:30 - 1:45 p.m.

Break

1:45 - 3:00 p.m.

Breakout Sessions

3:00 - 3:15 p.m.

Break

3:15 - 4:30 p.m.

Breakout Sessions

4:30 - 4:45 p.m.

Break

4:45 - 5:45 p.m.

General Session - The 4 Disciplines of Execution, presented by Chris McChesney

6:30 - 7:00 p.m.

Buses depart AT&T Center for off-site conference party

7:00 - 10:00 p.m.

Conference party, hosted off-site at Punch Bowl Social (*Registration required)

Tuesday, February 28, 2023

7:00 - 7:50 a.m.

Breakfast & Supplier Workshops

8:00 - 8:10 a.m.

Opening Remarks by Lori Bruno, 2023 ERA Conference Chair

8:10 - 9:20 a.m.

General Session - The Future of Leadership (Hint: It's Human!), presented by Cheryl Cran

9:20 - 9:30 a.m.

Break

9:30 - 10:45 a.m.

Breakout Sessions

10:45 - 11:00 a.m.

Break

11:00 - 11:45 a.m.

ERA Awards Announcements

11:45 a.m. - 12:45 p.m.

Lunch

12:45 - 1:00 p.m.

Break

1:00 - 2:15 p.m.

Breakout Sessions

2:15 - 2:30 p.m.

Break

2:30 - 3:45 p.m.

Breakout Sessions

3:45 - 4:00 p.m.

Break

4:00 - 5:15 p.m.

General Session - Technology Drivers for 2023 and Beyond, presented by Michael Knight

5:15 p.m.

Conference Adjourns



ERA Conference Volunteers

ERA extends its deepest gratitude to these dedicated volunteers who have generously volunteered their time to serve on the 2023 Conference Committee and Sub-Committees. Their tireless efforts help make this conference possible!

2023 CONFERENCE COMMITTEE

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Ellen Coan, CPMR, CC Electro Sales, Inc.
John Guetens, E-T-A Circuit Breakers
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