

# SPEAKER INFORMATION.

KEYNOTE SPEAKERS, GENERAL SESSIONS, BREAKOUT SESSIONS.



**John Sileo** | *Leading Identity Theft Speaker*

**John Sileo** and his business were held legally and financially responsible for felonies committed by an internal data thief. Ultimately, the data breach destroyed John's corporation and consumed two years of his life as he fought to stay out of jail. Emerging from this crisis, John became America's leading professional speaker on identity theft prevention and corporate data privacy. His experiences as victim and victor led him to write the critically acclaimed, award winning book, *Stolen Lives*. John teaches audiences to bulletproof their bottom line against data breach. His satisfied repeat clients include the Department of Defense, FDIC, Blue Cross Blue Shield, Pfizer, the Federal Reserve Bank, Lincoln Financial Group, AARP, Prudential, Liberty Mutual, and scores of other financial institutions, universities and associations.



**Thomas King, CPA, Director**  
**CBIZ Accounting, Tax & Advisory Services, LLC**  
**Vice President | CBIZ Financial Solutions, Inc.**

**Tom King**, who has more than 38 years of experience in public accounting, recently joined the Leawood office of CBIZ and Mayer Hoffman McCann, P.C. Prior to joining the firm, Tom was the President of Thomas King & Company, P.C., and King Financial Group, Inc. Tom has provided a wide variety of financial services to clients in the following industries: wholesale, retail, distribution, banks and financial institutions, real estate, construction, transportation, professional services, accommodation and food services, manufacturers' representatives and food brokers. He is also a recipient of the Alvin J. Lalle Industry Faculty Award in recognition of excellence in teaching in the CPMR Program conducted at Indiana University and Arizona State University, 2001.



**Bob Hirschfeld** | *Cybersatirist & Ecosatirist*

As a "Cybersatirist," **Bob Hirschfeld** has lampooned business and technology for over ten years. Now Bob adds the title "Ecosatirist" to focus on the challenges and opportunities of going green. Bob Hirschfeld's humor has appeared in Newsweek, The Wall Street Journal, The Washington Post and USA Today. For several years, he was contributing writer to Jay Leno for The Tonight Show. Jay calls Bob "one of the top satirists in the country."



**Mike Parham** | **Pepco Sales Company**

**Mike Parham** is the current AIM/R President and has been on the board for seven years. He brings 29 years of experience to our industry as a manufacturers' representative with Pepco Sales. Mike holds a Finance degree from SFA and is active in charity work with Kids Matter International. He is also considered a visionary in our industry. Mike has been married to Kim for 29 years and has four grown kids, three of which now work with Pepco.



**Daniel E. Beederman, Attorney**  
**Schoenberg, Finkel, Newman & Rosenberg, LLC**

**Daniel E. Beederman** is an attorney in Chicago and a Member of Schoenberg, Finkel, Newman & Rosenberg, LLC. For almost 30 years, Mr. Beederman has handled legal matters relating to manufacturers' sales representatives. He and his firm serve as legal counsel to numerous sales rep associations in various industries, including AIM/R. He also has written many articles published in Agency Sales

Magazine and other trade journals and has conducted numerous seminars on manufacturer-rep issues.



**Bryan C. Shirley, President & CEO | MANA**  
**Executive Director | AIM/R**

**Bryan Shirley** is President and CEO of MANA and AIM/R Executive Director. Shirley's 22-years of rep experience includes former rep firm CEO, an officer in various chapters of the Electronics Representatives Association (ERA) as well as the ERA National Executive Committee, where he chaired several national sales and marketing conferences. Shirley is a visiting professor at Arizona State University (ASU), teaching Motivational Compensation for Outside Sales for CPMR certification.



**Mike Dungan, President | Sales Engineers, Inc.**

**Mike Dungan** has been President of Sales Engineers, Inc. since 1989. The agency has five outside sales people and two inside sales support, and markets their products to HVAC and Plumbing wholesalers, contractors and builders. Mike served on the AIM/R Board of Directors from 2006 to 2009, heads up the Manufacturers' Rep committee for HARDI, and completed his CPMR designation in 2003.



**Jeffrey C. Vincent, CLU, ChFC, Certified Financial Planner™ | Great Basin Financial Services**

Working in the Financial and Insurance fields, **Jeff Vincent** specializes in Individual Investment Accounts, Financial Planning, Retirement Planning, Qualified Retirement Plans, Asset Protection/Insurance Planning and Asset Allocation.



**Charlie Hauck, President, Lead Trainer, Coach**  
**Growth Dynamics**

Working with a wide variety of industries and professional service providers, **Charlie Hauck** has developed top producers and team leaders throughout his entire career using both traditional and non-traditional approaches. By focusing on the development of proactive behaviors and self-responsible attitudes, Charlie's clients become consistent producers and high achievers. Charlie's history of business ownership, in addition to his success in construction, distribution and sales force development, allows his clients to benefit from his hands-on experience.

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JW MARRIOTT RESORT & SPA · SUMMERLIN, NEVADA · MARCH 17 - 21, 2010

**2010**

# SESSION DESCRIPTIONS.

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## General Session Keynotes

### Think Like a Spy: Bulletproof Your Identity and Avoid Identity Theft in Your Business

John Sileo, *America's Top Identity Theft Speaker*

Sensitive data — whether personal or professional — is the most valuable asset inside of our organizations. By examining the role of fear, incorporating the power of instinct and redefining our paradigm of trust, John empowers audiences to regain control of that information — before it's too late. Weaving his story together with cutting-edge research, disarming humor and hilarious audience interaction, John inspires every one of us to emotionally grasp and intellectually comprehend the profitability of privacy.

### Funny Green Business

Bob Hirschfeld | *Cybersatirist & Ecosatirist*

As a "Cybersatirist" Bob Hirschfeld has lampooned business and technology for over ten years. Now Bob adds the title "Ecosatirist" to focus on the challenges and opportunities of going green. Bob Hirschfeld's humor has appeared in Newsweek, The Wall Street Journal, The Washington Post and USA Today. For several years, he was contributing writer to Jay Leno for The Tonight Show. Jay calls Bob "one of the top satirists in the country."

## General Session

### Rep & Manufacturer Panel

#### Enhancing Rep Relationships for Successful Sales Growth

Bryan C. Shirley, *Executive Director | AIM/R;*  
*President & CEO | MANA*

During this open-conversation format, we welcome all opinions on the relationship between manufacturers and representatives. Expect solid, "how to" relationship ideas on what works well and what to avoid. Join us — bring your thoughts and experiences, and be ready to talk (candid) turkey!

## Breakout Sessions

### How to Screen Sales People Before Hiring

Charlie Hauck, *President, Lead Trainer, Coach | Growth Dynamics*

When sales results matter, selecting salespeople that can produce at the highest standards is essential. Reading resumes that make claims of record setting sales performance or 'can't miss' capability can be one of the most challenging parts of developing a highly profitable rep agency. Why does the candidate who interviewed so well and has so much industry experience turn into

one of the biggest sales disappointments? Discover why trusting your gut instinct about who is or isn't a real sales winner can turn into one of the biggest gambles you can take with your business. Learn about proven technology that can help you to hire those who can do more than just sell, but will sell at the highest levels. This presentation will also help owner/sales managers determine what is standing between their team's current performance and the standards that all agencies are pursuing.

### Warehousing, Buy/Sell, Consignment and Commission Sales: The Pros and Cons of Each

Mike Parham | *Pepco Sales Company*

Come see what tools to use in analyzing potential buy/sell opportunities for your agency. Additionally, see how buy/sell can help stabilize your agency and increase your ability to grow your manufacturers' rep business.

### Health Savings Accounts (HSAs) and Obama's Hopes for American Health Care

Jeffrey C. Vincent, *CLU, ChFC, Certified Financial Planner™*  
*Great Basin Financial Services*

Health Savings Accounts (HSAs) are quickly becoming a more viable option as American's health care costs continue to rise. Understanding how an HSA works can be helpful as you explore your options. Jeff will be talking about how an HSA can fit in both an individual and business situation. He will also discuss the various healthcare reform proposals currently being considered and the impact they will have on American businesses and citizens.

### How to Survive an IRS Audit

Mike Dungan, *President | Sales Engineers, Inc.*

Mike will talk about how his agency survived an IRS audit, including his agency background and type of business (C Corporation) and provide a handout copy of the original IRS audit request. He will cover his agency's audit details and elaborate on how to handle the IRS if an audit is requested, including things to say (and not say) during the IRS meetings and what the IRS is looking for.

### What Happens When a Customer or Principal Goes Bankrupt — And How to Minimize Its Impact on You

Daniel E. Beederman, *Attorney*

In addition to covering bankruptcy issues such as how to defend yourself from a "preference claim," Dan will also address the ways that buy-sell reps can protect themselves through secured sales and the right to recover previously sold goods, as well as commission collection issues and an open question and answer forum.