



49th Annual Meeting

September 16, 2009

featuring

Innovation Symposium

Manufacturing Expo

Annual Meeting

Dinner

Keynote Address

Mark Towers

Innovative Leadership

Title Sponsor



Signature Grand
Davie, FL

INNOVATE to THRIVE

The South Florida Manufacturers Association invites you to the **49th Annual Meeting** entitled ***Innovate to Thrive***. Innovative, Innovate, Innovation – these words seem to be everywhere today! What do they really mean and why did SFMA choose Innovation as this year's annual meeting theme? While all innovation *begins* with creative thinking, it is the successful implementation of the creative idea that truly defines Innovation! In other words – action! True Innovation requires courage and patience. SFMA's goal for this meeting is to give you actionable items to create and/or update your company's Innovation Process – a necessity in today's uncertain economic environment.

The day begins with The *Innovation Symposium*. The *Innovation Symposium* will feature sessions in "Robert's Rules of Innovation"[™], Energy Options, Cash Solutions, Ideation and New Product Development and Interactive Marketing. Following the Symposium is the *Networking Reception and Expo*. The event will conclude at the *Annual Meeting Dinner* with keynote speaker, Mark Towers, addressing *Innovative Leadership*. It only happens once a year! Don't miss it.

Agenda September 16, 2009	
1:30 p.m.	Innovation Symposium - OPENING <ul style="list-style-type: none">• "Robert's Rules of Innovation"[™]• Innovative Energy Options• Cash Solutions in Tough Times• Ideation & New Product Development• Interactive Marketing – "getting wired in"
4:25 p.m.	Innovation Symposium – ENDING
4:30 p.m.	Reception/EXPO
6:45 p.m.	Speaker/Dinner/Meeting

Innovation Symposium

The Innovation Symposium is dedicated to providing manufacturers with ideas and solutions that will give your business a competitive edge in these trying times. The Symposium will begin with opening remarks by SFMA Chairman of the Board Tom Kennedy. President June Wolfe will then introduce a series of innovative topics.

"Robert's Rules of Innovation"[™] - Robert Brands, Innovation Coach and Author

How do you create and sustain innovation? Learn about a business success story that delivered "at least one new product per year" delivering double digit profitable growth and stakeholder value. "Robert's Rules of Innovation"[™] will provide the imperatives to create and sustain innovation, from the **I** of Inspiration and Culture to the **N** of Net result. Whether you innovate or want to, learn ways to create or improve and sustain innovation.

Innovation Energy Options – Eric Silagy, FPL

The Manufacturing Industry is one of the world's largest consumers of energy and the cost of that energy greatly impacts the manufacturer's bottom line substantially. FPL is one of the Nation's leaders in the development of innovative energy sources. Find out how FPL is reducing the operating costs of its power plants to ensure a clean reliable energy future for Florida, keeping customers' bills among the lowest in the country and mitigating costly power quality issues in your facility.

INNOVATE to THRIVE

What:
49th Annual Meeting

Featuring
Innovation Symposium

Hosted by:
South Florida Manufacturers Association

Title Sponsor:



When:
September 16, 2009

Time:
1:30 to 8:30 p.m.

Where:
**Signature Grand
6900 State Road 84
Davie, FL 33317**

Innovation Symposium (con't)

Cash Solutions in Tough Times – Michelle Malone, Citibank

Cash is king and managing your cash is crucial in today's economic environment. Innovative cash solutions will discuss the current banking environment, and the competitive landscape in the banking community. It will address ways to present and communicate your financing needs to your current or prospective lender, and provide general requirements for bank and non bank financing. Learn innovative ideas to improve your business cash flows, and preserve cash.

Ideation and New Product Development – Robert Brands, Innovation Coach

The product development process and ideation are the most important elements of a successful innovation commitment. No matter how sophisticated or simple your current product development or ideation process is, it is time to update and fine-tune. Create or improve your development process with process guidelines, techniques, hints and tips with some of the latest best practices and learning - ideation techniques and creative approaches *to grow on*.

Interactive Marketing – “getting wired in” - Peter Brooke, Blue Interactive Agency

The Internet has opened up a whole arena of new marketing technologies and techniques. With the continued integration of the Internet into every aspect of life today, having an online presence has become **imperative** for businesses. Creating an innovative and effective business strategy that inspires big ideas, embracing new technology (whether you like it or not) and implementing bold strategies, will require you to think outside the box and your comfort zone.

SFMA Annual Meeting Expo

Last year the room was packed with exhibitors and attendees who took advantage of this once-a-year opportunity to network with South Florida's Manufacturers and service related companies. Meet your fellow manufacturers and see what you can steal shamelessly! Also, meet support service companies who can make your life easier by allowing you to focus on your core specialty – **MANUFACTURING!** Always a noisy (in a good way) and interactive reunion!

Keynote Address/Dinner

Don't even *think of leaving before dinner!* After an afternoon of learning about corporate innovation, join **Mark Towers** who will talk about ... **Innovative Leadership**. “We are living in interesting and challenging times,” Mark says. “We are living in times that require upside down, inside out and backwards thinking from all employees - regardless of their rank/position.” This (1) Educational (2) Motivational (3) Entertaining presentation will provide “hands-on, how-to” insights that can be immediately implemented in your company. During Mark's Keynote Address you will learn: how to create a dynamic workplace culture that seeks to create change/innovation with unchanging values; a formula for innovation that provides a marvelous foundation for finding and implementing ideas; the 15:2 Principle and why it is of critical importance in your world of work.

Mark Towers is a professional speaker, author and consultant. He has a master's degree in Counseling Psychology. He has been traveling throughout the United States, Europe, South Africa, Mexico and Canada since 1987. His educational, motivational and entertaining programs have provided people with the tools to truly transform their lives. Mark Towers' research has been very extensive. He applies his intelligence, experience, humor and wisdom to nudge you in a new direction. Listen to Mark and you will be impacted with his positive and creative strategies for dealing with an ever-changing world.

INNOVATE to THRIVE

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SOUTH FLORIDA MANUFACTURERS ASSOCIATION

49th Annual Meeting

INNOVATE to THRIVE

September 16, 2009

Sponsorships * Display Booths * Registration

Sponsorships

\$10,000 Title Sponsor – Exclusive – One only – **20 tickets total** for Event, speak from the podium to open the Innovation Opening Session. Top billing on all materials and top spot in Expo Hall - **SOLD OUT!**

\$5,000 Platinum Sponsorship – Same as Gold **PLUS 15 tickets total** for Event, an opportunity to greet attendees as they enter the ballroom to distribute company material

\$2,500 Gold Sponsorship- Same as Silver **PLUS 10 tickets total** for Event, preferred location in Exhibit hall

\$1,500 Silver Sponsorship– 10' display space (includes 6' skirted table, electricity if requested, and two chairs), **5 tickets Total** for Event (Includes Networking Expo/Cocktail Reception/Dinner/Speaker), and placement on all marketing materials

Display Booth for Expo:

\$325 – member price \$495 – non-member price - 6' display area including a 6' skirted table and two chairs, **2 tickets** to Dinner – show your fellow manufacturers what you do – tout your innovative initiatives – you may get a new customer or a new supplier right here in the neighborhood.

Event Tickets

Annual Meeting Event Ticket - \$95 (includes Innovation Symposium/Networking Expo/Cocktail Reception and Dinner/Speaker)

Innovation Symposium Ticket Only - \$35 (includes Innovation Symposium and Networking Expo/Cocktail Reception)

Dinner Ticket Only - \$75 (includes Networking Expo/Cocktail Reception/Dinner/Speaker)

SPONSORSHIP AND REGISTRATION FORM

Company Name _____

Contact Person _____ Title _____

Additional Attendees _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

E-mail _____ Electrical Outlet? Yes No

Grand Total \$ _____ Check Visa MasterCard Amex

Name on Credit Card _____

Address _____

Zip Code _____

Credit Card # _____ Exp. _____

Reserve today! Forward completed form to info@sfma.org * Fax to (954) 941-3559

or register on-line (best way) at www.sfma.org

Mail to SFMA * 1000 W. McNab Road * Pompano Beach FL 33069