



## SPEAKERS – ABC 2018

### Monday, June 18, 2018



#### **Breakfast Speaker**

##### **Michael Allen Bear Expert**

Michael Allen is an independent researcher who investigates the behaviour and ecology of black bears in the Whistler and Squamish areas. Listen to his talk as he shares 25 years of experience documenting the lives of these bears through photography, video and simply watching their behaviours. goal is to promote better understanding of these impressive animals so that we can limit our impact on their environment.



#### **Business Session #1 & #2**

##### **Michael Marks**

##### **Managing Partner**

##### **Indian River Consulting Group**

Business Session #1 is designed for those firms who are playing the game to win rather than simply playing it not to lose. We are bringing back Mike Marks from Indian River to run a challenging and provocative morning session for manufacturers, distributors, and independent manufacturer's representatives.

Back in 2005 Mike helped our industry develop and agree the top ten best and worst trading practices between manufacturers and distributors. Much has changed in the past 18 years, in fact it is hard to identify what hasn't already changed. People living in the agricultural age and the industrial age did just fine. Those caught in the transition didn't have it so good. The real issue today is that we are in the transition from the industrial age to the digital age and we are the ones in the middle. What is causing the pain and commercial challenges?

- The millennials and their strong preference for digital in their buying and sourcing practices. Forrester has a study that say we will lose 25% of all the B2B sales reps in the next three years.
- The price transparency created by the Internet has exposed all of the industry's cross subsidies. Distributors continue to provide free engineering and technical support but they can't cover it any more with gross margin.
- The blurring of the lines between what is a distributor, a manufacturer, or a rep firm. Consider manufacturers that are sourcing globally, distributors that build their private label brands, and the emergence of rep firms that are driven by analytics rather than relationships.
- The emergence of alternative supply sources for our traditional customers. Amazon is picking off industries one by one with their focus on helping customers buy instead of being sold. It is only those male and stale baby boomers that believe their industry will be immune.

Business Session #2 will focus on what can be done to transition these forces of change from a wind in your face to a wind at your back. Chaos creates opportunity for those that get ahead of the curve. Mike will share several examples of others that are further down the path of innovation in business models. There will be small group activities and plenty of opportunity for dialog. These issues are affecting everyone in our industry and this session is one you do not want to miss.

## **Tuesday, June 19, 2018**



### **Breakfast Speaker**

**Dr. John Izzo**

#### **Bestselling Author | Business Visionary**

Dr. John Izzo helps companies maximize their potential from the ground up. For over 20 years, Dr. Izzo has worked with thousands of leaders around the world, on employee-engagement strategies and brand transformations. He has been a pioneer in employee engagement, leading change, shifting employee and consumer values and corporate social responsibility, and is known for his hard-hitting practical content, his inspirational storytelling and the lasting impact he has on organizations. Dr. Izzo has advised some of the best companies in the world on activating purpose including DuPont, TELUS, Manulife, McDonald's, Tim Horton's, SAPA, RBC, Lockheed Martin, Qantas Airlines, Humana, Microsoft and the Mayo Clinic. He is the bestselling author of seven books, including the international bestsellers *Awakening Corporate Soul*, *Values Shift*, *The Five Secrets You Must Discover Before You Die*, *Stepping Up*, and *The Five Thieves of Happiness*. His next book, *The Purpose Gap*, is scheduled for release in 2018. Frequently profiled in the media, Dr. Izzo has been profiled by the likes of *Fast Company*, PBS, CBC, *The Wall Street Journal*, CNN, and *Inc. magazine*. Dr. Izzo is an adjunct professor at the University of British Columbia, where he is a co-founder of *The Men's Initiative*, which is dedicated to creating a more equitable, compassionate, and sustainable world through enhancing the well-being and integrity of men. He also serves on the Advisory Board of Sustainable Brands.



### **Keynote Speaker**

**John Furlong O.C. O.B.C.**

#### **CEO Vancouver 2010 Olympic & Paralympic Winter Games**

John Furlong's keynote speeches can move you to tears, while inspiring you to reach higher, challenge traditional thinking and dig deeper to achieve your own goals. John Furlong has been described as a Sports Hero, Nation Builder and the Ultimate Crisis Manager. Known for his masterful storytelling and innovative leadership style, he continues to inspire, regaling audiences with the many remarkable and fascinating untold stories behind the Games. He is one of the longest serving leaders in Olympic history. He was there at the beginning of the bid phase and went on to become CEO of VANOC, leading the organisation through many trials and tribulations, all the way through to the closing ceremonies. He was relentless in his pursuit to deliver a Games that would touch the hearts and minds of every Canadian. Many said it was a vision too far, urging him to set the goals at a more attainable level. Furlong refused and through an exhaustive ten-year journey went on to deliver, what have now been recognised by the IOC as, the most successful Winter Games ever.