



# SPRING MANAGEMENT **CONFERENCE**

*Saturday, May 6 – Monday, May 8, 2023*

**PHILADELPHIA, PA**



# **365** INTENTIONAL LEADERSHIP

**Make Every Day Count**

visit [gawda.org](http://gawda.org) for more details

# 2023 SPRING MANAGEMENT CONFERENCE

## PROGRAM AT A GLANCE



### SMC 2023

**Saturday, May 6 - Monday, May 8, 2023**

### Host Hotels

#### **Philadelphia Marriott Downtown (HQ)**

1201 Market Street, Philadelphia, PA 19107

Rate: \$242.00/night

#### **Loews Philadelphia**

1200 Market Street, Philadelphia, PA 19107

Rate: \$269.00/night, 10% discount on valet parking overnight

\*The link to book a room will be provided upon completion of registration.\*

### Important Deadlines

Early Bird Registration:

**Tuesday, February 28, 2023**

Hotel Reservation Deadline:

**Wednesday, April 5, 2023**

Cancellation with Refund (\$150 fee):

**Saturday, March 25, 2023**

No Refund After:

**Saturday, March 25, 2023**

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# CONFERENCE SCHEDULE



Most GAWDA events will take place at the Marriott Philadelphia Downtown. The Newcomers and the President's Welcome Reception & Dinner will be at the National Constitution Center.

## FRIDAY, MAY 5, 2023

11:00 am – 5:00 pm Early Badge Pickup Level 5 - Registration Desk 1

## SATURDAY, MAY 6, 2023

7:00 am – 6:00 pm Conference Registration Level 5 - Registration Desk 1

8:00 am – 9:00 am Executive Committee Meeting Level 4 - 411-412

9:00 am – 12:00 pm Board Meeting with Committee Chairs Level 4 - 411-412

12:00 pm – 2:00 pm Committee Meetings See Below

Meeting Time	Committee	Meeting Room
12:00 pm - 2:00 pm	Government Affairs & Safety Committee	Level 4 - 401-402
12:00 pm – 2:00 pm	Industry Partnering Committee	Level 4 - 404
12:00 pm – 2:00 pm	Insurance Trustees Committee	Level 4 - 403
12:00 pm – 2:00 pm	Member Services Committee	Level 4 - 406
12:00 pm – 12:30 pm	Young Professionals Committee	Level 4 - Salons A&B
2:00 pm – 3:00 pm	Women of Gases and Welding Committee	Level 4 - 407-408

1:00 pm – 4:00 pm Exhibitor Move-In Level 4 - Franklin Hall

12:30 pm – 1:30 pm Young Professionals “Learn & Lunch” Level 4 - Salons A&B

### “YO ADRIAN, ARE YOU READY TO NETWORK AND LEARN?!”

Come let Freedom Ring in the City of Cheesesteaks and Freedom Bells with the first ever Young Professionals SMC event! The description of this event may sound like past YP events, but rest assured, the details are not. Young Professionals will begin with a lunch-and-learn leadership workshop hosted by GAWDA President, Robert Anders, that focuses on his leadership philosophies, working for family-owned businesses as a non-family member, and navigating today's new challenges as a leader in a very interactive format.

After learning together, it is time to compete together! The scavenger hunt will then commence in groups of six as they take to the streets of Philadelphia for a highly competitive scavenger hunt that leads them through the same streets that Rocky himself trained upon! If you have ever watched Survivor, you know every good challenge ends in a plot twist, here is yours: This carefully planned scavenger hunt does not end on the streets of Philadelphia, it only begins! Get ready to amazing-race-yourself through several GAWDA events taking place during the day. Your team will receive bonus points with proof of photos at the Women of Gases and Welding event, Newcomer's Reception, and the President's Welcome Reception. (Looks like you'll be hitting your 2023 new year's resolutions for fitness & networking all in one day!)

And for the FIRST TIME EVER, the Young Professionals committee is throwing an AFTER PARTY from 10:00 PM - 11:45 PM! You will NOT want to miss this. Bring the friends you have made to Liberty Lanes (located inside the Marriott) for the awards ceremony that features a breakdancing DJ and even more surprises! **MUST REGISTER TO ATTEND.**

1:30 pm – 3:00 pm Young Professionals “The Hunt” Throughout the City

3:00 pm – 4:30 pm Women of Gases and Welding Meet & Greet (Female GAWDA Members Only) Level 4 - 401-403

**WGW is now offering a casual, quick opportunity to meet some fellow females in our industry before the large GAWDA Newcomers and Welcome Receptions begin. Benefits include:**

- You get to meet fellow females within GAWDA, expanding your professional network and become recognizable within your company
- Learn about roles, departments or companies
- Find a mentor or mentee
- Learn about training and development opportunities
- Find talent for open roles on your team

5:00 pm – 6:00 pm Newcomers Reception National Constitution Center

6:00 pm – 10:00 pm President's Welcome Reception & Dinner National Constitution Center

10:00 pm – 11:45 pm Young Professionals Scavenger Hunt Award Ceremony Lobby Level - Liberty Lanes

# CONFERENCE SCHEDULE *Continued*

TIME	MEETING	LOCATION
<b>SUNDAY, MAY 7, 2023</b>		
6:00 am – 5:30 pm	Conference Registration	Level 5 - Registration Desk 1
6:00 am – 1:30 pm	Exhibitor Move-In	Level 4 - Franklin Hall
7:00 am – 7:30 am	Networking Breakfast	Level 5 - Ballroom - Salons E-H
7:30 am – 7:50 am	GAWDA Presentation	Level 5 - Ballroom - Salons E-H
7:50 am - 8:50am	<b>Main Stage Session - Johnny “Joey” Jones Overcoming Adversity</b>	Level 5 - Ballroom - Salons E-H
9:00 am – 11:05 am	Educational Sessions ( <a href="#">see page 5</a> )	Level 5 - Ballroom - Salons A-D
11:30 am – 12:30 pm	<b>Main Stage Session - Colene Rogers Recruitment and Retention</b>	Level 5 - Ballroom - Salons E-H
12:30 pm – 1:30 pm	Group Lunch	Level 5 - Ballroom - Salons E-H
1:30 pm – 4:30pm	Contact Booth Program	Level 4 - Franklin Hall
4:30 pm – 5:30pm	Contact Booth Networking Reception	Level 4 - Franklin Hall
5:30 pm	Industry Hospitalitys	

## MONDAY, MAY 8, 2023

7:00 am – 12:00 pm	Conference Registration	Level 5 - Registration Desk 1
7:00 am – 7:50 am	Networking Breakfast	Level 5 Ballroom - Salons E-H
8:00 am – 12:00 pm	General Business Session	Level 5 Ballroom - Salons E-H
8:45 am	<b>Hallerin Hilton Hill Renaissance Communicator - “Grow and Help Others Grow”</b>	Level 5 Ballroom - Salons E-H
10:00 am	<b>Steven Hedlund Industry Insight EVP, COO of The Lincoln Electric Company</b>	Level 5 Ballroom - Salons E-H

## KEYNOTE SPEAKERS



**STEVEN HEDLUND**  
EVP, CHIEF OPERATING OFFICER OF THE  
LINGOLN ELECTRIC COMPANY



**HALLERIN HILTON HILL**  
“GROW AND HELP OTHERS GROW”



**JOHNNY “JOEY” JONES**  
OVERCOMING ADVERSITY



**COLENE ROGERS**  
RECRUITMENT AND RETENTION

# EDUCATIONAL SESSIONS



**SUNDAY, MAY 7, 2023**

Each session will be 50 minutes, with 25 minute breaks in between

TIMES	SESSION 1 SALON D - LEVEL 5 BALLROOM	SESSION 2 SALON C - LEVEL 5 BALLROOM	SESSION 3 SALON A & B - LEVEL 5 BALLROOM
9:00am – 9:50am	<p><b>Relationship Selling... Not a New Thing</b></p> <p><i>Presented by:</i> <b>Randy Squibb,</b> Past President of NWSA 1994</p> <p>Given all the technology available to us today there is one thing that all the technology in the world cannot replace and that is, the relationship we have with both, internal and external customers! As an owner of Welders Supply for many years, I truly believe the thing that sets us apart was the way we treated our associates and in turn how they treated our customers. Please join me for a down to earth conversation on what is Relationship Selling and the benefits to your organization.</p>	<p><b>“You Can’t Put Gas in a Sack.” The Journey of a 90% Gas Independent</b></p> <p><i>Presented by:</i> <b>Abydee Butler Moore,</b> President and CEO, Butler Gas Products, Past President of GAWDA 2020/21</p> <p>Breaking the mold of the classic 50/50 gases-to-hardgoods ratio, Butler Gas positions itself as a 90% gas manufacturer and distributor. This presentation offers a behind the scenes tour of lessons learned, what works and what does not work in taking the hill to a gas-heavier product mix.</p>	<p><b>Consultants In Person Roundtable</b></p> <p><i>Panelists:</i> <b>Thomas Badstubner,</b> FDA and Medical Gases Consultant <b>Marilyn Dempsey,</b> DHS, EPA and OSHA Consultant <b>Michael Dodd,</b> DOT Consultant</p> <p><i>Moderator:</i> <b>Colleen Kohler</b> Chief Executive Officer, Noble Gas Solutions</p>
9:50am – 10:15am	BREAK		
10:15am - 11:05am	<p><b>Customer Stratification - Maximizing Your Bottom Line with Your Existing Customers</b></p> <p><i>Presented by:</i> <b>Todd Sondag, VP, Sales &amp; Operations, Minneapolis Oxygen</b></p> <p>As distributors, we operate in a complex environment. There is a scientific way to examine the customer relationship in terms of the value customers provide their distributors. Distributors want to achieve increased revenues / profitability, decreased expenses, and have optimal allocation of assets. We can achieve many of these results by stratifying our customers. You will view your customer base differently and have a better strategic plan for how you manage pricing with customers. Do you know who your core customers are and what the cost to serve is? Let's find out!</p>	<p><b>Using Technology to Improve Safety Culture</b></p> <p><i>Presented by:</i> <b>Bill Woods,</b> Director, Safety, Quality and Regulatory Compliance, American Welding &amp; Gas</p>	<p><b>Succession Planning</b></p> <p><i>Panelists:</i> <b>Bill Baxter, CEO, Holston Gases</b> <b>Jack Butler, Chairman, Butler Gas Products</b> Past President of GAWDA 1993 <b>Wally Brant, CEO, Indiana Oxygen Company</b> Past President of GAWDA 2004</p> <p><i>Moderator:</i> <b>Marie Ratermann, Director,</b> Business Development, Ratermann Manufacturing</p>
11:05am – 11:30am	BREAK		
11:30am – 12:30am	<b>Main Stage Session: Colene Rogers - Retention: Key Mindsets That Retain Top Talent</b>		



## TRAVEL INFORMATION

### Getting There

The Philadelphia Marriott Downtown and The Loews Philadelphia Hotel are a 15 to 20 minute drive, approximately 10 miles, from Philadelphia International Airport. UBER, Lyft, Blacklane and taxis are available. The average taxi price is \$40-\$55.

### Hotel Information

The Philadelphia Marriott Downtown is steps from downtown attractions, this hotel is near the fashion district in Philadelphia offering stylish rooms, deluxe amenities, a pool, a gym and 72 event venues. The Loews Philadelphia Hotel is adjacent to the Marriott and a 13-minute walk from the Liberty Bell, this upscale contemporary hotel is also a 4-minute walk from Philadelphia City Hall and 14 minutes by foot from Independence Hall.

### Attire

The average daily high temperatures are mostly in the mid 70s and the lows are mostly in the mid 50s. Attire for the Spring Management Conference is business casual with a light sweater or jacket.

### Explore Philadelphia

There is an endless amount of adventures in the middle of town:

- Monuments & Memorials
- Historical Sites
- Home to the Philadelphia Eagles, Phillies, Flyers and 76ers.

### About Philadelphia, PA

- Philadelphia, Pennsylvania's largest city, is notable for its rich history, on display at the Liberty Bell, Independence Hall (where the Declaration of Independence and Constitution were signed) and other American Revolutionary sites. Also iconic are the steps of the Philadelphia Museum of Art, immortalized by Sylvester Stallone's triumphant run in the film "Rocky." – Google
- Click [here](#) to view the official visit philadelphia website.



# REGISTRATION

REGISTRATION FEES	BY TUESDAY, 2/28/23	AFTER TUESDAY, 2/28/23
DISTRIBUTOR FULL DELEGATE	\$695	\$795
SUPPLIER FULL DELEGATE	\$695	\$795
SPOUSE/GUEST	\$300	\$400
BOOTH ONLY SUPPLIER	\$275	\$375
CONTACT BOOTH 10' X 10'	\$875	\$975
INSIDE TABLETOPS 6' X 2'	\$595	\$695
YOUNG PROFESSIONALS EVENT - "THE HUNT"	\$50	NON-REFUNDABLE

## How To Register

Distributors and suppliers can register [here](#) to attend the Spring Management Conference.

## Booth Registration

Booth only suppliers can register [here](#) to attend the Spring Management Conference.

\*Only available to GAWDA Supplier Members current with dues.

- Click [here](#) for complete contact booth details.
- Review the contact booth guidelines [here](#).

## Cancellations And Refunds

- Conference cancellations must be submitted by Friday, April 7, 2023 for a full refund.
- Conference cancellations submitted after Friday, April 7, 2023 will receive a full refund and will be assessed a \$150 processing fee.
- Cancellations (and no shows) made after Friday, April 28, 2023 will not be refunded.
- Online credit card refunds will be processed immediately. Allow 2-4 weeks after the meeting for check refunds.

# 2023 GAWDA SCHOLARSHIP PROGRAM

2023-2024 ACADEMIC YEAR

It is my pleasure to announce the opening of the 12th consecutive GAWDA Scholarship Program!

**This year Fifteen (15) scholarships of \$2,000 each are available.**

Scholarships are available to employees and immediate family of current GAWDA Member Companies. Scholarships are for tuition only and past recipients may reapply. Scholarships are based on Industry relevance of the student's area of study. Industry relevance is broadly interpreted. Applications and detailed information can be found at: [www.gawda.org/scholarship/](http://www.gawda.org/scholarship/) or by contacting Bruce Ellenbogen at 954-367-7728 or [bellenbogen@gawda.org](mailto:bellenbogen@gawda.org).

**The Application deadline is Friday, March 3, 2023.**

GAWDA funds this program through member contributions. GAWDA matches member contributions up to \$25,000/year. Please complete the form below to support this worthy cause.

**Thank you for your continued support of the future leaders of our Industry!**

Sincerely,

Robert Anders  
GAWDA President

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\_\_\_\_\_ **YES!** I want to make a contribution to the Scholarship Program in the **AMOUNT OF \$** \_\_\_\_\_

***Please provide the name of the official Donor (Company Name) as it will appear in GAWDA presentations:***

\_\_\_\_\_

Donor Contact Name \_\_\_\_\_ Company Name \_\_\_\_\_

Billing Address, City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## Payment Information

**To Pay by Credit Card:** Complete below and fax to 954-367-7790 or email to [bellenbogen@gawda.org](mailto:bellenbogen@gawda.org)

**Circle One:**    Visa    MC    Amex    Discover

CARD NUMBER \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV: \_\_\_\_\_

Cardholder Name \_\_\_\_\_ Signature \_\_\_\_\_

Billing Address, City, State, Zip \_\_\_\_\_

**To Pay by Check:** Make your contributions payable to **GAWDA** and mail to the attention of Bruce Ellenbogen, GAWDA, One Oakwood Blvd., Suite 195, Hollywood, FL 33020