

Copier Dealer Association

# MARKETING SUMMIT + OWNERS CONVENTION

# 2021

LOUISVILLE, KY

JULY 21-23

[ **THANK YOU** | to our **AWESOME SPONSORS** ]



**GreatAmerica**  
Speaker Marcus Sheridan



**MPS Toolbox**  
Powered By Tangent  
Wednesday Marketing Lunch



**PSIGEN.**  
Wednesday Cocktail Party



**ACDI**  
Wednesday Experience



**INTERMEDIA**  
Meeting Sponsor

**Sepialine**  
Board Lunch



**eci**  
Conundrum Wine



**usbank**  
Thursday Cocktail Party

**Panasonic**  
Thursday Dinner



**VISUALEDGE TECHNOLOGY**  
a Family of Office and IT Solutions Companies  
Dinner Drink

**AgentDealer**  
Thursday Dinner Drink








**KATUN PERFORMANCE**  
Friday Breakfast

JULY 21-23, 2021  
THE BROWN HOTEL



# MARKETING AGENDA

## WEDNESDAY, JULY 21

- 8:00 AM – 8:45 AM // CONTINENTAL BREAKFAST **Bluegrass Room**
- 8:45 AM - 9:00 AM INTRODUCTION & OPENING REMARKS: Gary Harouff & Keven Ellison, AIS **Gallery Ballroom**
- 9:00 AM - 10:00 AM  **MARCUS SHERIDAN: IMPACT**  
**Keynote - The Digital Buyer:** How B2B Buyers Have Dramatically Changed Post COVID and What that Means for Businesses Moving Forward **Gallery Ballroom**
- 10:00 AM - 10:45 AM  **DANIEL GRAY: Standard Office Systems**  
**More Than Vanity Metrics:** A Content Strategy That Pays **Gallery Ballroom**
- 10:45 AM - 11:00 AM // BREAK **Gallery Ballroom**
- 11:00 AM - 12:15 PM  **KEVEN ELLISON: AIS**  
**Giving Our Customers What They Want:** An Online Store - The How and Why? **Gallery Ballroom**
- 12:15 PM - 1:00 PM // LUNCH **Gallery Ballroom**
- 1:00 PM - 1:45 PM  **HALEY GRIGSBY: Fisher's Technology**  
**Millennials Are Taking Charge:** How Marketers Can Connect With This Growing B2B Buyer **Gallery Ballroom**
- 1:45 PM - 2:30 PM  **CHRIS WILLIAMS: All Copy Products**  
**Designing Your Website to Engage & Convert** **Gallery Ballroom**
- 2:30 PM - 2:45 PM // BREAK **Gallery Ballroom**
- 2:45 PM - 4:15 PM **DEALER PANEL**  
**KARLEE RICKS: Impact**  
**LAURA BULLARD: RJ Young**  
**SHANNON BAJER: Cobb Tech**  
**KEVEN ELLISON: AIS**  
**The Intangibles:** Leveraging Marketing in Other Areas of Your Dealership **Gallery Ballroom**
- 4:15 PM - 4:45 PM **KEVEN ELLISON: AIS**  
**CDA Website Take Over** - Discussion for All **Gallery Ballroom**
- 4:45 PM - 5:15 PM // WRAP UP AND NEXT STEPS **Gallery Ballroom**
- 6:00 PM // DEPART HOTEL **Meet in the Lobby**
- 6:00 PM - 10:00 PM // BOURBON TASTINGS & DINNER **Bardstown Bourbon Company**

# OWNERS AGENDA

## WEDNESDAY, JULY 21

6:00 PM // DEPART HOTEL **Meet in the Lobby**

6:00 PM – 10:00 PM // BOURBON TASTINGS & DINNER **Bardstown Bourbon Company**

## THURSDAY, JULY 22

10:00 AM – 12:00 PM // BOARD MEETING **Gallery Ballroom**

12:00 PM – 12:45 PM // BOARD LUNCH **Gallery Ballroom**

1:00 PM - 1:15 PM INTRODUCTION & OPENING REMARKS **Gallery Ballroom**

1:15 PM - 2:30 PM  **BOB GOLDBERG: SNFR, Attorney**  
**Gallery Ballroom**

2:30 PM - 4:00 PM  **MATT DIXON: Tethr, Chief Product & Research Officer**  
Author of *The Challenger Sale* and *The Effortless Experience* **Gallery Ballroom**

4:15 PM - 5:15 PM   **CONUNDRUM HOUR "SURPRISE SPEAKER":** A famous, transformational industry legend will share confidential insights and stories **Gallery Ballroom**

5:15 PM - 6:30 PM // FREE TIME  
6:30 PM - 7:30 PM // COCKTAIL HOUR **Rooftop Garden - 16th Floor**  
7:30 PM - 9:30 PM // DINNER **Bluegrass Room**

## FRIDAY, JULY 23

7:00 AM-8:00 AM // BREAKFAST with Mimosas **Location**

8:00 AM-8:30 AM // OPENING REMARKS and Comments from Sponsors **Gallery Ballroom**

8:30 AM-10:00 AM   **JOHN HEY & TODD JOHNSON: Strategic Business Association, Partners**  
**Gallery Ballroom**

10:00 AM-10:15 AM // BREAK **Gallery Ballroom**

10:15 AM-11:45 AM   **DEALER PANEL**  
**JOHN HEY & TODD JOHNSON: Strategic Business Association, Partners**  
**Gallery Ballroom**

11:45 AM-12:00 PM // CLOSING REMARKS **Gallery Ballroom**





LOUISVILLE,  
**KY**

JULY  
**21-23**

**THANK YOU**  
*for joining us in LOUISVILLE!*

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*See You Next Time!*

