CVSN President's Message

It is with great pleasure that I invite you to join us at the CVSN 2016 Aftermarket Distribution Summit this September at the Sutton Place Hotel in Vancouver, BC, Canada. This year’s Summit will feature critical education in Best Practices like the Keynote - Accelerate Your Business: How to sell more, manage smarter, grow your bottom line...and have a life with a follow up training session by Donald Cooper, Tactics to move strategic thinking to strategic doing by Sam Geist and Overpromise and Underdeliver: How to Design a Branded Competitive Advantage and Deliver Extraordinary Customer Experiences by Rick Barrera.

This on top of all the other great features of this MUST ATTEND industry event like the President’s Award, Tonneco Golf Challenge, tour of the majestic Vancouver Northshore, the very popular Private Strategic Planning (PSPs) meetings between suppliers and distributors, great entertainment and networking. Please join us in Vancouver!

CVSN “PRESIDENT’S AWARD”

Meaning Of The Presidents Award - “Inukshuk”

 Pronounced (in-oak-sho), is a stone monument erected to resemble humans. Inukshuk (inuit word meaning “in the image of man”) can be found along Canada’s Northern Shores from Baffin Island to Victoria Island.

One of their purposes was to serve as direction markers in the harsh and desolate Arctic. They were a tool of survival and a symbol of survival of the Inuit people. The Inukshuk symbolizes co-operation, balance and uniqueness; the idea that teaching and group effort is greater than individual effort.

Each stone is a separate entity, yet each supports, and is supported by the one above and the one below it. No one place is any more or any less important than the other. It’s strength lies in it’s unity. Its significance comes from its meaning as a whole.

The Inukshuk is a symbol to remind us of our dependence on each other and the value of strong relationships.

The 2016 President’s Award recipient is Dave Scheer, CEO, Inland Truck Parts

Host Hotel - Sutton Place Hotel Vancouver
840 Burrard St, Vancouver, BC V6Z 2K6, Canada
Phone: +1 604-692-5511

A 2-minute walk from Robson Street’s shopping, this upscale hotel is a high-rise in a 5-minute drive from Canada Place cruise terminals and conventions.

Luxe rooms and 1-bedroom suites featuring traditional, high-end furnishings and decor include flat-screen TVs and WiFi for a surcharge. Some suites offer retro mid-century modern decor, furnished balconies, fireplaces, espresso machines and full kitchens.

An international restaurant and oyster bar serves dinner in a modern space. Stylish on an English club with tapestries, leather chairs, and a fireplace, the lounge offers light bistro cuisine. There’s also a spa and wine boutique.

MONDAY, SEPTEMBER 12, 2016
OPENING BREAKFAST & GENERAL SESSION FEATURES THE CVSN PRESIDENT’S AWARD FOLLOWED BY A KEYNOTE ADDRESS

Keynote by Donald Cooper - International Management Speaker and Business Coach

Donald Cooper is a thought-leader in management. He works with business owners and managers in over 40 industries around the world, who want to achieve extraordinary outcomes. Referring to Donald Cooper, in order for businesses to be successful they must have customer value, effective promotion, top-performing teams, vision clarity and future action plans.

If the business leaders, are not clear about these 5 things, who else could possibly be?

It is Donald Cooper’s mission to deliver the best results and help businesses to be successful in their target area. He claims that all leaders need to understand the math of profitability and then have the courage to change what is needed to turn the value that is offered. Donald Cooper can effectively support clients who are looking for help and necessary tools to improve their performances.

As an entrepreneur himself, Donald Cooper spent 19 years at Cooper Canada, the successful family business, Canadian Brand icon and world’s leading maker of hockey equipment. At the age 43 Donald left the family business to do something less corporate, reinventing himself as an award-winning retailer. In just 3 years he fundamentally redefined the customer experience, for which he received 7 Awards of Excellence for marketing, service and business innovation.

On stage Donald Cooper is charismatic and authentic, he is a hands-on coach with credible and practical messages. All of his presentations focus on the three key areas management and leadership, marketing and customer service as well as creating top-performing teams.

TUESDAY, SEPTEMBER 13, 2016

Keynote by Sam Geist - Tactics to move strategic thinking to doing

Sam Geist is internally recognized as an authority in the areas of business management and strategy, leadership and the changing marketplace. He is an entrepreneur, marketing specialist and author of the best-selling book “Executive or Excruciating.”

His insights stem from years of front-line business experience, enabling him to address audiences in many industries, ranging from automotive to insurance to technology.

More than a motivator, he is a facilitator and a thought-provoker. He challenges his audience to think, to plan, and to take action in a disciplined strategic manner within the marketplace that surrounds them.

Sam’s program is a wake up call. It addresses a vital issue in business today: the failure to execute.

We all talk about what we want to do, about what we’re going to do—but talk doesn’t move ideas. When Sam asks marketers what is their biggest challenge, most reply that it is the struggle to move their strategies to reality. When he asks, “How would you rate yourself (on a scale of 1 to 10) in implementing your strategy?”—he discovers that the average rating is 6.2. The fact is in today’s marketplace 6.2 just doesn’t cut it.

Keynote by Rick Barrera - Overpromise and Underdeliver: How to Design a Branded Competitive Advantage and Deliver Extraordinary Customer Experiences

Rick Barrera is the Vice President of Strategy & DataSci, a marketing and sales consultant, and author. He is known throughout the Fortune 500 for his extraordinary operating ability and his unique approach to brand building.

It’s an all-clinic that smart companies UNDO promise and overdeliver, but in today’s crowded market place, it is no way ticket to success, so in his most recent book, Overpromise and Underdeliver: How to Design and Deliver Extraordinary Customer Experience, Rick illustrates how an increasing number of today’s top companies are building breakthrough brands in record time.

The book offers powerful and simple-to-apply insights, not only for senior marketers, but also for individuals at all levels— for anyone who wants to create extraordinary customer experiences. Drawing on more than 25 years of hands-on experience, this book shows step-by-step how brands are built and offers practical advice you can use to immediately differentiate your products, services and company.

Based on Rick’s BS in Street Journal bestselling book, this program is essential for any company that wants to radically differentiate their products, services and company from competitors while simultaneously increasing revenues and margins. In Overpromise and Underdeliver you’ll learn how to differentiate your brand by designing and deliver- ing extraordinary customer experiences that instantly differentiate your company.

Said executive will lead the research and use studies compelling, while the managers will have the keys to better execution. The front line will learn what specific actions they must take on a daily basis to create the unique experiences that drive trust and built lifetime brands.

Register Now for the Summit at www.cvsn.org

Register Now for the Summit at www.cvsn.org