

*Southwest Medical Equipment Suppliers Association*

# ***2017 SWMESA Conference Attendee Registration***

**Wednesday and Thursday**

**August 9 - 10, 2017**

**Holiday Inn Hotel & Suites Phoenix Airport North**

**1515 North 44th Street**

**Phoenix, AZ 85008**

**1 or 2 day tickets are available**



***Advocacy - Education - Vendor Displays - Networking  
Don't miss the premier event in the southwest this summer!  
Register today!***



*“I am so in the value of this program that I will guarantee this event will provide you and your company with new tools and ideas to both survive and thrive in this ever changing HME world. If you are not 100% with the value you receive from this program SWMESA will refund your entire registration fee!”*  
**Mark Farmer, President, SWMESA**

***Your Registration Fee Includes:***

- \* The Premier educational sessions impacting you today.
- \* Continental Breakfast - Wednesday and Thursday Morning
- \* Lunch - Wednesday and Thursday
- \* Refreshment and Snack Breaks
- \* Electronic Copies of all Presentation and Educational Materials
- \* Complete attendee and sponsor contact listing
- \* Access to the Vendor Displays throughout the days.
- \* 4th Annual SWMESA Networking Reception with two free beverage tickets and appetizers provided.

**Register Today by faxing this completed form  
to: 218-216-8139**

**or by emailing this completed form to:  
info@swmesa.com**

**or by calling the SWMESA office at:  
218-464-5169**

**Online registration will be open soon as well at  
www.swmesa.com**



**SWMESA**

**PO Box 3007**

**Duluth, MN 55803**

**Ph: 218-464-5169**

**Fax: 218-216-8139**

**Email: info@swmesa.com**

**Website: www.swmesa.com**

**Wednesday and Thursday, August 9 - 10, 2017**

**SWMESA Conference Registration Information:**

**2 Day Ticket:** \$209 for 1st Registrant, \$149 for each addl. 2 day registrant

**1 Day Ticket:** \$159 for 1st Registrant, \$99 for each addl. 1 day registrant.

Attendee (s) Name : \_\_\_\_\_ Days attending: Wed    Thurs  
Title: \_\_\_\_\_ Email: \_\_\_\_\_

Attendee (s) Name: \_\_\_\_\_ Days attending: Wed    Thurs  
Title: \_\_\_\_\_ Email: \_\_\_\_\_

Attendee (s) Name: \_\_\_\_\_ Days attending: Wed    Thurs  
Title: \_\_\_\_\_ Email: \_\_\_\_\_

*\*\*Please copy this sheet if you have more than three attendees*

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, St, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**ALL INFORMATION ABOVE REQUIRED FOR EACH ATTENDEE**

**Registration Deadline: August 6, 2017. Please register as early as possible to help us properly plan.**

1st 2 day registrant: \_\_\_\_\_ \$209  
# of 2 day addl registrant (s): \_\_\_\_\_ X \$149 = \$ \_\_\_\_\_

1st 1 day registrant: **specify day: Wed or Thurs** \_\_\_\_\_ \$159  
# of 1 day addl registrant (s): **specify day: Wed or Thurs** \_\_\_\_\_ X \$99 = \$ \_\_\_\_\_

**Total Amount Due** \$ \_\_\_\_\_

**Method of Payment:**    ☐ Check    ☐ Visa    ☐ MC    ☐ AMEX

CC # \_\_\_\_\_ Exp: \_\_\_\_\_ Sec Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Card Billing Address: \_\_\_\_\_

Ph #: \_\_\_\_\_ Email for receipt: \_\_\_\_\_

Signature of Card Holder: \_\_\_\_\_

***REGISTRATION AND CREDIT CARD PAYMENT IS CURRENTLY AVAILABLE BY CALLING THE  
SWMESA OFFICE AT: 218-464-5169 or via fax at: 218-216-8139***

***Please remit this FULLY COMPLETED form and make payment to:***

**SWMESA, PO Box 3007 Duluth, MN 55803**

**Cancellation Policy:** There will be no refunds for cancellations made after July 20, 2017. Cancellations prior to that date will be refunded minus a \$30 processing fee per registration form.

# **2017 SWMESA Conference, August 9 - 10, 2017**

**Wednesday, August 9, 2017**

## **Schedule of Events**

### **Retail Roadshow: Achieving Retail Success**

**8:30 to 9:00am Attendee Registration, Light Continental Breakfast and **Vendor Sponsor Displays Open throughout the day.****

**9:00 – 9:05 Welcome and Opening: SWMESA President Mark Farmer**

### **Retail Roadshow: Achieving Retail Success Program - 9:05am to 4:00pm**

#### **Session Objectives**

- 1: Define the fundamental elements, assessment process, and analysis criteria to determine the current state of your retail business operations and market
- 2: Discuss the basic principles of a successful store including what to do and what not to do when operating a retail store by reviewing real-life case studies, pictures and testimonials of HME's currently executing in the market
- 3: Identify the key metrics and tools used to analyze and assess your retail operations and implement strategies for long-term business success and growth
- 4: Learn from and network with peers and industry experts in a hands-on, interactive and strategy-driven environment

#### **Description**

Are you considering adding retail to your current operations?

Are you adding a new location to your HME fleet?

VGM Retail's Retail Roadshow will assist you in determining success in your market. Learn how to analyze your market's conditions and business's viability for retail operations and long-term execution of the fundamentals of retail health care through case study examples, hands-on workshop practice, and industry expertise.

#### **4:15 – 6:00pm 4th Annual SWMESA Conference Networking Reception:**

Take advantage of this wonderful networking opportunity and get to know your fellow SWMESA Members. You will receive two free beverage tickets and appetizers provided.

**SWMESA reserves the right to change this schedule at any time.**

# **2017 SWMESA Conference, August 9 - 10, 2017**

**Thursday, August 10, 2017**

## **Schedule of Events**

**8:00 – 8:30 Attendee Registration, Continental Breakfast - Vendor Displays Open**

**8:30 – 9:00 Welcome and Opening:** SWMESA President Mark Farmer, Southwest Mobility.

**9:00 – 10:30 Why are things moving so slow in Washington?** Round table discussion on the latest legislative and regulatory efforts to get the HME issues fixed which is impacting all payers. John Gallagher, VGM Group

**10:30 – 10:45 Break with Vendor Displays Open**

**10:45 – 12:00 Leading in Challenging Times: Andy Shirk, TRUEROOTS DEVELOPMENT.** Beyond knowing. Doing. With all of the change and challenge in the medical equipment and supply industry, pressure has been building for suppliers. As business owners, keeping employees engaged and motivated during difficult periods is especially tough yet critically important. Loss of employee productivity adds to financial challenges making things worse.

The focus of this conference session is to provide attendees with valuable skills to deal with the emotional burden of leading during demanding times, as well as sharing best practices of how to encourage employee engagement way beyond the usual gift cards and social events.

### **Objectives**

- ☐ Boost attendee mood after potentially gloomy legislative update
- ☐ Foster camaraderie among attendees
- ☐ Provide 2 or 3 tangible skills or ideas to improve employee engagement

**12:00 to 1:00 Break and Lunch with our Vendor Displays Open**

**1:00 - 1:15 SWMESA Business meeting and Election.**

**1:15 – 2:45 Miriam Lieber, President, Lieber Consulting LLC. Operations Management - Creating Efficiencies in Today's Tumultuous Climate:** Whether you are worried about competitive bidding, selling your company or simply staying profitable, this session will focus on operational efficiencies for maximum productivity. Accountability, automation, process and flow will be included in this practical session centered on the many positive operational changes seen throughout the HME community at large. Join Miriam for a review of national best practices from small to large HME providers.

**2:45 – 3:00 Break with our Vendor Sponsor Displays Open**

**3:00 – 4:30 What are other HMEs doing?** That is the number one question that is asked in these tough times in the home medical equipment and supply industry. A myriad of ideas has been tried; some failed; some have worked out okay; and others are successful. Panel Discussion with experts from inside AND outside of the industry as well as providers.

**SWMESA reserves the right to change this schedule at any time.**



*Thank you to our 2017 SWMESA PREMIER Sponsors!*



*Thank you to our 2017 SWMESA CORPORATE Sponsors!*



*Thank you to our 2017 SWMESA VIP Sponsors!*



Connecting Partners, Delivering Results™



*Thank you to our 2017 SWMESA Conference Sponsors!*



**Please note the new location for our event!**

**Holiday Inn Hotel & Suites Phoenix Airport  
North 1515 North 44th Street  
Phoenix, AZ 85008**

**All reservations must be made by Monday, July 17, 2017.**

In order to receive the SWMESA preferred room rates individuals with telephone requests must identify themselves as being with Southwest Medical Equipment Suppliers Association (SWMESA).

**Room rates begin at \$79.00 plus taxes**

**For reservations call (866) 819-6510.**

Rates cannot be changed upon check-in or at checkout times for guests who fail to identify their affiliation at the time the reservation is requested.

After the cut-off date, reservations will be accepted on a space available and rate available basis only.



**PO Box 3007  
Duluth, MN 55803  
Ph: 218-464-5169  
Fax: 218-216-8139 Email:  
info@swmesa.com  
Website: www.swmesa.com**



Southwest Medical Equipment  
Suppliers Association

PO Box 3007  
Duluth, MN 55803  
Ph: 218-464-5169  
Fax: 218-216-8139  
Email: [info@swmesa.com](mailto:info@swmesa.com)  
Website: [www.swmesa.com](http://www.swmesa.com)