

General Session

Monday, October 25
South Hall, SA1 ♦ 9:00 — 11:00 a.m.

Agenda Details



COVID-19, shut downs, home offices, reopening, supply chain disruption, and soaring raw material prices have made the world wildly different than what it was when we last met in Nashville in 2019. STAFDA's General Session offers an industry-specific look at the impact the pandemic has had on members the past 18 months and where we're headed from here. During his State-of-the-Industry remarks, STAFDA President **Brian Gersten** will discuss the creative ways distributors have done business in unprecedented times. Gersten is Owner of **On Time Supply**, Suffern, NY.

The manufacturers' experience will be provided by **Don Kudlak**, president, **Aerosmith Fastening Systems**, Indianapolis, IN, during his Associate State-of-the-Industry address. Aerosmith is a specialty fastener company that has grown 500% since 2005 supplying commercial contractors and industrial fabricators with unique fasteners to attach to steel and concrete products. Kudlak has been awarded one patent and has one patent pending. As Director of Product Development during his tenure at Aerosmith, he created four industry changing fasteners and helped build Aerosmith into a multi-dimensional supplier that has scaled to exporting.

STAFDA Keynote Speaker

Entrepreneur...Innovator...Co-Founder, *Fast Company*, and bestselling author, **William (Bill) Taylor** will deliver STAFDA's keynote address: **Performing While Transforming: The New Leadership Challenge**.

Business today is about distinctive competitive strategies, game-changing technologies, and creative social media and marketing. But the most successful organizations — those built on fierce execution and nonstop innovation — work as distinctively as they compete. The first question great organizations ask themselves is: *What separates us from our rivals in the marketplace?* But the next question is: *What holds us together as colleagues in the workplace?* Both are equally important to achieve overall success.

As a young entrepreneur, Taylor founded *Fast Company*, the bold business magazine that redefined the genre and chronicled the tech-fueled revolution. *Fast Company* won just about every award in the magazine world, from "Startup of the Year" to "Magazine of the Year" to three National Magazine awards. In recognition of *Fast Company's* impact on business, Taylor was named "Champion of Workplace Learning and Performance" by the **American Society of Training & Development**. Past winners include **Jack Welch** of **GE** and **Fred Smith** of **FedEx**. In less than six years, a magazine that took shape in borrowed office space in Harvard Square sold for \$340 million.

Chronicling and learning from free-thinking leaders and game-changing companies is Taylor's passion. After selling the magazine, he has continued to inspire a generation of executives and company-builders to think differently about leadership, change, culture, and the new world of work.

*Following his keynote presentation, Taylor will be in STAFDA Central in STAFDA's Trade Show from 12:00 – 12:45 p.m. signing copies of his book, **Simply Brilliant**. The first 50 members in line will receive a complimentary copy of the book.*

