



Strategies For Success

Architectural Woodwork Institute

Thursday 25 th March 2010

Time 12.00 noon – 3.30 pm

Radisson Hotel Valley Forge

1160 First Avenue, King of Prussia, PA 19405

Mr Steve Waltman of Stiles Machinery has graciously offered to bring his experience and expertise to our area. Join us for his presentation on strategies in our changing economy !

Garry Astles, President Central PA AWI :-...gastles@northwayind.com

John Gehman, President NJ AWI:-.....jgehman1@verizon.net



Stephan W. Waltman

Stephan W. Waltman, vice president of strategic sales and marketing and a corporate officer, has been with Stiles Machinery Inc. for over 25 years. Waltman joined Stiles as a salesman in 1982, covering a territory including Michigan, Indiana, Ohio, Kentucky, West Virginia and western New York and Texas. In 1985, he was promoted to Great Lakes regional sales manager and was appointed to his current position in spring, 1989. Waltman is credited with expanding Stiles' field sales team, increasing their access to sophisticated sales tools, and streamlining internal processes to help improve customer satisfaction. His contributions helped Stiles double its sales volume between 1994 and 1999, with record growth continuing to date.

An active member in the industry's trade associations, Waltman has served on the board of directors for the Architectural Woodwork Institute (AWI), the Association of Closet and Storage Professionals (ACSP), and the Association for Retail Environments (ARE).

From 1975 to 1981, prior to joining Stiles, Waltman held several positions in the manufacturing industry including a position as vice president of manufacturing with Colonial Clock Division of Thomas Industries in Louisville, Kentucky.

University in Kalamazoo, Michigan.

Costs:-AWI Members, AIA, CSI, & GBACPA will be..... \$ 35.00

The chosen venue has superb facilities for AWI Members and Non-Members to use the presentation of standards evening as a very cost effective Marketing Event for your organization, by providing a Company Table Top Presentation.

AWI Member Table Top.....\$ 100.

Non- Member Table Tops.....\$ 175.

A box lunch and refreshments are included..... Deadline..... March 3rd 2010



Registration.....

Company	Number of attendees:-.....
Telephone:-.....	Name of Attendee:-.....
E-mail:-.....	Name of Attendee:-.....
Association Member:-.....	Name of Attendee:-.....
(AWI, AIA, CSI, GBACPA).	Name of Attendee:-.....
Total Payment Enclosed \$	Name of Attendee:-.....
Check Payable to Central PA AWI	TABLE TOP REQUIRED..... Yes



Please mail your check for the total attending, plus table tops to:-

**Mr John Beaver, Secretary, Central PA AWI
c/o Roland & Roland Inc
P.O. Box 20344,
Lehigh Valley, PA.**



Joint presentation of the NJ and Central PA Chapters of the AWI..... gastles@northwayind.com

"In times of change, learners inherit the Earth, while the learned find themselves beautifully equipped to deal with a world that no longer exists.".....[ERIC HOFFER](#)

Does anything shake our confidence or instill more fear than becoming irrelevant? It happens when people stop learning and adapting to change, and it happens to companies when they assume their customers aren't changing either.

Applying old answers and old rules to new market conditions doesn't work in today's economy. Growing a business, given the scale and scope of change we've witnessed over the past year demands; New thinking. New learning. New vision.

That's why you can't afford to miss this panel discussion of your peers on 25th February 2010,xxxxxxxxxxxxxxxxxxxxxx. They will be making their predictions and sharing their experience and insight while debating the same new questions you're wrestling with each day.

Prediction is very difficult, especially of the future.....[NIELS BOHR](#)

- How will buying habits of the wealthy be effected by the financial meltdown? What are you doing about it?
- In a tight market should you broaden your product line or become more focused?
- Is your manufacturing process flexible and efficient enough to serve post-meltdown customers? How will you know for sure?
- Do you have the right people in the right seats to help your company become even more customer centric?
- How are you tracking customer satisfaction?
- How important will your past reputation be to future customers? What are you doing to control it?
- As a company leader what are you doing to instill confidence in your people that growth is not only possible but also essential even during a soft economy? Do you really believe it yourself?

The best thing about the future is that it only comes one day at a time.....[ABRAHAM LINCOLN](#)

You will be better prepared for your future if you spend February 25 with your fellow AWI members in XXXXXXXXXXXXXXXX. We look forward to a lively debate and your participation as we learn from each other. You will be challenged by the discus-

Topics from Stephan W Waltman's successful presentation to AWI representatives in San Antonio, Texas