



September 27, 2011

TO: Evergreen Preferred Suppliers  
Manufacturer Representatives  
Evergreen Members

FROM: Kevin Higginbotham  
The Evergreen Marketing Group

RE.: Meeting @ STAFDA:

Saturday, November 12, 2011  
4:00 p.m. – 5:30 p.m.  
Henry B. Gonzalez Convention Center  
Room 215

Evergreen remains focused on finding ways for our preferred suppliers and their manufacturer representative partners do more business with our membership. Since 1989 our mission has focused on training and education, business development and partnering with a key group of manufacturers.

Our industry is faced with rapid change coming from many directions. Although business remains soft there appears to be some cause for optimism. Now more than ever, we need to work together to ensure our mutual profitability.

As the premier cooperative of independent distributors in the tool and fastener industry, the Evergreen Marketing Group is committed to maintaining an open dialog with our preferred suppliers and their manufacturer representative partners regarding the key issues facing the industry. In addition, we actively work to drive more business between our members and our preferred suppliers.

We believe that open communication and sharing of plans and ideas are important to the industry and our organization. With this in mind, we will once again hold a brief meeting on the Saturday prior to the start of this year's STAFDA convention to discuss our plans for 2012 and our views on the trends challenging the industry today. We also will talk about best practices for using Planning for Profit as a framework for driving business with Evergreen members.

This meeting is open to anyone who is interested in engaging in this dialog and learning more about Evergreen. The focus of the meeting is to update you on our activities and

describe ways for you to work more closely with Evergreen members. However, we will also allocate time to answer any questions you may have about our organization. We feel that everyone wins when we share best practices and discuss common challenges.

This is an open invitation for all sales personnel from Preferred Suppliers and Manufacturer Representatives and Distributors to attend a 90 minute meeting on Saturday, November 12, 2011 in Room 215 at the Henry B. Gonzalez Convention Center in San Antonio. Please note, the meeting will start with refreshments at 4:00 p.m. followed by a formal presentation and Q&A session beginning approximately 4:30 p.m.

So we can accurately judge the level of interest in attending, please fax back or email the attached form to the Evergreen office by October 21, 2011.

Thanks for your interest and support of The Evergreen Marketing Group.

Best regards,

Kevin D. Higginbotham  
CEO

PS: Please pass this notice on to anyone you feel might benefit from participating.

## **FAX BACK TODAY!**

### **WHAT:**

The Evergreen Marketing Group Informational Meeting

- Get the latest update on EMG programs and plans
- Gain valuable insights in how to do business with Evergreen members
- Open Q&A and Networking

### **WHEN:**

Saturday, November 12, 2011

4:00 – 5:30 p.m.

Refreshments 4:00-4:30 p.m.

Presentation will begin at 4:30 p.m.

### **WHERE:**

Henry B. Gonzalez Convention Center

San Antonio, Texas

Room 215

### **WHO SHOULD ATTEND:**

Sales Managers and Field Sales personnel from Evergreen preferred suppliers and manufacturer representative organizations; Evergreen members; Non-Evergreen Distributors who want to learn more about the group

Yes, I will attend                       Sorry I can't attend.

Please remove me from your e-mail list.

NAME(S): \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

*If you would like to receive our quarterly newsletter, please provide your mailing address on the line above.*

Tel.: (\_\_\_\_\_) \_\_\_\_\_ FAX: (\_\_\_\_\_) \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

There is no restriction on how many people can attend. Please photocopy form as necessary.

Please fax to EMG at 972-242-1411

Or e-mail us the information at

[evergreen@evergreen-marketing.com](mailto:evergreen@evergreen-marketing.com)

by October 21, 2011