

# 2018 SUMMER INDUSTRY FORUM

PITTSBURGH, PENNSYLVANIA

JUNE 5 – 7, 2018

ITODA

EVENT INFORMATION

ITODA

## ABOUT THE PROGRAM

**Consumer \$ense – Exploring the Mind and Heart of the Consumer**  
Dr. Audrey Guskey

In order to maximize this learning experience, attendees will be given homework assignments, which will consist of interesting background readings and fun exercises to complete before the Summer Forum, such as a description of a purchase made, modeling consumer behavior, a personality test, a story of how customer expectations were exceeded, and a short book review of Dr. Guskey's upcoming book.

# SCHEDULE OF EVENTS

## TUESDAY, JUNE 5

4:30 pm – 6:00 pm

### Reception at the Hotel

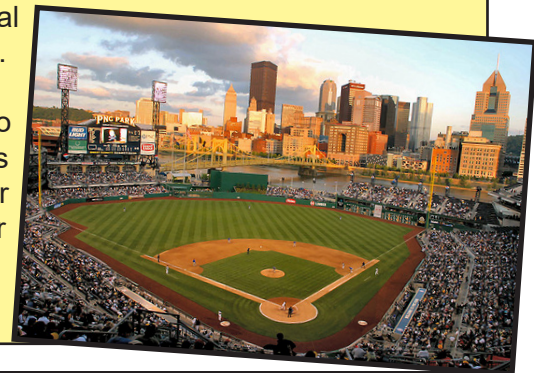
Meet up with friends and colleagues in the Terrace Room for some light bites and a drink or two. It will be a nice time to catch up!

## OPTIONAL EVENT

### Pittsburgh Pirates vs. LA Dodgers

For those who elect to go to the game, we will take a short ride on the Pittsburgh Subway from the hotel to PNC Park for the Pirates game. PNC Park, which opened in spring 2001, is a classic-style ballpark, (widely viewed as one of the finest parks in MLB.) It is an intimate facility that embraces the progressiveness of Pittsburgh while saluting the spirit of early ballpark originals such as Forbes Field, Wrigley Field, and Fenway Park. It is the fifth home of the Pittsburgh Pirates since their inception in 1887. This riverfront facility combines the best features of yesterday's ballparks – rhythmic archways, steel trusswork, and a natural grass playing field – with the latest in fan and player amenities and comfort.

Tickets are \$40.00, and separate registration is required. The last day to purchase game tickets is Tuesday, May 1. After this date, any extra tickets purchased by ITODA must be returned and will be available available for sale to the general public. Anyone wishing to attend the game can register on the Industry Forum registration form.



[www.itoda.org](http://www.itoda.org) | [info@itoda.org](mailto:info@itoda.org)

**WEDNESDAY, JUNE 6**

- 6:30 am – 8:30 am**      **Breakfast on your own in the Terrace Room Restaurant** (included in your hotel room rate)
- 8:30 am – 10:00 am**      **The Psychology of the Consumer: External Forces**  
Participants will delve deep into the psyche of the consumer, probing how consumers make buying decisions and how others influence purchases. The breakout sessions will include discussions of purchase decisions, modeling the consumer decision process, and experimenting with various marketplace influencers such as market maven, connectors, and innovators.
- 10:00 am – 10:15 am**      **Break**
- 10:15 am – 12:00 pm**      **The Psychology of the Consumer: The Forces Within**  
This session will look at the impact personality has on consumer purchases and how attitude shapes what we buy. Breakout sessions will include collaborating in groups with similar personality types, and exploring models of attitude.
- 12:00 pm – 1:15 pm**      **Lunch**
- 1:15 pm – 2:45 pm**      **Delivering Amazing Customer Service: What it Takes to Satisfy your Customers**  
This session will examine customer service from a provider's perspective. The causes of customer satisfaction will be investigated and specific helping behaviors of providers and customers will be discussed. Attendees will share their stories of how they helped their clients to improve the customer service experience. Tips will be provided for how to generate energy and passion in an organization that becomes contagious to customers.
- 2:45 pm – 3:00 pm**      **Break**
- 3:00 pm – 4:00 pm**      **Delivering Amazing Customer Service: Getting Your Customers to Help You**  
This session will examine customer service from a customer's perspective. Actual techniques a business can use to get their customers to help will be shared. A sneak peek at Dr. Guskey's upcoming book, *Itching for Better Service: HELP YOURSELF!*, including the rules and tools for obtaining better service, will be revealed.
- At the end of the Summer Industry Forum, a project will be assigned that will expand on the learning experience from the first workshop. This project will be analyzed and shared during the Fall Industry Forum.
- 6:00 pm – 9:00 pm**      **President's Reception and Dinner at Monterey Bay Fish Grotto**  
We will gather in the hotel lobby and board our transportation for the short trip up to Mount Washington. Mount Washington is a neighborhood in Pittsburgh's south city area. It is known for its steep hill overlooking the Pittsburgh skyline, which was rated the most beautiful vista in America by USA Weekend. Mt. Washington's funiculars, the Duquesne and Monangahela Inclines, are the oldest continuous inclines in the world. It is also widely acclaimed for the row of upscale restaurants paralleling the crest of the hill upon which the community sits.
- We will dine at the Monterey Bay Fish Grotto, Pittsburgh's premier seafood restaurant, which boasts stunning 360° views of Pittsburgh's legendary skyline. The menu features flown-in-daily Monterey Bay Seafood Watch Certified Sustainable seafood paired with seasonal local ingredients, prepared expertly with a focus on fresh flavors.

**THURSDAY, JUNE 7**

- 6:30 am – 8:00 am**                      **Breakfast on your own in the Terrace Room Restaurant (included in your room rate)**
- 8:15 am**                                      **Travel to Walker Supply**  
We will meet in the hotel lobby (please make sure you have checked out of the hotel) and then board our transportation for the trip to Walker Supply Inc. (For those who have return flights from the Pittsburgh International Airport, staff from Walker Supply will kindly shuttle you to your specific gate of departure.)
- 9:15 am – 11:00 am**                      **Tour Walker Supply**  
We will enjoy a tour of Walker Supply Inc., which has been a Turf and Ornamental supplier since 1991. They are committed to providing you with unsurpassed dedicated service, product expertise, and local agronomic insight.
- 11:00 am**                                      **We will re-board our transportation for the return trip to the hotel, marking the conclusion of the 2018 Summer Industry Forum.**

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**HOTEL INFORMATION**

**Omni William Penn Hotel**  
**530 William Penn Place**  
**Pittsburgh, PA 15219**  
Toll Free: 800-422-8386  
Hotel Operator: 412-281-7100

**Reservations**

**For reservations, call 800-THE-OMNI or use [this link](#).** You must identify yourself as part of ITODA to obtain the group rate. It is important that you indicate any special rooming needs or arrangements at the time of this call.

**Group room rate: \$175.00 for single occupancy, plus tax.** ITODA cannot guarantee room availability. **The discounted group rate concludes on May 14.** Rooms will be available at the discounted rate until that date, or until the block is filled, whichever comes first. Once the block is filled or the deadline passes, you are competing with other guests for rooms.

**The Omni has a program called “Say Goodnight to Hunger” where they work with local food banks. For every room booked within ITODA’s block, the Omni will donate one meal per night.**

**Travel**

Complete travel information, including driving directions, airport transportation, and parking, is available [here](#).

**INDUSTRY FORUM PRESENTER**

DR. AUDREY GUSKEY  
CONSUMER TRENDS EXPERT

Dr. Audrey Guskey is considered to be one of the nation's top consumer experts. She has appeared in more than 3,500 TV, radio, newspaper, and magazine interviews discussing consumer trends, including: the Fox News Channel, CNN, MSNBC, the CBS Morning Show, the Montel Williams Show, The Wall Street Journal, Fortune, Newsweek, Time, US News & World Report, USA Today, The New York Times, Smart Money Magazine, Reader's Digest, Cosmopolitan, and Ladies Home Journal. You can catch her consumer tips and trends series at [www.draudreyguskey.com](http://www.draudreyguskey.com). *Consumer Sense* provides consumers with a behind the scenes look at marketing to uncover retail secrets.

Audrey Guskey has been a consultant for the Pittsburgh Steelers, the Pittsburgh Penguins, McDonald's, Pittsburgh Brewing Company, Fed Ex Ground, the Pittsburgh Pirates, Kodak Corporation, General Motors, United Way, Ramada, Highmark, Westinghouse, Bayer, Duquesne Light, Pittsburgh Downtown Partnership, and Catholic Charities. She has been professor of marketing at Duquesne University for the past 30 years and has won numerous teaching and research awards.

She is currently completing her latest book "Itching for Better Service? HELP YOURSELF!" Using unique qualitative methods of collecting thousands of stories over the past decade, Dr. Audrey Guskey has developed a set of rules and tools that customers can follow to receive outstanding service.

In 2007, Dr. Audrey was recognized as the first recipient of the Distinguished Marketing Educator of the Year by the Pittsburgh chapter of the AMA and inducted into The Marketing Hall of Fame along with the inventor of the Big Mac and H. J. Heinz Corporation. Dr. Audrey Guskey received her Ph.D. in marketing/consumer behavior from the University of Pittsburgh in 1990. She also earned an MBA from the University of Pittsburgh.

She is the mother of two adult children – Ed and Evonne – and the grandmother of Jake, Luke, and Cassidy. She has completed 11 full marathons and 25 half marathons. She was one of the final 50 finalists for "The Apprentice" in 2005.

**Antitrust Notice**

ITODA recognizes the care that must be taken at a gathering of this nature. Accordingly, ITODA will ensure that the meeting is monitored according to a strict protocol to ensure that no violation of the antitrust laws takes place.

# Registration Form: ITODA 2018 Summer Industry Forum

Register additional people using a separate form, but total payment can be made with one check or credit card.

Registration must be received on or before May 14 for the early bird discount.

Name (as it will appear on the name badge)

Company Name

Mailing Address

City State Zip

Phone Fax

Email (Confirmations are only sent by email.)

I have a special dietary or accessibility need and will require accommodations in order to fully participate in this meeting. Please contact me.

2<sup>nd</sup> Attendee Name (as it will appear on the name badge)

Company Name

Mailing Address

City State Zip

Phone Fax

Email (Confirmations are only sent by email.)

I have a special dietary or accessibility need and will require accommodations in order to fully participate in this meeting. Please contact me.

To add more people, this form may be photocopied and total fee paid with one check or credit card.

## Registration Payment (Federal ID # 52-1748598)

Please email me a receipt for my records.

Online: Have credit card available and go to [www.itoda.org](http://www.itoda.org)

Email: Scan and email to [info@itoda.org](mailto:info@itoda.org)

Mail: Send form and check (payable to ITODA) to:  
ITODA Registration Office, 174 Crestview Dr., Bellefonte, PA 16823

Fax: Provide credit card information and fax to 814-355-2452

Credit Card:  Visa  MasterCard

Name on Card (print) \_\_\_\_\_

Account Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature \_\_\_\_\_

## 2018 Industry Forum Registration

Registration package includes: Participation in all educational sessions and breaks, as well breakfast on Wednesday and Thursday, lunch on Wednesday, and president's reception and dinner.

### Member Fees

#### Early Bird Fee (on or before May 14):

First company attendee @ \$595 \$ \_\_\_\_\_

#### Regular Fee (May 15 or later):

First company attendee @ \$695 \$ \_\_\_\_\_

#### Additional Attendee Fees:

Early bird fee (on or before May 14):  
\$400 X \_\_\_ attendees \$ \_\_\_\_\_

Regular fee (May 15 or later):  
\$450 X \_\_\_ attendees \$ \_\_\_\_\_

### Non-Member Fees

#### Early Bird Fee (on or before May 14):

First company attendee @ \$795 \$ \_\_\_\_\_

#### Regular Fee (May 15 or later):

First company attendee @ \$845 \$ \_\_\_\_\_

#### Additional Attendee Fees:

Early bird fee (on or before May 14):  
\$600 X \_\_\_ attendees \$ \_\_\_\_\_

Regular fee (May 15 or later):  
\$750 X \_\_\_ attendees \$ \_\_\_\_\_

#### Baseball Game (register by May 1):

\$40 X \_\_\_ attendees \$ \_\_\_\_\_

#### Total for Industry Forum:

\$ \_\_\_\_\_

## Registration for Guests to Social Events

### Tuesday Evening Welcome Registration

Register the following additional people:

1. \_\_\_\_\_
2. \_\_\_\_\_

No additional fee required.

### Wednesday President's Reception & Dinner

Register the following additional people:

1. \_\_\_\_\_
2. \_\_\_\_\_

\$65 pp X \_\_\_\_\_ total Reception & Dinner tickets = \$ \_\_\_\_\_

TOTAL GUEST TICKETS \$ \_\_\_\_\_

### Total Payment for Forum and/or Guest Tickets

\$ \_\_\_\_\_

No refunds will be issued after Tuesday, May 22. Cancellations after May 22 will receive a copy of materials from the Industry Forum. Changes or cancellations must be made in writing to Terri Breon at [info@itoda.org](mailto:info@itoda.org). Substitutions may be made in advance.