

The logo features the letters 'DII' in a large, bold, blue 3D font. A horizontal blue banner with a white border is positioned across the middle of the letters, containing the text '2024 ANNUAL CONFERENCE' in white, uppercase letters. A small white circular icon is located on the left side of the banner.

**DII**  
2024 ANNUAL CONFERENCE

PAINT  
THE  
TOWN

*blue*

HYATT DENVER  
DENVER, COLORADO

---

APRIL 29 - MAY 1, 2024

## Hotel Information

**HYATT REGENCY DENVER**  
650 15th St.  
Denver, CO 80202  
303-436-1234

Experience the buzz of downtown from Hyatt Regency Denver. Located one block from the 16th Street Mall and walking distance to Denver Center for the Performing Arts, the hotel offers a stylish stay in downtown Denver with access to the 27th-floor Peaks Lounge, the highest-rising lounge in the city with spectacular Rocky Mountain views.

### ROOM RATE

\$249 per night plus tax, single/double occupancy.

*Rates are guaranteed through March 11 or until hotel block is full, whichever occurs first.*

## Hotel Reservations

Go to [www.bluehawk.coop/events](http://www.bluehawk.coop/events), click on the Hotel Reservation link to complete your hotel reservation online.

Or call 303-436-1234, be sure to ask for the BLUE HAWK Group Rate.

## Travel Information



**Denver International Airport**  
Distance from Hotel: 27 Miles



**Transportation from Airport**  
Uber, Lyft  
Taxi



**Denver Airport Rail**  
- Drops off at Union Station,  
a 1 mile walk/Uber ride to hotel



## Conference Registration

**ONLINE:** [www.bluehawk.coop/events](http://www.bluehawk.coop/events)

Please complete a separate registration form for each meeting attendee (other than a spouse or guest who is only participating in social activities). If your spouse is participating in the meeting portions of the event please fill out a separate form for them also.

Conference registration and hotel reservations are due no later than Monday, March 11, 2024, and must be completed separately.

## On-site Conference Check-in

Registration is open Monday, April 29, 2:00 - 5:00 pm in the Centennial Foyer. Stop by and pick up your name tags and meeting packets with a detailed conference schedule.

## Attire

**Meet & Greet:** Business Casual

**Meeting:** Business Casual

**BLUE Out BASH:** It's time to get your BLUE on for this epic party celebrating your co-op and everyone who makes it great. So, start putting together your BLUE Out-fit to show your support of the best co-op in the industry!



# Schedule of Events

## MONDAY, APRIL 29

2:00 - 5:00 pm  
Conference Registration

2:30 - 5:15 pm  
Buzzworthy Workshops  
*See pages 4 & 5*

6:00 - 6:30 pm  
New Member/First-Time Attendee  
Meet & Greet

6:30 - 8:00 pm  
Meet & Greet  
New Product Showcase

## TUESDAY, APRIL 30

7:00 - 8:00 am  
Members-Only Breakfast

8:00 - 9:50 am  
Member-Owner Meeting - *Mandatory*

10:00 am - 12:00 pm  
Peer-2-Peer Networking Groups &  
Role Roundtable Breakout Meetings

11:30 am - 3:30 pm  
Delicious Denver Food Tour  
*Guests Only Event - Optional*

12:00 - 1:15 pm  
Awards Lunch

1:30 - 5:30 pm  
Face-to-Face Meetings - *Mandatory*  
& Alliance & Solution Partner Center

6:30 - 9:30 pm  
BLUE Out BASH!

## WEDNESDAY, MAY 1

6:30 to 7:30 am  
Attendee Breakfast

7:30 am - 12:30 pm  
Face-to-Face Meetings - *Mandatory*  
& Alliance & Solution Partner Center

1:00 - 5:00 pm - *Optional Activity*  
BLUE HAWK Gives Back  
*Paint-A-Thon with*  
*Brothers Redevelopment, Inc.*

## THURSDAY, MAY 2

Optional Activities. See page 7.

# Face-to-Face

## Tuesday, April 30

Face-to-Face meetings are short 10-minute pre-scheduled meetings between Member-Owners and Vendor Partners to explore business opportunities.

Face-to-Face selection forms will be available online in February. Notification will be sent out when selection forms are posted. Members, Vendor Partners and Solution Partners (who upgraded) will specify who they would like to meet with, and BLUE HAWK will establish appointment schedules for all attendees. Every effort will be made to accommodate your appointment preferences.

Each Member will have approximately 20-30 appointments. Members are required to attend all scheduled appointments to comply with the Minimum Standards of Member Participation. The Vendor Partner schedules are full based on the number of selected appointments. Member schedules contain gaps. Please take those opportunities to visit the Solution Partner Center.



# Solution Partner Center

Lower your expenses and streamline your operations by visiting our BLUE HAWK Solution Partners during your Face-to-Face Meeting breaks. Solution Partners are "Value-Added Business Services" negotiated and endorsed by BLUE HAWK on behalf of our Member-Owners. Solution Partners offer a valuable service by reducing your operating costs, enriching your customer relationships, and growing your business.



# Guests

Bring your guest to enjoy the Denver attractions surrounding the Hyatt Regency such as the 16th Street Mall and Denver Zoo.

*A Guest Fee of \$250 will be charged for all conference guests to help offset the cost of their attendance.*

# Buzzworthy Workshops

**MONDAY,  
APRIL 29**

Eight workshops – focusing on various Buzzworthy BLUE HAWK initiatives – will be held Monday afternoon prior to the Meet & Greet.

Sign up to attend via the conference registration form.

NOTE: Some workshops are concurrent. Check the times and only register for one workshop per time slot.

## OWNERS TRACK

### THE GOOD, THE BAD, AND THE UGLY... 2:30 - 3:15 pm how creating a data-driven culture is challenging and worth it



*Moderator: Paul Giudice, CoMetrics*  
*Panelists: Jay Epting, Epting Distributors; Michael Riley, Riley Sales; Rhonda Wight, Refrigeration Sales Corp.; and Spencer Atkins, Weathertech Distributing*

WTF does “data-driven culture” actually mean? Why is it important for your business? How do you get there? Join CoMetrics’ CEO Paul Giudice as he leads a panel discussion on implementing data-driven decision-making. Using data to complement your intuition is a work in process. Think journey, not destination. Learn from fellow BLUE HAWK members on how they use data (including Benchmark BLUE data) in their organizations. Where have they failed, learned, and thrived?

### ESOP, you say?

**3:30 - 4:15 pm**



*Moderator: Darrell Smith, Prairie Capital*  
*Panelists: Lauren Roberts, cfm Distributors; Mark Shepherd, Southern Refrigeration; Brandon Johnson, Mountainland Supply Company*

Dive into ESOP as succession planning option with our panel on ESOPs (Employee Stock Ownership Plans). Discover how ESOPs provide a unique and effective strategy for ownership transition. Gain insights into empowering employees, securing the company’s legacy, and ensuring a seamless succession plan for lasting success from companies who have been through the process.

### GROWING FORWARD

**4:30 - 5:30 pm**

#### Acquiring Members’ Value Proposition



*Moderator: Lance Rantala, BLUE HAWK*

Unlock the future of your business! Join our exclusive session for owners where top BLUE HAWK Members reveal their acquisition strategy and approach to purchasing independent HVACR wholesalers. Explore potential collaborations and stay informed in a rapidly evolving market. Learn from Members who expanded through the Growing Forward Acquisition Program. Seize this opportunity to shape your business’s and co-op’s future. Don’t miss out on this invaluable opportunity – secure your spot now!

# HARDI TRACK

## MAKING SENSE OF 2024

2:30 - 3:15 pm

*Talbot Gee, HARDI*

2024 pre-orders have been in for months and hopefully everything you ordered is in and already being sold. What should you expect the rest of the 2024 cooling season and into the full-blown A2L transition? This session will analyze the most recently-available data and overlay the current status of the A2L transition to help distributors better plan and forecast for the second half of 2024. We will provide an outline of what good performance is shaping up to look like in 2024 so you can benchmark your company and put it on a path towards share-gaining performance into a pivotal 2025.

## DISTRIBUTOR PROFITABILITY - 3:30 - 4:15 pm In the midst of lingering inflation, easing demand and yet another product transition

*Talbot Gee, HARDI*

Distributors' SG&A costs have been on the steady rise while the historic pace of business in 2022 continues to regress to the norm. What does good distributor profitability look like in this environment and what should distributors be aiming for the rest of 2024? HARDI will break down operational and financial benchmarks to review how top-performing distributors are navigating these challenging times.

## THE REAL KEY TO SCALE: Talent Development & Performance Management

4:30 - 5:15 pm

*Talbot Gee, HARDI*

Since the pandemic, scale has proven to be a powerful tool in terms of purchasing, logistics, and technology, however distributors of all sizes continue to struggle scaling their ability to develop, replicate, and recruit top talent and performance. HARDI will outline the keys to a scalable and sustainable talent and professional development model that distributors of all sizes can implement. Any leader of people should attend this session to bring back these keys to long-term growth and success. Distributors will appreciate this simple, straightforward outline so you know precisely what needs to be done once you return home.

# NEXT LEVEL TRACK

Do you consider yourself a future industry leader or an up-and-comer in the business? Would you like to increase your knowledge throughout the business-side of the industry? If so - the NextLevel Leadership Program is the place for you.

## MARKETING... 2:30 - 3:15 pm Why should I do business with you?

*Dr. Norm Clark, Texas A&M*

Unlock the secrets to marketing success in this concise presentation. Learn to craft a compelling value proposition that answers the question, "Why should I do business with you?" Learn why it's essential to maintain a consistent message and distinguish yourself from competitors. Gain practical insights to elevate your marketing strategy and captivate your audience, setting your brand apart in a crowded market.

## SALES 3:30 - 5:15 pm MANAGEMENT and TEAM DEVELOPMENT

*Dr. Norm Clark, Texas A&M*

Sharpen your Sales Management and Team Development skills, while exploring the pivotal role of distribution outlook in optimizing sales strategies. Delve into talent development, providing clear direction, and conducting effective team assessments. Uncover the transformative power of empowerment in fostering a high-performance sales team. Elevate your leadership skills.

JOIN US  
FOR THE

# BLUE OUT BASH!

TUESDAY  
APRIL 30

6:30 PM

@ NUMBER THIRTY EIGHT

IT'S TIME TO GET YOUR BLUE ON for this epic party celebrating the co-op and everyone who makes it great. So start putting together your BLUE Out-fit to show your support of the best co-op in the industry!

All Members, Vendor Partners, Alliance Partners, Solution Partners, and Guests are invited.

SPONSORED BY:

**DIVERSiTECH**



**MUELLER  
STREAMLINE CO.**

*Gray Metal Products, Inc.*  
*Gray Metal South, Inc.*  
*Snap-Rite  
Manufacturing, Inc.*  
*Quality Flex  
GRAY FLEX SYSTEMS, INC.*



**Brothers Redevelopment, Inc.**

Housing • Home Modification & Repair • Housing Counseling



WEDNESDAY,  
MAY 1

1:00 - 5:00 pm

\$50 per person



## PAINT THE TOWN BLUE GIVES BACK

Join us as we continue to Paint The Town BLUE and lend our time and talents to the efforts of local Denver non-profit, Brothers Redevelopment.

Through their Paint-A-Thon, volunteers donate their time and energy to paint the homes of deserving older adults. Volunteers have painted the exterior of more than 7,500 local homes.

Painting a home's exterior can cost upward of \$5,000 — a huge expense for any homeowner. The Paint-A-Thon program offers income-eligible homeowners the chance to save big and devote their savings to other important costs, such as medication, groceries and bills, while still maintaining their most important investment — their home.

The cost of this event includes lunch, a volunteer shirt and transportation.

Space is limited, sign up now to Give Back!

SPONSORED BY:

**CPS**® **5-2-1**  
COMPRESSOR SAVER



## Delicious Denver Food Tour

**TUESDAY, APRIL 30**

**11:30 am - 3:30 pm | \$130 per person**

### **GUESTS ONLY - OPTIONAL ACTIVITY**

*Note: This takes place during the Face-to-Face Meetings.*

Taste unique and delicious dishes from five award-winning local restaurants and learn fun history about the Mile High City on this afternoon downtown Denver walking food tour.

#### **4 TASTINGS + DESSERT + COCKTAILS**

Enjoy tastings from Italy, Argentina, the Southwest & Denver Classics.

If your guest has any dietary restrictions, please note them on the registration form.



## Colorado Foothills Jeep Tour

**THURSDAY, MAY 2**

**7:30 am - 2:00 pm | \$225 per person**

### **OPTIONAL ACTIVITY**

Enjoy a Garden Of The Gods Foothills Tour in the open-air Jeeps highlighting Colorado Springs' most well-known landmarks: the Garden of the Gods, Cheyenne Canyon, and Helen Hunt Falls. Colorado History, Railroad Tunnels and amazing scenery throughout red rock park will provide an adventure you'll never forget.

Cost includes transportation, the Jeep tour, gratuity and snacks.



## Private Water Fly Fishing Day Trip

**THURSDAY, MAY 2**

**7:30 am - 5:00 pm | \$850 per person**

### **OPTIONAL ACTIVITY**

The Best Colorado Fly Fishing you will find, and only 60 minutes from Denver. You will be fishing for trophy sized Trout with experienced guides on nearly 3 miles of private water on the North Fork of the South Platte River.

Cost includes transportation, all rental equipment (rod, reel, waders), terminal tackle, flies, beer, wine and soda, lunch and access to a lodge for breaks.

