

NATIONAL CONFERENCE 2008

SHERATON MIRAGE, GOLD COAST

Corporate Overview

Australia's leading trade and industrial tool retailer, Total Tools has recently concluded its 52nd Member Conference at Sheraton Mirage on the Gold Coast. 24 store owners and their families along with 27 of Total Tools' leading suppliers spent 5 days on the Gold Coast at the start of December.

The conference contains a store owners section, golf day, supplier showcase and culminates in a

to the stores the latest products, marketing initiatives and offers in one location. Jon Yarnall, Marketing Manager for Total Tools was particularly pleased with the outcome of the showcase. "We are able to bring together our best suppliers along with all our stores. Not only are we able to see the latest and greatest, we are able to build our relationship and grow together."

The Gala Awards Dinner culminates on the second last night of the conference and is



Warren Jones, Rick Schreuder, Greg Heath (CEO), Jeremy Atkinson, Phil Timbs (Chairman), Geoff Patnaude, Bill Leon, Ian Chambers

Gala Awards Dinner with all present conceding it was an overwhelming success.

The store owners and Total Tools Support Office staff went through numerous highlights for the group and the future strategies taking them further to their end strategy. Presentations were made to the group by Peter Ryan of Red Communications who has been used by the group to help construct retail, merchandising and pricing strategies. Brian Walker of The Retail Doctor also presented to the store owners highlighting the importance of operational excellence in retail environments. Store owners were extremely impressed by both presentations and all left the conference with theories to improve their own businesses straight away.

The Golf Day, held at the Royal Pines Resort, the home of the ANZ Ladies Masters was a great success. With suppliers and Total Tools owners vying for longest drive, closest to the pin and overall winning team awards.

The Supplier Showcase held on the fourth day of the conference was an opportunity for the leading suppliers to be able to reveal

attended by the suppliers, store owners and their families. It is an opportunity for all to relax and enjoy themselves over a night of frivolity. A comedy duo, Swinging Martinis entertained the crowd with singing, dancing and jokes, getting suppliers and Total Tools members involved with all the above. With MC Peter Sandercock, Total Tools Product Manager overseeing the night, he presented two key supplier awards. 'Supplier A' award for suppliers who have sales to the group over \$500,000 and a 'Supplier B' award for suppliers under the \$500,000 threshold. The winner of each award is selected based on a silent voting system with each store in the Total Tools network voting. The 'Supplier A' award was won by Hitachi and presented to Hiro Tanabe and Dominic Samperi of Hitachi. Supplier B award was won by Spear & Jackson and was presented to John McNeill.

Overall, the conference was a hugely successful event with planning for the December 2009 conference underway.

More pictures available on www.hardwarejournal.com.au



Golf Awards. Golf Group Winners: David Bosman - Total Tools Toowoomba, Tim Stewart - Cooper Hand Tools, Tim Harp - Technonic Industries, Steven Korbay - Metabo Pty Ltd



Golf Awards. Closest to the Pin - (Shaun Halit - Makita)



Golf Awards. Longest Drive - (Greg Borland - Technonic Industries)



Supplier Showcase - Stanley



"Total Tools Supplier of the Year Award": Supplier A Category - Hitachi (Ian Chambers - Total Tools Braeside, Hiro Tanabe - Hitachi, Dom Samperi - Hitachi)



"Total Tools Supplier of the Year Award": Supplier B Category - Spear & Jackson (Ian Chambers, John McNeill - Spear & Jackson)

Golf Day Awards

Longest Drive: Greg Borland

Closest to the Pin: Shaun Halit

Winning Team: David Bosman, Tim Harp, Steven Korbay and Tim Stewart

Supplier Awards

Supplier A:
Hitachi



Supplier B:
Spear & Jackson



Key Suppliers and the Total Tools Board Members



Awards Dinner



Supplier Showcase - Stanley



Supplier Showcase - Hitachi

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