

IMDA Annual Management Conference

"New Relationships, New Opportunities, New Customers"

January 1998

Westin Carombola Beach Resort
St. Croix, U.S. Virgin Islands

Conference Highlights:

- "Vision 2000: New opportunities for specialty sales and marketing organizations," John O'Malley, Strategic Visions.
- "Working with your manufacturers to develop a compelling sales story," IMDA member panel.
- "The whats, whys and wherefores of product liability," Bruce Lunning, St. Paul Surplus Lines Insurance Co.
- "Building relationships with the new decision-makers," John O'Malley.
- "Win-win negotiating," Mitchell Kramer, IMDA legal counsel.
- "Partnering to thrive: Opportunities for providers and specialty distributors," Peter Nyberg, Duke University Health System.
- "Catalyst sales," John O'Malley.
- "Premier Inc.'s perspective of group contracting," Ed Kuklenski, Child Health Corporation of America.