

# 2017 IDA Convention & Trade Show

## San Antonio, Texas

Grand Hyatt Hotel  
on the San Antonio River Walk  
October 25 - 28

**ACT NOW!**

Register for the 2017 Convention  
AND Reserve your HOTEL ROOM  
at [www.idaparts.org](http://www.idaparts.org)





### 24 Oct Tuesday

Registration: IDA desk

**Tour:** Take a guided tour of downtown San Antonio on river barges for a relaxing ride to historic Pearl Brewery/Emma Hotel with Entertainment and Luncheon. Beer Tasting at Southerleigh Fine Food & Brewery.

### 25 Oct Wednesday

Registration: IDA Desk

Golf Tournament, The Quarry Golf Club (7 AM - 2 PM)

**Tour:** Mission San Jose, the Alamo and Luncheon in the Tower of the Americas

Opening Reception: The Historic Sunset Station, in the Depot (6:00-9:30 PM)

Featuring Music, Casino Fun, Prizes and Food Stations

### 26 Oct Thursday

Business Meeting & Election of Board Members (8:30 AM - 1:00 PM)

There will be constitutional by-law changes to vote on.

Official notification will be mailed June and August 2017.

Speaker Bob DeStefano: On Line Marketing and Social Media

Speaker Eli S. Lustgarten:

Global Outlook on the Heavy Equipment Industry

Luncheon (1:00 PM)

**Spouses Tour:** King William District and Luncheon

at the Guenther House

Trade Show Set Up 1:00 - 6:00 PM

### 27 Oct Friday

**Trade Show 9:00 AM - 3:00 PM**

Happy Hour 3:00 - 4:30 PM

Evening - Draw Down Raffle (6:30 - 7:30 PM)

Gaming Fun for the Entire Group

(Get your game tickets at the IDA registration desk during convention}

Closing Dinner (7:00 PM)

### Airport Information

The San Antonio International Airport is approximately 8 miles from the Grand Hyatt San Antonio and the Downtown area. The airport is located at the juncture of NE Loop 410 and Hwy 281 N. with easy access to and from the interstate, and is open 24 hours a day.

To reach the airport from the hotel, exit right onto Market Street. Veer left to I-37 North. Follow I-37 North (merges with Highway 281 North) to the San Antonio International Airport exit (approximately 8 miles) from airport to hotel.

### Airport Transportation

#### Yellow Cab

Phone: (210) 222-2222

#### San Antonio Taxi

Phone: (210) 444-2222

#### SuperShuttle

Phone: (800)258-3826

<http://www.supershuttle.com/Locations/SanAntonioSAT>

Advanced reservations are not required for individuals, though recommended. One-way rates to or from the airport for individuals are approximately \$18 - \$22. Rates do not include greeting services or airport portage.



## INDEPENDENT DISTRIBUTORS ASSOCIATION

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**Register online at [www.idaparts.org](http://www.idaparts.org)**

**F**ew destinations provide a sense of place like San Antonio. Here, Mexican, European and Western cultures have blended into a unique personality.

Much of the city's unforgettable landscape has grown along the banks of the River Walk where stone paths connect hotels, restaurants, shops and the Henry B. Gonzalez Convention Center in the downtown core. The 15-mile River Walk also links Spanish Colonial Missions (a World Heritage Site, along with the Alamo), museums, and the Pearl, a former brewery reborn.

Plus, with a culinary explosion, top-notch golf courses and world-class theme parks, San Antonio is a destination unlike any other.

## Grand Hyatt Hotel on the San Antonio River Walk

With a stay at Grand Hyatt San Antonio, you'll be centrally located in San Antonio, steps from Rivercenter Mall. This 4-star hotel is close to the Alamo and River Walk.

### Rooms

Make yourself at home in one of the 1003 air-conditioned rooms featuring refrigerators and iPod docking stations. Your room comes with a pillowtop bed. Wired and wireless Internet access is complimentary, while 32-inch flat-screen televisions with cable programming provide entertainment. Private bathrooms with shower/tub combinations feature designer toiletries and hair dryers.



### Amenities

Be sure to enjoy recreational amenities including a 24-hour health club and an outdoor pool. Additional features at this hotel include concierge services, and gift shops/newsstands.



### Dining

Perks Coffee and More is available on the lobby level. Perks has Starbucks beverages, snacks, pizzas and other grab and go items. Perks is open 24 hours per day.

Bar Rojo is available on the lobby level with small bite items and beverages.

Ruth's Chris is the Hotel's in-house three meal restaurant. Contact Ruth's Chris' Sales Department for private dining room information at (210) 227-8847.



### Business, Other Amenities

#### INTERNET SERVICES

All Guestrooms and the Lobby Level are equipped with complimentary Wireless High Speed Internet Access.

Featured amenities include a business center, and limo/town car service. Self parking (subject to charges) is available onsite.

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## 24 Oct Tuesday

**Tour:** Take a guided tour of downtown San Antonio on river barges for a relaxing ride to historic Pearl Brewery/Emma Hotel with Entertainment and Luncheon. Beer Tasting at Southerleigh Fine Food & Brewery



## History of Hotel Emma

The hotel building was originally Pearl’s Brewhouse, built in 1894 and a San Antonio landmark ever since. The building was designed by Chicago architect August Maritzen in the Second Empire style. Maritzen specialized in breweries, designing more than eighty in the US, Canada and South Africa.

### The Comeback

In 2002, Silver Ventures purchased the property and began the conscientious renovation and adaptive reuse process that has created today’s Pearl, a vibrant culinary and cultural village.



## WHAT IS PEARL?

Pearl is a neighborhood and like all great neighborhoods it has a rich history that is added to and upheld by the many people who have ties to the place - the buildings, the river, the brewery since it was founded in 1881. Pearl is also a place where we like to get together – to share meals, to learn, to work, to live. With fifteen restaurants and cafes, thirteen retailers and eighteen resident businesses as well as a twice weekly Farmers Market, this neighborhood is always full of life and activity.

The hotel is named in honor of Emma Koehler, a towering figure in Pearl history. Emma ran the brewery after her husband and Pearl president Otto Koehler died in 1914. She was an ingenious CEO who kept the brewery going during Prohibition by converting operations to dry cleaning and auto repair, and making near beer, ice cream and soda. While other breweries were shutting down, Emma kept her entire workforce employed. She turned over control of the company to a nephew in 1933, but was a formidable presence at the brewery until her death in 1947.



25 Oct Wednesday

**Golf Tournament:** The Quarry Golf Club

Organized by Terry McKay, Black Cat Blades

# IDA GOLF TOURNAMENT



**The Quarry Golf Club**  
**San Antonio, Texas**  
**Wednesday October 25, 2017**  
Register online at [www.idaparts.org](http://www.idaparts.org)



At The Quarry Golf Club in San Antonio, you will be challenged and rewarded in many ways. The front nine plays in a links-style format and features rolling hills, native grasses and immaculate greens. The back nine lays out in a 100-year-old quarry pit. With elevated tee boxes and shots that will fly over large expanses, you will definitely love your experience at The Quarry.

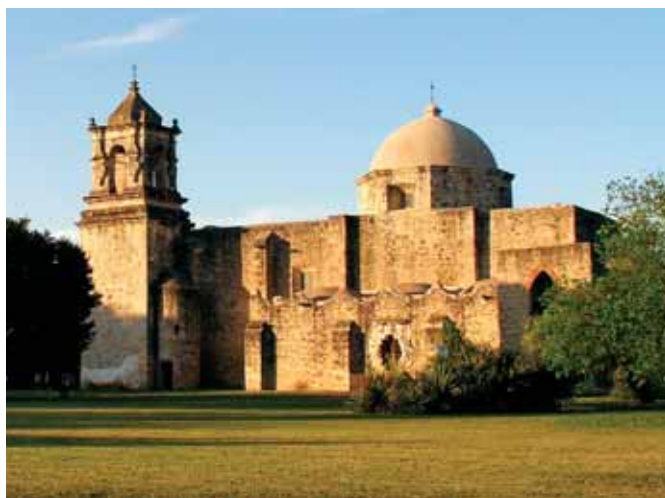


Register online at [www.idaparts.org](http://www.idaparts.org)



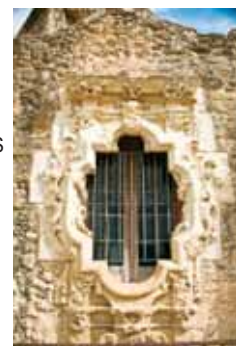
## 25 Oct Wednesday

Tour: Mission San Jose, the Alamo and Luncheon in the Tower of the Americas



### Mission San Jose

Mission San Jose, also known as San Jose y San Miguel de Aguayo, is the largest mission in San Antonio, TX. Due to its size, it was known as the Queen of the Missions. It was established in 1720 and completed in 1782, and it was built with Texas limestone and brightly colored stucco. The mission was surrounded by fields and had livestock, as well as its own gristmill and granary, which have been preserved. Spanish missions weren't just churches, but communities with the church as the main focus. At its height, Mission San Jose provided sanctuary and a social and cultural community for more than 300 Indians.

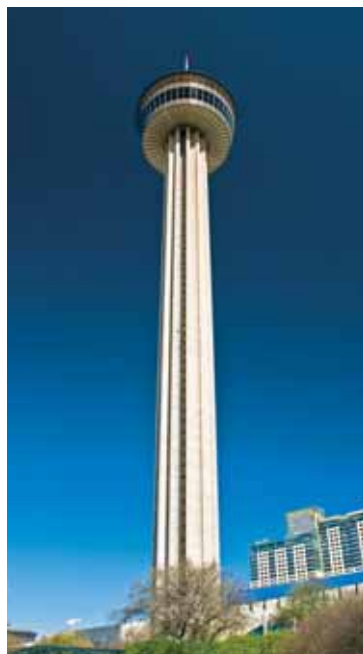


### The Alamo

The Alamo is one of the most famous sites in US history, forever linked to the 13-day siege in 1836 that ended with the deaths of defenders James Bowie, William Travis and Davy Crockett. The 18th-century Mission San Antonio de Valero complex became known as the Alamo after it was fortified by Mexican soldiers.

After the events of the 1830s, the Alamo's semi-ruined buildings were used as a garrison and storehouse. Over the past 100 years, the Alamo has been restored and now receives more than 2.5 million visitors a year.

Tour the chapel and barracks, small museum, diorama and gardens to learn more about the Alamo and early-Texan history.



### Tower of the Americas

Located in the center of HemisFair Park, this 750-foot tall tower offers one of the best aerial views of San Antonio in the city as well as a variety of experiences. First there is the Flags Over Texas Observation Deck, which allows you a bird's-eye view of iconic sites – either through the telescope or by using photographs on the deck floor that show you where to find specific buildings and landmarks.

There is also a 4D Theater Ride, "Skies Over Texas." The interactive ride takes you on a sensory journey through the state to watch NASA astronauts train at the Johnson Space Center in Houston, attend a local football game, view horses running in the wild and visit some of San Antonio's most important attractions.

For an ambient dining experience, head to their 360-degree rotating restaurant, Chart House Restaurant.



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## 25 Oct Wednesday

Opening Reception: The Historic Sunset Station, in the Depot  
Featuring Music, Casino Fun, Prizes and Food Stations



### A Legendary Venue in the Heart of San Antonio

Sunset Station, the “Crown Jewel” of San Antonio with its gold leaf vaulted ceilings, majestic grand staircase, beautiful stained glass windows, outdoor terraced courtyard, and a variety of entertainment venues is a stunning backdrop for our opening reception.

Known as “the Building of 1000 Lights,” Sunset Station is a National Historic Landmark that has been restored to its original grandeur to provide an evening of Texas sophistication and San Antonio elegance.

It was designed by Southern Pacific Railroad’s architect Daniel J. Patterson in the Spanish Mission Revival style, and built in 1902. The train station was listed on the National Register of Historic Places in 1975.

There is even a preserved 2-8-2 Baldwin “Mikado” steam locomotive that had belonged to the Southern Pacific railroad. It was donated to the City of San Antonio at the end of its service life in 1956.



Register online at [www.idaparts.org](http://www.idaparts.org)



## 26 Oct Thursday

Business Meeting & Election of Board Members

### SPEAKERS

#### Bob DeStefano

Online Marketing Strategist & Speaker

Bob DeStefano is an internet marketing pioneer with over 20 years of experience helping B2B companies leverage online marketing to produce bottom-line results.

Through his speaking, writing and consulting, Bob makes online marketing understandable and empowers business leaders with actionable tips and strategies they can put to work immediately to:

- Increase sales & profits
- Generate new business leads
- Strengthen relationships with customers
- Boost marketing results on a limited budget
- Measure marketing ROI

Bob's online marketing career began during the birth of internet marketing in the early 1990's serving as a strategic planner for Dean Witter, Discover & Co. specializing in online marketing strategies. At Dean Witter, Bob spearheaded the creation of the company's first Website.

As president of SVM E-Marketing Solutions, a leading B2B online marketing agency, Bob has worked with a wide variety of companies, from Fortune 500 companies to small family-owned businesses, to help them leverage online marketing to produce bottom-line results.

Bob is the author of *Old Dog, New Clicks: Online Industrial and B2B Marketing Know-How for the 21st Century*, a step-by-step plan to transform your marketing practices from past decades to ensure your company's success for the next decade. In addition, Bob is a regular contributor to a variety of publications, including *Modern Distribution Management*, *Contractor Supply* and *MarketingProfs*, on the subject of actionable online marketing strategies.



#### Eli S. Lustgarten

President of ESL Consulting

Eli S. Lustgarten is President of ESL Consulting, an industrial consulting firm assisting trade associations and their members, and individual companies understand the NA and global outlook for their end markets. He also provides analysis of industrial manufacturing companies and markets to the professional investment community.

Mr. Lustgarten received his BSEE from the Polytechnic Institute (NYU engineering), and an MSEE from the UPENN. After 3 years as a design engineer/program manager on the PATRIOT missile system at Raytheon, Mr. Lustgarten entered Harvard Business School and received his MBA with High Distinction.

He began his Wall Street career over four decades ago leading the Industrial Manufacturing groups at Paine Webber and then Schroder (Wertheim) and was a six time *Wall Street Journal* All-Star and was member of the Institutional Investor All-America Team for over two decades. He is also a regularly invited speaker at various trade associations including the AED, AEM, AMT, HDMA, NFPA, and MSCl.

He is also a frequent guest on CNBC financial programs and often quoted in the financial media including the *Wall Street Journal*, *Reuters* and *Bloomberg*.





## 26 Oct Thursday

**Spouses Tour:** King William District and Luncheon at the Guenther House

### King William Historic District

A sprawling 25 blocks of downtown San Antonio is distinguished as the historic King William District. On the south bank of the San Antonio River, 19th century residences have been preserved and often reincarnated into cafes, art galleries, museums and shops. In the late 1800s, the King William District was the most elegant residential area in the city. Prominent German merchants originally settled this district and brought with them a distinct architectural style. It was zoned as the state's first historic district, and remains a fashionable neighborhood.



### The Guenther House

In 1848, a twenty-three-year-old apprentice millwright boarded Europe bound for America. His name was Carl Hilmar Guenther. In America, Guenther had found that "You seize the opportunity that presents itself." In 1858 Guenther decided to close his original mill and relocate his business on the more powerful San Antonio River. He purchased seven and three quarter acres of land just below the center of the city.

In 1860, Guenther began to build a home for his family. Stones were quarried from an area near what is now the San Antonio Zoo for a single-story residence. The mill prospered. Building expansions took place over the years and Guenther's Mill was renamed Pioneer Flour Mills in 1898.

In 1902 Erhard Guenther, Hilmar's youngest son, became president of Pioneer Flour Mills. He also undertook a major remodeling of the family home. The changes that he made gave The Guenther House the look it has today. The restaurant encompasses the original kitchen, tea room, dining room and the outdoor arbor areas of the Guenther House.

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## 27 Oct Friday

**Trade Show 9:00 AM – 3:00 PM**

Happy Hour 3:00 – 4:30 PM

Evening - Draw Down Raffle (6:30 - 7:30 PM) Gaming Fun for the Entire Group

(Get your game tickets at the IDA registration desk during convention)

Closing Dinner 7:00 PM

**Reserve your booth now. All booths are 8' Deep X 10' Wide**

13	14	37	38	61	62	85	86
12	15	36	39	60	63	84	87
11	16	35	40	59	64	83	
10	17	34	41	58	65	82	88
9	18	33	42	57	66	81	89
Precision 8	F P Diesel 19 & 32		Costex 43 & 56		Interstate McBee 67 & 80		Ajax 90
H & R Parts 7							
6	CNC 20	TDZ 31	FMC 44	Miba 55	Maxi- force 68	Parts Connect 79	Machinry Trader 91
5	21	Alto 30	Euro- ricambi 45 & 46	54	69	Loader Parts 78	IPD 92 & 93
4	22	29		MATEKS Makina 53	70	Allied 77	
3	23	ESCO 28	47	Mahle Aftermarkt 52	Sejin 71	Bulldog 75 & 76	
Quality Power 2	24	Valley Blades 27	KTSU 48,49, & 50,51		F P Smith 72		Black Cat Blades 94 & 95
BLS 1	DPA 25	Memo Parts 26			ITR 73 & 74		

**ENTRANCE**

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# Things to Do



## Institute of Texan Cultures

Exhibits and collections at the Institute of Texan Cultures share and interpret the rich cultural tapestry that makes this state what it is today. Long-term and rotating exhibits present stories of Texans past and present, with an emphasis on the heritage of the many different peoples who chose to make this their home. Artifacts, both on exhibit and those in the collection, provide tangible links to these stories, and allow us to share experiences across time and space.



## Sea World San Antonio

Dive into this incredible underwater kingdom to see some of the most amazing marine animals. With so many things to do at Sea World San Antonio, Texas, you won't ever have to worry about being bored! Once inside, you'll find the perfect blend of amusement park fun and wildlife exploration. Stop by the popular Dolphin Cove and say hello to a lively pod of Atlantic bottlenose dolphins, or venture into the Penguin Encounter exhibit where more than 100 different kinds of penguins dive, swim, and play. Adrenaline junkies can head straight to The Great White to test their limits with the 360-degree loops and flips on this exhilarating coaster that races around the track at nearly 50 miles per hour!



## Six Flags Fiesta Texas

A variety of thrill rides, family rides, and events make Six Flags the perfect stop on your Texas vacation. A day of relaxation, excitement, and entertainment fits perfectly into your Lone Star vacation plans. Six Flags Fiesta Texas hosts fun activities for young and old, whether you are brave and bold or a little more laid-back. Launch yourself in a capsule of excitement on Bahama Blaster, take a wet and wild turn on Big Bender, and test your nerve on Blowout, a classic body slide. Fuel up at any of the various dining locations throughout the park. Leave with stories of adventure, racing times to brag about, and a camera full of wild pictures.



## Market Square - El Mercado

The rich culture of San Antonio abounds throughout the plazas of Market Square. A three-block outdoor plaza lined with restaurants, shops and produce stands near San Antonio's city center, Market Square is the largest Mexican market in the U.S. It is one of America's top -ten outdoor markets according to Frommer's. Dozens of shops sell everything from hand-embroidered dresses to leather belts. Market Square's working artists, musicians, dancers and major cultural events give it a rich and lively cultural atmosphere. Visitors browse through 32 shops at "El Mercado," and 80 specialty shops in the Farmers Market Plaza. Market Square is also the scene of many Hispanic festivals where food and beverage booths spring up alongside Guadalajara lamps while the sounds of mariachi music blends with the excitement of Mexican dances.



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# Dining in San Antonio

## Restaurants

NAME	ADDRESS	AREA CODE 210	THEME	PRICE
Acenar	146 E. Houston	222.2362	Latin/Tex-Mex	\$\$
Barriba Cantina on the Riverwalk	111 W. Crockett	(214) 228.9876	Tex-Mex	\$\$
Biga on the Banks	203 S. St. Mary's	225.0722	Fine Dining	\$\$\$
Bohanan's	219 E. Houston	472.2600	Prime Steak	\$\$\$
Boudro's	421 E. Commerce	224.8484	Texas Bistro	\$\$
Charlie Wants a Burger	223 Losoya	227.0864	American	\$\$
County Line	111 W. Crockett	229.1941	BBQ	\$\$
Fig Tree	515 Villita	224.1976	Fine Dining	\$\$\$
Iron Cactus	200 River Walk	224.9835	Mexican	\$\$
Landry's	517 N. Presa	229.1010	Seafood	\$\$
Little Rhine Steak House	231 S. Alamo	225.2111	Steak	\$\$\$
Luciano	849 E. Commerce	223.0500	Italian	\$\$
Lüke Riverwalk	125 E. Houston	227.LUKE	French/German	\$\$
Maria Mia	849 E. Commerce	272.0403	Tex-Mex	\$\$
Ostra*	212 W. Crockett	396.5817	Seafood	\$\$\$
Paesanos Riverwalk	111 W. Crockett	227.2782	Mediterranean	\$\$
Q on the Riverwalk	123 Losoya	222.1234	BBQ	\$\$
Restaurant Gwendolyn	152 E. Pecan	222.1849	American	\$\$\$
Rosario's	910 S. Alamo	223.1806	Mexican	\$\$
Saltgrass Steakhouse	502 River Walk	222.9092	Steak	\$\$
Schilo's Deli*	424 E. Commerce	223.6692	Deli	\$\$
Texas de Brazil	313 E. Houston	299.1600	Steak	\$\$\$

\$=\$10-\$20, \$\$=\$20-\$30, \$\$\$=\$30 & Over, \*-Serves Breakfast

## Bars and Nightlife

Davenport	203 N. Presa	224.5635	Upscale bar	\$\$
Esquire Tavern	155 E. Commerce	222.2521	Tavern	\$\$
Howl at the Moon	111 W. Crockett	212.4770	Piano Bar	\$\$
On the Rocks	101 Alamo Plaza	228.0000	Pub	\$
Soho Wine Bar	214 W. Crockett	444.1000	Cocktails / Cigar	\$\$
Swig	111 W. Crockett	476.0005	Martini & Cigar	\$\$
Zinc Wine Bar	207 N. Presa	224.2900	Wine & Cigar	\$\$