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Prime Advantage 2009 Fall Conference Attracts Record Numbers

Top manufacturers and suppliers gather to share insights for improving bottom-line profitability

CHICAGO, November 18, 2009 – Prime Advantage, the leading buying consortium for industrial manufacturers, recently concluded its 2009 Fall Conference in Louisville, KY. The semi-annual event ran from October 27-30, and again featured the Executive Summit, which is Prime Advantage's education track for manufacturing executives. Attendance at the Fall Conference saw a growth of 32 percent over last spring's conference as companies are preparing for what many feel is a sustained recovery.

"Our members represent many industrial manufacturing segments, giving us a uniquely broad picture of the status of the global recovery. Most members are projecting modest revenue increases for 2010," said Louise O'Sullivan, president and founder of Prime Advantage. "Our Fall Conference gave our purchasing professionals an exclusive opportunity to build stronger supply chain relationships to make their companies more successful and profitable in the coming recovery."

FALL CONFERENCE HIGHLIGHTS

Keynote speaker Tom Murphy, executive vice president of manufacturing and wholesale distribution, [RSM McGladrey](#), shared the results of RSM's recent national survey. In a second presentation on regulatory changes that will impact the U.S. industrial manufacturing sector, Murphy reviewed five areas of pending legislative change: healthcare reform, labor reform, environmental legislation, energy policy, and income tax changes.

Emilio Cadena, president of [Grupo Prodensa](#), addressed challenges and opportunities involved in starting manufacturing operations in Mexico. Adam Josephs, partner with [Celerity Consulting Group](#), offered advice on successfully organizing project teams responsible for product development, sales and strategic planning.

Markus Moll, managing director and senior analyst with [Steel and Metals Market Research](#), reviewed research on metals markets while highlighting opportunities and challenges for manufacturers in 2010. And Paul Melville of the tax consultancy [Grant Thornton](#) shared metrics and insights designed to help manufacturers better anticipate financial stress issues in customers and suppliers.

In addition to the outstanding education opportunities offered, Prime Advantage introduced a new interactive training service for its Members. To be known as Prime University 24/7, this online portal will launch in the first quarter of 2010 and will contain educational training modules on a range of topics from technical proficiency to professional expertise.

Meanwhile, the group also took time to celebrate the efforts of longtime Prime Advantage Member Steve Romanelli, president and COO of [Core Pipe Products](#), who was recognized with the President's Award for outstanding service to Prime Advantage.

Also, [Motion Industries](#) and [Staples](#) were recognized as the Suppliers of the Year, which is the highest achievement award an Endorsed Supplier can earn from Prime Advantage. Voted on by Prime Advantage's member companies, this award recognizes competitiveness in the marketplace, quality of products, customer satisfaction and intangibles such as innovative approaches that go "above and beyond" what is required to serve the members.

Prime Advantage concludes each conference by distributing millions of dollars in rebates to its members based on negotiated programs with its endorsed suppliers. In the past ten years, Prime Advantage has paid more than \$87 million in rebates and discounts to its manufacturing industry members, and those payments have grown at a 19.4 percent compound annual growth rate over this period.

About Prime Advantage

Founded in 1997, Prime Advantage is a buying consortium for industrial manufacturers with more than 600 members and more than 115 endorsed suppliers. For more information on Prime Advantage, visit the website at www.primeadvantage.com.

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