

PLEASE NOTE:
SUBJECT TO CHANGE



CORNELL

DISTRIBUTOR MEETING

SCHEDULE

TUESDAY, MAY 19

TIME	TOPIC	PRESENTER	DESCRIPTION
7:00 - 8:00 AM	Registration/Breakfast		
8:00 - 8:15 AM	Introductions	Marcus Davi	Quick kickoff introducing attendees—distributors, Cornell staff, and sister company guests.
8:15 - 9:00 AM	Vision and Direction	Marcus Davi / Robert Ray	Cornell's growth since 2016 and the road to 2036—and what it means for your business.
9:00 - 9:30 AM	NSF Pumps	Ron Aceto / Brandon LeBlanc	How Cornell's full NSF certification opens doors across municipal, industrial, and agricultural markets.
9:30 - 10:00 AM	Hard Metal Pumps	Kendall Herring	How SM, MP, and MX expansions unlock new opportunities in mining and abrasive applications.
10:00 - 10:15 AM	Break		Refresh and prepare for the next session.
10:15 - 10:45 AM	IoT Overview	BJ Warren / Will Argall	Cornell's IoT story—why we invested, what we offer today, and the long-term vision.
10:45 - 11:15 AM	Cornell RPM ² and IoT	Zachary Thomas	Co-Pilot, RPM ² , and connected systems—what's new and how to turn IoT into a sales advantage. Live demo included.
11:15 - 11:30 AM	A Customer's Perspective on IoT	Dwight Evans	Real-world results from IoT pump monitoring—uptime, predictive maintenance, and why it matters to your customers.
11:30 AM - 12:00 PM	Introducing High Tide Technologies	Justin Starr, PhD	How High Tide's SCADA and monitoring platforms expand your offering and help you win higher-value applications.
12:00 - 1:00 PM	Lunch		Networking lunch with peers and Cornell team.
1:00 - 1:30 PM	Cornell Skids and Packages	Jeremy Ghent	Overview of Thunder, Storm, and Zephyr systems—how to sell complete packages and compete against integrated offerings.
1:30 - 2:00 PM	Using Eddy Current Drives as Differentiator	Jordan White, PE	How Eddy Current Drives outperform VFDs in dirty power and mobile environments—and how to position them to win.
2:00 - 2:30 PM	Specified for Success	Ron Aceto / Distributor Guests	Techniques for getting specified with engineering firms, municipalities, and end users—with distributor success stories.
2:30 - 2:45 PM	Break		Short reset before final sessions.
2:45 - 3:15 PM	Z-Series Pumps	Michael Papadeas	Positioning Cornell's ANSI-compatible Z Series—sizing, materials, and applications in demanding industrial environments.
3:15 - 3:45 PM	Cutters/ Choppers, Waste Warrior, and Delta Pumps	Ron Aceto / Adam Lawler	Leveraging Cornell's cutting and solids-handling technologies to win specs in wastewater and tough applications.
3:45 - 4:15 PM	Customer Resources	Adam Lawler	Overview of digital tools—Composer/eCommerce, e-Catalog, updated manuals—and how to quickly access BOMs, drawings, curves, and PDFs online. Includes a candid look at current gaps and improvements underway.
4:15 - 4:30 PM	Wrap Up Day	Marcus Davi	Key takeaways from the day and a preview of what's ahead.
6:00 - 9:00 PM	Dinner at Redneck Riviera		Unwind in a high-energy Nashville setting—great food, drinks, and networking on Broadway.

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DISTRIBUTOR MEETING

SCHEDULE

WEDNESDAY, MAY 20

TIME	TOPIC	PRESENTER	DESCRIPTION
7:00 - 8:00 AM	Registration/Breakfast		Final arrivals, coffee, and informal networking before sessions begin.
8:00 - 8:15 AM	Greetings	Marcus Davi	Quick reset of objectives and roadmap for the day.
8:15 - 9:00 AM	Selling Self-Primers	Justin Lewis - CENTEX	A distributor's perspective on selling self-primers and where Cornell's technology wins.
9:00 - 9:30 AM	Cornell Industrial Pumps	Derek Petersen	Cornell's expanded industrial portfolio—ANSI to NSF to refrigeration—and how to sell complete solutions.
9:30 - 10:00 AM	Cornell Pump Marketing	Michael Roberts	Current marketing initiatives, distributor feedback insights, and how to plug into programs that drive demand.
10:00 - 10:15 AM	Break		Short pause to recharge.
10:15 - 11:15 AM	Distributor Breakouts		Focused working sessions by market (municipal, industrial, ag) to surface opportunities, challenges, and actionable strategies.
11:15 - 11:30 AM	Breakout Takeaways		Top insights and priorities from each group shared with the full audience.
11:30 - 11:45 AM	Wrap-Up		Final alignment on key themes, actions, and next steps.
11:45 AM - 12:15 PM	Prep for Golf / Sack Lunch		Quick transition and grab-and-go lunch before heading out.
12:15 - 1:00 PM	Transit to Golf Course		Travel to the course with fellow attendees.
1:00 - 4:00 PM	Golf		Relaxed networking in a casual setting—build relationships that translate into business.
4:00 - 5:15 PM	Transit back to Hotel		Return to hotel.
6:00 - 9:00 PM	Joint Reception		Combined Cornell + High Tide reception to close out the event—reinforcing partnerships and next-phase collaboration.