



News Release
FOR IMMEDIATE RELEASE
September 30, 2016

Best-selling Author Harvey Mackay to Keynote 2016 VIPAR Heavy Duty Annual Business Conference

Crystal Lake, Ill. – Harvey Mackay, entrepreneur and *New York Times* #1 best-selling business author, will provide the keynote address for the 2016 [VIPAR Heavy Duty](#) Annual Business Conference. This year's conference, unified under the theme "Game Plan for Growth," will be held from Oct. 16-21, 2016 at JW Marriott Orlando, Grande Lakes in Orlando.

Mackay will address the topic "Outsell, Outmanage, Outmotivate and Outnegotiate Your Competition." Mackay has written seven *New York Times* best-selling books, three of which have reached the #1 spot and two were named by the *Times* among the top 15 inspirational business books of all time. Mackay is also a nationally syndicated columnist whose weekly business advice appears in 100 newspapers and magazines around the country.

"Harvey Mackay is a leader who shares a passion for business and knows the importance of building relationships to create a strong network that advances business growth," said Steve Crowley, president and CEO of VIPAR Heavy Duty. "We look forward to his inspiring message on surpassing the competition to promote continued success."

Each year the VIPAR Heavy Duty Annual Business Conference brings together distributors, supplier partners and industry associates to exchange ideas and share information. The 2016 VIPAR Heavy Duty Annual Business Conference will feature a general session, trade show, more than 1,600 one-to-one stockholder/supplier partner meetings, the annual stockholder meeting, as well as networking events. Additionally, the conference will feature several value-added sessions including a GenNext reception featuring speed mentoring, Young Leaders Forum and Lunch, and distributor educational sessions.

For more information on VIPAR Heavy Duty, visit www.vipar.com or email: info@vipar.com.

###