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Fujitsu National Distributor Conference Goes to SoCal

Fujitsu General America recently held its third annual national distributor conference in Palm Springs, CA.

The conference, which took place September 9 through 11, was held at the La Quinta Resort & Club, a Waldorf Astoria Resort. Roughly 250 reps and wholesalers attended, a 25 percent increase from 2018.

The event kicked off with a traditional Japanese sake barrel ceremony, or Kagami Biraki, which represents an opening of an event to harmony and good fortune.

"I want to thank everyone for coming to Palm Springs to share three days with us at an incredible venue," said President and COO, Matt Peterson. "We had such an awesome mix of business and pleasure, including stage presentations, breakout sessions on many different functions, and relaxing dinners including award ceremonies. Thanks to all that attended!"

The floor opened for general comments and an on-stage meeting of Fujitsu's Distributor Advisory Council, which has been a great source of improvement for the company. Members of the council commented on how well Fujitsu has responded to their input.

"This event provides face time with our best reps and distributors to discuss important issues," said Andy Armstrong, VP of Sales and Marketing. "What are our biggest challenges? What have we done well in the past year? What's coming in 2020? The response and enthusiasm was fantastic."

"Everyone is happy with the new initiatives we launched over the past year, from cost reduction to new tools on the service side," said Victor Gomez, VP of Operations. "We are doing our best to live up to our motto: *Easier to do Business With.*"

Jeep tours throughout the desert were provided for attendees that opted not to golf or relax poolside. The final evening included a party and awards ceremony. Two cigar rollers, a

Marilyn Monroe impersonator and a mind-reading Mentalist from New York City provided ambiance, entertainment and astonishment.

"I hope to see everyone next year," concluded Peterson. "It's going to be just as good as it was this week!"

For more information, please visit www.FujitsuGeneral.com

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