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Fujitsu National Distributor Conference Held in Palm Springs

Fujitsu General America, Inc. held its seventh National Distributor Conference in Palm Springs, CA.

The conference, which took place the week of September 15, was held at the La Quinta Resort & Club. The event welcomed roughly 270 attendees, including reps, distributors, and Fujitsu staff.

The theme of the event was “Driven to Win,” reflecting the performance, purpose, and passion used as fuel for forward momentum. Set against the dynamic backdrop of the Santa Rosa Mountains, the event celebrated collective success and the determination that sets apart Fujitsu and its distribution partners.

“As we move forward, our core values and company culture remain the same,” said President of Fujitsu General America, Tomokazu Hosoi. “We are driven to win and committed to innovation, excellence and partnership.”

“The 2025 National Distributor Conference was the largest in company history,” said Dennis Stinson, SVP of Sales. “We’re grateful for our partners that took the time to come learn about our new AIRSTAGE products, programs and initiatives. We move toward the new year aligned and prepared to do great things together.”

Between breakout and general sessions, attendees relaxed, played golf at one of the resort’s nationally acclaimed courses, or enjoyed a pool party. The event was emceed by Art Edmonds, co-host of Military Makeover with Montel.

Among other topics, presentations at the conference explored growth strategies to help contractors thrive and new tools to help pave the way for long-term customer loyalty.

“We’re very excited about the future,” Hosoi told the attendees. “Thank you again for being here and for your continued support.”

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