

## For Immediate Release

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BSA Convention Speaker: The New Normal

Glen Ellyn, IL—When the Bearing Specialists Association (BSA) 2020 Annual Convention convenes May 1-4 at the Naples Grande Beach Resort in Naples, Florida, attendees will hear a presentation by economist Don Reynolds on “The New Normal.”

Reynolds believes that we are now looking at transformational change. Although the corporate mantra for this year has been “If we can just hold on, one of these days things will get back to normal,” Reynolds believes this is the new normal.

The Reynolds presentation is a perfect fit for the association’s convention, which has adopted the theme “A Look Back to Step Ahead” to recognize and build on BSA’s 44 years of industry leadership as it looks ahead to new opportunities and markets in the recovering economy.

A past Pension Board Chairman that was responsible for over \$120 Billion in Pension & Trust Funds, Don Reynolds understands how important personal accountability and bottom line performance is. In 1986 he founded 21st Century Forecasting, a research company focusing on long term global, economic, demographic, and technology trends. He has personally advised some of the wealthiest families in America. Reynolds has a Masters Degree in Public Administration/Planning, a Doctoral background in Economics, and is a graduate of the Securities Industry Institute of the Wharton School. He also has an honorary degree from the University of Moscow.

Despite the recent economic challenges, BSA welcomed a record number of attendees to its 2010 Winter Board and Committee Meetings in Tampa, Florida, setting the stage for what association leaders anticipate will be an equally successful 2010 Annual Convention. Business programming for the 2010 event is planned to give attendees the necessary tools to maximize their recovery from the recession, including a trio of panel discussions on the industry’s past, present and future and the best tools for

building on success as we move into the new decade. The schedule also calls for industry updates from BSA and the American Bearing Manufacturers Association (ABMA) along with a very timely presentation on counterfeit bearings.

BSA's manufacturer-hosted Conference Table Session on Tuesday morning, May 4<sup>th</sup> offers participants a unique opportunity for face-to-face meetings to address bearing industry concerns and resolve business problems. Convention attendees find these short, 25-minute meetings to be increasingly productive. Conference Table online registration is available to all attendees as soon as they register for the Annual Convention.

In addition to the substantive business program, convention attendees will have ample time for informal industry networking at golf and tennis events, receptions and dinners.

BSA is the "must belong to organization for authorized bearing distributors." An international service and educational organization of distributors representing a total of almost 100 companies distributing factory-warranted ball-, roller-, and anti-friction bearings and invited manufacturers of bearings and related products, the association's mission says, "BSA is the forum to enhance networking and knowledge sharing and promote the sale of bearings through authorized distributors." For more information about the BSA 2010 Annual Convention and/or to register, please visit the convention website, [www.bsaconventions.org](http://www.bsaconventions.org). For more information on BSA contact the BSA office at (630) 858-3838; fax (630) 790-3095; email [info@bsahome.org](mailto:info@bsahome.org) or visit the association website at [www.bsahome.org](http://www.bsahome.org).

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