



2022 FISA ANNUAL CONFERENCE

RESILIENCE & REINVENTION

OCTOBER 6 - 9, 2022

WESTIN HILTON HEAD RESORT & SPA

HILTON HEAD ISLAND, SC



REINVIGORATING · NETWORKING · REINVENTING

FISA 2022 ANNUAL CONFERENCE

WELCOME



In anticipation of an exceptional 2022 FISA Annual Conference, my wife Shannon and I are pleased to invite you to this October event at the beautiful four-star Westin Hilton Head Island Resort & Spa. The resort offers plenty of amenities, recreational activities, and beautiful views of the Atlantic Ocean that you won't forget!

Our conference theme is "Resilience & Reinvention." With the unprecedented business challenges we have seen in the past year, the conference's educational sessions will give insight on the inflationary economy, disruptive technologies, need for creative leadership, and how to recruit and retain talent. As an extension of futurist Dr. Bruce McCabe's presentation, he will facilitate a panel discussion with two global companies, Alfa Laval and Anderson-Negele, addressing technology trends shaping the marketplace.

Take full advantage of this year's outstanding selection of speakers by inviting emerging leaders within your organization to attend. Whether you want to shift your company's culture to better prepare for growth or take advantage of the latest industry insights, having your leadership attend is a great way to expedite plans for future success. For members, under forty years of age, make plans to attend a dinner hosted by Board Member Andy Soukup of Triplex Sales to officially establish FISA's NextGen group. During dinner, Andy will lead a discussion on how NextGen attendees can grow in their FISA engagement and how their perspective is important to shape FISA's future.

For those attending for the first time, we look forward to meeting you at the First-Timer's event, where you can meet the Board of Directors and learn more about FISA. Please consider bringing your spouse or companion for a fun and informative getaway. In addition to the many social opportunities, the educational sessions will be open for all to attend.

To learn more about this year's conference, please take a few minutes to read the brochure and make your travel plans soon. We also encourage you to meet someone new at this year's conference so take a look at our updated membership list on the FISA website at www.fisanet.org.

We look forward to seeing you this October in Hilton Head.

Joe Reynolds, CSI
2022 Conference Chair

CONFERENCE AGENDA

WEDNESDAY, OCTOBER 5

- 4:00 pm – 5:00 pm Conference Committee
- 5:00 pm – 6:30 pm Board of Directors Meeting

THURSDAY, OCTOBER 6

- 8:00 am – 1:00 pm FISA Golf Tournament
- 9:30 am – 12:30 pm Sight-Seeing Boat Cruise
- 5:00 pm – 6:00 pm First-Timer's Meeting
- 6:00 pm – 7:30 pm Cocktail Reception/Dinner on your own
- 7:30 pm NextGen Dinner Hosted by Triplex Sales

FRIDAY, OCTOBER 7

- 7:15 am – 8:15 am Breakfast & Program
- 8:30 am – 9:45 am **Over the Wall** – Andy Papatthanassiou, Sponsored by SPXFLOW
- 8:30 am – 10:00 am Spouse/Companion Breakfast & Nature Presentation – Amber Kuehn
- 10:00 am – 12:00 pm **Technology to Change the World** – Dr. Bruce McCabe & Panel
- 12:30 pm – 5:30 pm Sporting Clays
- 2:00 pm – 4:30 pm Dolphin Eco Tour
- 2:00 pm – 4:00 pm Bike Tour
- 6:00 pm – 7:30 pm Cocktail Reception/Dinner on your own

SATURDAY, OCTOBER 8

- 7:15 am – 8:15 am Breakfast & Roundtables
- 8:30 am – 10:00 am **Flock of Black Swans? The Economy in 2022** – Dr. Chris Kuehl
- 10:30 am – 12:00 pm **How to Keep Your Top Talent from Becoming Someone Else's** – Lisa Ryan, Sponsored by Perrigo, Inc.
- 12:30 pm – 5:30 pm Fishing Charters
- 2:00 pm – 5:00 pm Guided Kayak Nature Tour
- 2:00 pm – 4:00 pm Bike Tour
- 6:30 pm – 9:30 pm Cocktails/Dinner/Annual Meeting

SUNDAY, OCTOBER 9

- 7:00 am – 9:30 am Grab n' Go Breakfast
- 8:00 am – 8:30 am Board of Directors Meeting

THINGS TO KNOW

Throughout the Conference, dress in comfortable resort attire. Collared shirts for the men and shorts or slacks, and shorts or casual dresses for the ladies would be appropriate. Comfortable shoes and casual clothing are in order because cocktail receptions will be outdoors. Dinner Saturday night will be indoors in the Ocean Terrace. Expect temperatures in October with average high's in the upper 70's and low's in the upper 50's.

REGISTRATION INCLUDES

- All Meeting Materials
- Three Breakfasts & Receptions
- Saturday Evening Cocktails/Dinner
- Two Spouse/Companion Breakfasts



For those under 40 years of age, make plans to attend the NextGen Dinner on Thursday, October 6th.

Join in the discussion for how NextGen members can grow in FISA engagement. Your perspective is important to shaping FISA's future.

FISA 2022 ANNUAL CONFERENCE

TWO CLICKS WILL DO IT!

**CLICK TO REGISTER WITH FISA.
CLICK TO BOOK YOUR HOTEL ROOM.**

1 To register for the conference go to www.fisanet.org and click on Meetings tab, then click on To Register. Registration is online this year however you may pay by either credit card or check. Be sure to register yourself first and choose your activities; then register your spouse/companion and then if you want to be a sponsor of the 2022 Conference, include your sponsorship.

2 To book your hotel room, [CLICK HERE](#) or go back to the Meetings tab and click the link To Book that takes you directly to the Westin Hilton Head Resort & Spa to book your room.

TRANSPORTATION

Hilton Head Island is a barrier island in South Carolina located 20 miles northeast of Savannah, GA. Hilton Head is served by the Savannah/Hilton Head International Airport which is about 40 miles away and an hour's drive. For ground transportation options, [CLICK HERE](#). You can also fly directly into Hilton Head Airport which is located less than five miles from the Westin Hilton Head Resort & Spa. Local transportation would be available through Uber, Lyft or taxi service. If you drive to the Resort, self-parking is included in the resort fee. Guests can park in the parking lot or underground parking garage. Valet parking is \$20.00 per day.



FISA Captain's Choice Golf Tournament Thursday, Oct. 6, Robber's Row at Port Royal Golf Club

See details on last page. A trolley will be available starting at 7:00 am to take golfers to the course to enjoy breakfast and time on the driving range before play begins at 8:30 am.

ABOUT THE RESORT

The Westin Hilton Head Island Resort & Spa provides guests with AAA Four-Diamond quality and service in a lush setting with expansive ocean views and rejuvenating amenities. Lo-



located on a pristine stretch of Hilton Head's Atlantic beachfront, each of the 416 guestrooms features a Westin Heavenly Bed and a private balcony. Resort amenities include the Heavenly Spa by Westin, a rejuvenating nine treatment room spa and full -service salon, three oceanfront pools in a lush resort courtyard, three on-site restaurants, a lobby coffee bar, and a Westin Workout facility with state-of-the-art equipment including Peloton bikes. Advance reservations are highly recommended for the Spa. Go to www.westinresorthhi.com or call (843) 681-1019.

HILTON HEAD ISLAND, SC

Hilton Head Island is consistently ranked by readers of Conde Nast Magazine as the Number One island in the US. Hilton Head is a Lowcountry resort town and barrier island located 20 miles northeast of



Savannah, GA. The island features 12 miles of beachfront on the Atlantic Ocean and an array of world-class golf courses, abundant natural beauty and a relaxing, laid-back and welcoming vibe. While the island has a rich history that dates back thousands of years, it was not until 1956 when Charles E. Fraser, a real estate developer, took the sparsely populated island and began implementing his master plan for an ecologically planned community he called Sea Pines. His vision became a model for future resort communities throughout the nation.

SPONSORSHIPS

Show your support of FISA and promote your company by being a Sponsor of the 2022 FISA Annual Conference.

All sponsors will be recognized verbally during the Conference, in on-site signage, and in the Distributor News. You may include your sponsorship with your Conference registration or if you prefer separating the sponsorship, you may email sponsor form to stella@fisanet.org or phone FISA at (336) 274-6311. FISA appreciates your support.

OCTOBER 6-9 • RESILIENCE & REINVENTION

Over the Wall – Sponsored by SPXFLOW

Andy Papathanassiou's philosophy and views as an outsider to NASCAR ultimately shifted the paradigm of how pit crews recruit, select and develop team members. Previously, pit crews were comprised of mechanics who devoted little time to practicing pit stops – relying instead on their vast, individual knowledge of car building and racing experience. Andy employed an athletic mindset and problem-solving approach which centered on practice and repetition, coaching and review, innovation, and process improvement. Collectively, he calls this philosophy, Over the Wall™ thinking. Over the Wall thinking changed the paradigm of how all NASCAR teams select, train and compete.



ANDY PAPATHANASSIOU became NASCAR's first, "pit crew coach," when hired by Hendrick Motorsports in 1992, as an original member of Jeff Gordon's Dupont #24 race team. Prior to racing, Andy attended Stanford University on a football scholarship and started four years on the offensive line. He graduated with his Bachelor's in Economics and Master's in Organizational Behavior. After a 30-year racing career with over 250 wins and 16 series championships, Andy now speaks, conducts experiential events and consults around high performing teams, transformative leadership, culture, paradigms, disruptive thinking and athletic mindset.

Technologies to Change the World

Step into the future and get a glimpse of exciting technologies being developed throughout the world. As a futurist, Dr. Bruce McCabe will help us think expansively and optimistically about technologies that will change our world. After sharing his global perspective, Bruce will engage two FISA manufacture member company executives regarding technological developments they foresee impacting the hygienic processing industry in the future. Our panelists will share insights and reflection on global technology trends in our industry and challenge us in the call-for action to drive sustainable business.



DR. BRUCE MCCABE has a PhD in organizational and technological innovation from the University of Sydney where he is also an Adjunct Professor. For thirty years, he has traveled and explored how people innovate and adopt new technologies.

Bruce began his career at IBM in 1988 and went on to hold senior roles at IBM, WordPerfect, Novell and Gartner. In 2002 he founded S2 Intelligence, a think tank to support organizational innovation through grounded research. He served as an independent adviser to a long list of multinationals, state and federal governments, universities and science labs. He travels constantly and works across all industry sectors.



RIKKE KAU BREINHOLT, MSC, PhD is Vice President BU Hygienic Fluid Handling, and Head of Research & Development with Alfa Laval Kolding A/S. She has been with Alfa Laval more than 15 years in various managerial roles within research and development and in the hygienic industry for 20 years. She holds a MSc (Master of Science) and a PhD in Fluid Mechanics supported with an EBA (Engineering Business Administration).



KRISTI HOBBS, Global Marketing Director for Anderson-Negele

Kristi is the Global Director of Marketing and Product Management at Anderson-Negele. As part of this role, she works to ensure the team identifies the key under served needs of their customers and defines innovative solutions that effectively capitalize on emerging technology trends to deliver value. Kristi has 20+ years of experience in instrumentation and measurement and automation software.

Flock of Black Swans? The Economy in 2022

The black swan event is an economic term referencing an event that was unexpected but not unanticipated. The pandemic was the first and the Ukraine War the second. These events changed nearly everything and coping has been challenging. What can we expect the rest of the year when it comes to issues such as inflation, labor shortage, recession and the broken supply chain? Is a return to what was once normal impossible? Is there a new normal to look forward to?



DR. CHRIS KUEHL is a Managing Director of Armada Corporate Intelligence. He provides forecasts and strategic guidance for a wide variety of corporate clients around the world and is the chief economist for several national and international organizations as well as the economic analyst for several state accounting societies. Chris has a Ph.D. and Masters in Political Economics, Asian Studies & Soviet/ Eastern European studies.

How to Keep Your Top Talent from Becoming Someone Else's – Sponsored by Perrigo, Inc.

Companies that succeed in the post-pandemic economy are those that figure out how to master technology, community, and collaboration. Yes, employees still have to show up at the job site to get the work done, but business owners may need to adjust and adapt to new ways of using technology and communicating with employees and their leadership teams. It's going to be a while before we figure out what the next normal is going to be, but whatever those changes are, there is no "business as usual." The only thing we know for certain right now is that things are going to change. If you want to keep your top talent, now is the time to learn a few simple strategies and reap the rewards for years to come.



LISA RYAN, CSP, is Chief Appreciation Strategist at Grategy. She is a Certified Speaking Professional, best-selling author of eleven books including "Thank You Very Much: Gratitude Strategies to Create a Workplace Culture that ROCKS!" and co-star in two inspirational films with other experts including Jack Canfield of "Chicken Soup for the Soul". She is the Past-President of the National Speakers Association, Ohio Chapter and holds an MBA from Cleveland State University. Lisa is known for her high energy and enthusiastic delivery in presenting ideas attendees can implement immediately to make positive workplace culture changes.

ACTIVITIES FOR 2022 FISA ANNUAL CONFERENCE

PLEASE NOTE: The number in parentheses next to a tour is the number of participants.

THURSDAY, OCTOBER 6

FISA GOLF TOURNAMENT (72)

8 am • \$175 • Includes green fees, cart, breakfast, box lunch, tax & gratuity.

Robber's Row Golf Course is a course rich in history and challenge to any golfer. Located next door to the Westin Resort, Robber's Row was designed in 1967 by noted architects George W. Cobb and Willard C. Byrd, and was redesigned in 1994 by world famous architect Pete Dye. The course is located on the scenic marsh side of the Port Royal Plantation and cuts through beautiful strands of magnolia and live oaks. This course sets atop former Civil War grounds and features historical markers throughout the course, describing events which took place on the Island. Although tee-shots have generous fairways to land in, approach shots require accuracy to the well-protected greens. Enjoy the Captain's Choice format and meeting fellow FISA members.

SIGHT-SEEING BOAT CRUISE (45)

9:30 am – 12:30pm • \$125.00 • Includes USCG licensed captain, 2-hour Ohana Cruise, transportation, tax & gratuity. Beverages available for purchase.



Here's the perfect opportunity to see Hilton Head from the water. Board the 49-passenger, Ohana, for a leisurely two-hour cruise along Calibogue Cay and enjoy nature. The Ohana features a full crew, bar area, state of the art sound system and restroom –best of all –fabulous views of dolphins and the gorgeous Lowcountry! Your captain and crew are friendly naturalists and experienced local water people.

FRIDAY, OCTOBER 7

SPOUSE/COMPANION BREAKFAST & NATURE PROGRAM

8:30 am – 10:00 am • No Charge • Make a reservation when registering online for the Conference.



Come visit, meet other attendees and enjoy a delicious buffet breakfast. Enjoy a visual learning experience and presentation from Amber Kuehn who manages the Hilton Head Island Sea Turtle Protection Project and immerses herself in field biology on a daily basis. You will learn about sea turtles from the sea turtle expert and owner and Charter Captain of Spartina Marine Education Charters, who focuses on the unique eco system in the Lowcountry marshland.

SPORTING CLAYS (30)

12:30 – 5:30pm • \$175.00 • Includes transportation, box lunch, 50 targets, carts, ammunition, firearm rental, tax & gratuity.

Join us for FISA's 20th Sporting Clay Outing. Forest City Gun Club in Savannah is the oldest continuously operated gun club in America. Founded in 1883 and chartered in 1901 as a private club, Forest City Gun Club has a proud and rich tradition in shooting sports. Maintaining the highest standards and a world-class facility, the club remains one of the premier venues for championship skeet, trap and sporting clay competitions. Forest City Gun Club is approximately one hour from the Westin Hilton Head Resort.

DOLPHIN ECO TOUR (30)

2:00 – 4:30 pm • \$105.00 • Includes Boat cruise for 90 minutes, USCG licensed Captain and interpretive naturalist guide, round trip transportation and all gratuities.

Take in the sights and sounds of the beautiful South Carolina Lowcountry

on this relaxing boat cruise in 15-passenger boats led by a USCG licensed Captains who are experienced interpretive Naturalists. Depart from Shelter Cove Marina for a casual exploration of the picturesque Broad Creek and surrounding waterways in search of some the area's most fascinating wildlife. The tidal creeks offer great opportunities to see local and migratory dolphin populations. Distinctive behaviors of the local dolphin are so fascinating that researchers and scientists have sought out this locale for years. Herons, ibis, wood stork, bald eagle and osprey dot the landscape.

BIKE TOUR (25)

2:00 – 4:00 pm • \$85.00 • Includes all-purpose cruising bike, bike helmet, bottled water, and guide, tax & gratuity.

Hilton Head Island is a bicyclist paradise. This interpretive tour will take a loop route that will mix paved bike paths, back roads, and beach cruising all at an easy pace on flat elevation. Your guide will lead you to significant historic sites, fantastic nature-based vistas, woodlands, wetlands and the beach. Simply a great day way to see Hilton Head!

SATURDAY, OCTOBER 8

GUIDED KAYAK NATURE TOUR (30)

2:00 – 5:00pm • \$110.00 • Includes interpretive naturalist guide, kayak, paddle and personal life preserver rental, round trip ground transportation and all gratuities.



Kayak for two hours through the tidal creeks and salt marshes of Hilton Head Island. Kayaking is a fun, safe and easy trip. No experience is necessary to enjoy this water based "nature hike" through our beautiful creeks and inlets. Your naturalist guide will choose one

of several interesting routes that offer beautiful views of the Lowcountry landscape and an opportunity to observe the incredible variety of wildlife that make this area home: dolphin, osprey, heron, bald eagle. All kayaks (single and doubles) are safe, stable and comfortable. Kayaking tours are led by knowledgeable, personable interpretive naturalist guides and sure to be a memorable Hilton Head nature tour.

FISHING CHARTERS (30)

12:30 – 5:30pm • \$300.00 • Includes transportation, box lunch, boat and USCG Licensed Captain, bait, tackle, licensing, fuel and a cooler with ice, tax & gratuity.



Come and fish the beautiful waters of the South Carolina Lowcountry for a four-hour charter! Our legendary salt marsh is the largest breeding ground of game fish in North America. Outside Hilton Head guides have been leading in-shore and offshore fishing charters for years and are sure to provide an

amazing experience on the water. Seasonal species include tarpon, redbfish, trout, shark, cobia, king & Spanish mackerel. Each charter captain is dedicated to providing a safe, productive, and memorable day. Whether a beginner or seasoned angler, your guide will share our deep knowledge and experience to ensure great fishing. The boats in our fleet include 26' power cats and V-hull fishing boats.

BIKE TOUR (25)

2:00 – 4:00 pm • \$85.00 • Includes all-purpose cruising bike, bike helmet, bottled water, and guide, tax & gratuity

See description above.