



2023 FISA ANNUAL CONFERENCE

PUSH IT UP

TAKING IT TO THE NEXT LEVEL

SEPTEMBER 21- 24, 2023
CHEYENNE MOUNTAIN RESORT
COLORADO SPRINGS, CO



CONNECTING · NETWORKING · LEARNING

FISA 2023 ANNUAL CONFERENCE

WELCOME



It is with great pleasure that my wife, Brooke, and I invite you to the 2023 FISA Annual Conference September 21st-24th at the beautiful Cheyenne Mountain Resort in Colorado Springs, Colorado. Our conference theme is “Push It Up”. As customer expectations continue to increase, inflation and economic downturn threatens, the war on talent intensifies, and digital transformations upend

entire industries, it is more important than ever that as manufacturer and distributor partners, we continue to “Push It Up” by implementing best practices and learning from peers.

To help our members rise to the opportunity of these uncertain times, we have an excellent slate of educational sessions planned. We will be discussing the latest economic trends with Dr. Chris Kuehl, learning strategies to meet the evolving challenges of attracting and retaining employees with young entrepreneur, Benj Cohen, and be energized by Lt. Col. Waldo Waldman sharing why you Never Fly Solo.

In addition to these speakers, Board member, Ola Wesstrom of Endress+Hauser, will provide an overview of their best in class recruiting and talent development program and Ed Ciampi of Chicago Stainless Equipment will share information on local, state, and federal resources available for expanding our businesses. Finally, I will chair a panel discussion with members of our NextGen group, sharing insights and personal experiences from our younger delegates that I expect will highlight the similarities rather than differences between generations.

As we did last year, we will be hosting a Wednesday night event for the FISA NextGen group. This event will offer the opportunity for all conference delegates under the age of 40 to learn more about FISA, discuss industry trends, and network in a fun, laid back environment.

For those attending for the first time, we look forward to seeing you at the First Timer’s meeting where you can meet the Board of Directors and learn more about FISA. Plan to bring your spouse or companion for what is always a fun and informative event. There are a number of social opportunities and activities for all, and like last year, the educational sessions will be open for everyone to attend.

Brooke, myself, and the FISA Board of Directors look forward to seeing you this September in Colorado Springs.

Andy Soukup, 2023 Conference Chairman

THINGS TO KNOW

During the Conference, dress in comfortable resort attire. Collared shirts for the men and shorts or slacks; shorts, slacks or casual dresses for the ladies. To enhance networking, feel free to wear a company logo shirt. Cocktail receptions will be outside. The Saturday night gala, which in addition to cocktails and dinner includes a short Annual Meeting and a special performance by Marko. We encourage you dress to “Push It Up.” Appropriate attire for the ladies would be a dressy outfit and sport coats for the men. Average temperatures in Colorado Springs in September is a high of 75° and low of 48°.

REGISTRATION INCLUDES

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

CONFERENCE AGENDA

WEDNESDAY, SEPTEMBER 20

- 4:00 pm – 5:00 pm Conference Committee
- 5:00 pm – 6:30 pm Board of Directors Meeting
- 7:00 pm – 9:30 pm NextGen Event

THURSDAY, SEPTEMBER 21

- 8:00 am – 1:00 pm FISA Golf Tournament
- 9:30 am – 2:00 pm Pike’s Peak Cog Railway Tour
- 10:00 am – 2:30 pm Colorado Springs Overview Tour
- 5:00 pm – 6:00 pm First-Timer’s Meeting
- 6:00 pm – 7:30 pm Cocktail Reception/Dinner on your own

FRIDAY, SEPTEMBER 22

- 7:15 am – 8:15 am Breakfast & Program
- 8:30 am – 10:00 am *Where Are We Now? 2023 & Looking Ahead to 2024* — **Chris Kuehl, Ph.D**
- 8:30 am – 10:00 am Spouse/Companion Breakfast & Olympic Presentation
- 10:15 am – 11:00 am *The Distributor’s Guide to Leveraging AI for Growth* — **Benj Cohen**
- 11:00 am – 12:00 pm *Shaping the Future: Insights & Perspectives from FISA’s Next Generation of Leaders* — **Andy Soukup & Panel**
- 12:30 pm – 4:00 pm Sporting Clays
- 1:30 pm – 4:30 pm Hiking Garden of Gods
- 2:00 pm – 5:00 pm Jeep Tour Garden of the Gods
- 6:00 pm – 7:30 pm Cocktail Reception/Dinner on your own

SATURDAY, SEPTEMBER 23

- 7:15 am – 8:15 am Breakfast & Roundtables
- 8:30 am – 10:00 am *Workforce Development: Resources & Pathways to Success*
Benj Cohen, Ola Wesstrom, Ed Ciampi
Never Fly Solo – **Lt. Col. Waldo Waldman**
- 10:30 am – 12:00 pm Pickle Ball Tournament
- 2:00 pm – 4:00 pm US Olympic & Paralympic Museum Tour
- 6:30 pm – 9:30 pm Cocktails/Dinner/Annual Meeting/Entertainment

SUNDAY, SEPTEMBER 24

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

For those under 40 years of age, make plans to attend the NextGen Event at



7:00 PM, Wednesday, September 20th. Details to follow.

Have fun, socialize with the other NextGen members, and join in the discussion to help FISA continue to grow in the future.

SEPTEMBER 21-24 • PUSH IT UP

Where Are We Now? 2023 and Looking Ahead to 2024

The mood swings in 2023 have been frequent and dramatic. One day the data looks promising and the next day it doesn't. Where are we now? Inflation under control? Soft landing? Any progress on the supply chain or worker shortages? Has there been progress on geopolitics - Ukraine, Taiwan etc.? What are the prime concerns for the rest of the year and into 2024?



CHRIS KUEHL, PH.D. *Back by popular demand, Chris Kuehl is an economist who presents economic data targeted to the industries FISA members serve. As the editor of the bi-annual FISA Economic newsletter, Chris follows trends affecting hygienic purity industries. He is a Managing Director of Armada Corporate Intelligence and provides forecasts and strategic guidance for a wide variety of corporate clients around the world. He also 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.*

The Distributor's Guide to Leveraging AI for Growth

In a recent McKinsey survey, 79% of respondents agreed that AI adoption helped increase revenue. Learn the basics of AI all the way up through adopting it within your business. Understand the different use cases for AI in B2B, the kind of sales outcomes distributors can expect, and how to successfully introduce it to your business.



BENJ COHEN *Benj is the Founder and CEO of Proton.ai – the only AI-powered growth platform purpose-built for distributors. Benj learned about distribution firsthand at Benco Dental, a family business started by his great-grand- father (now the largest privately-owned dental distributor in the U.S.). He graduated from Harvard University with a degree in Applied Math, and speaks regularly at industry events on the benefits of AI for distributors. Benj is passionate about optimizing distributors' sales operations with technology. Distributors of different sizes are utilizing Proton's platform to guide them toward hidden sales opportunities and help grow their businesses.*

Shaping the Future: Insights & Perspectives from FISA's Next Generation of Leaders

Millennials, the generation born between 1981 and 2000, became the largest generation in the nation's workforce in 2016 and are projected to account for 75% of the global workforce by 2025. FISA's NextGen group, comprised primarily of millennials, has a mission of shaping the future of our industry by supporting the growth of young professionals who are employed by FISA member companies. In this enlightening panel discussion moderated by FISA Board member ANDY SOUKUP, we will hear from three NextGen members who will share their insights on leadership, talent development, and bridging cross generational gaps. By encouraging open dialogue among FISA members, those companies who mentor and develop the Next Generation will be the companies who flourish in the rapidly changing business landscape of the future.



ANDY SOUKUP *is a millennial who grew up in a family with deep roots in the hygienic processing industry. Andy is currently Vice President of Triplex Sales, a distribution company located in Schaumburg, IL. He was elected to the FISA Board of Directors in 2022 and has spearheaded the formation of the NextGen group to encourage the engagement and development of FISA members under 40 years of age.*

Workforce Development: Resources & Pathways to Success

To meet the challenge of attracting and retaining employees, this panel discussion will focus on three speakers each offering different strategies for how he has grown his business.

BENJ COHEN, *the young entrepreneur who started Proton.ai, will share how he has gone from one employee to more than 40 employees in three short years. How has he identified the types of positions he needed to fill and recruited that talent for a start-up company? How does he manage his virtual workforce?* **OLA WESSTROM**, *an industry marketing manager for the food and beverage segment at Endress+ Hauser, will present the comprehensive educational and recruiting program developed by Endress + Hauser.* **ED CIAMPI**, *Vice President of Sales & International Development for Chicago Stainless Equipment and also Chairman of the Board of County Commissioners in Martin County, Florida, will talk about local, state and federal resources available for expanding your business in the United States as well as internationally.*



Never Fly Solo

LT. COL. WALDO WALDMAN, *The Wingman*, is a Hall of Fame leadership speaker, executive coach, and the author of the New York Times and Wall Street Journal Bestseller *Never Fly Solo*. He teaches organizations how to build trusting, revenue producing relationships with their employees, partners, and customers while sharing his experiences as a combat decorated F-16 fighter pilot, sales manager, and entrepreneur. In addition to his time in the military, Waldo has real world corporate sales and management experience and is an expert on change management, peak performance, and resilience – having broken through a lifelong fear of heights and overcoming claustrophobia as a fighter pilot. A key message in his inspirational “Never Fly Solo” signature keynotes and seminars is that you can't reach your highest potential alone. You need wingmen – trusted partners – to help you win when adversity strikes.



LT. COL WALDO WALDMAN *is a graduate of the Air Force Academy and the founder of The Wingman Foundation, a 501(c)(3) whose mission is to build funds and awareness for veterans in need. He is an inductee into the Professional Speakers Hall of Fame, a prestigious award that honors speakers who have reached the top echelon of platform excellence and has been bestowed on less than 200 speakers worldwide. He speaks internationally for clients including Marriott, American Express, AT&T, Procter & Gamble, The Denver Broncos, and Home Depot, and has been featured on Fox & Friends, CNN, MSNBC, Inc. Magazine and The Harvard Business Review.*

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 Cheyenne Mountain Resort to book your room.

ABOUT COLORADO SPRINGS

Colorado Springs is known as Olympic City USA. A mild climate, incredible natural training grounds, and awe-inspiring beauty all make Colorado Springs a popular location for many aspiring athletes.

At an elevation of 6,035 ft., Colorado Springs is at the eastern foot of the Rocky Mountains. It lies near glacier-carved Pikes Peak, a landmark in Pike National Forest with hiking trails and a cog railway leading to its 14,114-ft. summit. The city's Garden of the Gods park features iconic red sandstone formations and mountain views. At the turn of the century, inspired by a trip to the summit of Pikes Peak, Katharine Lee Bates penned what has become our country's most famous poem and song, "America the Beautiful." Colorado Springs has a strong military presence and is home to the United States Air Force Academy.



COLORADO
springs

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 the sponsor form to stella@fisanet.org or phone FISA at 336-274-6311. FISA appreciates your support.

ABOUT THE RESORT

The Cheyenne Mountain Resort, a Dolce property, is a four-diamond Resort offering beautiful views of the Rocky Mountains. The 316 rooms and suites of the Resort are located in eight separate Lodge buildings. Each building is only a short walk to the Main building with the meeting rooms, restaurant and bar. The Resort is located on over 200 acres and includes an 18-hole Pete Dye designed golf course, a private 35-acre lake, 16 indoor/outdoor tennis courts and a 9,000 square foot fitness center. You'll find indoor and outdoor swimming pools and multiple places to gather, relax, and network on property including the Alluvia Spa & Wellness Retreat.



Advance reservations are highly recommended for the Spa. [CLICK HERE](#) or call 719-538-4071.

TRANSPORTATION

If you fly directly into Colorado Springs Airport (COS), it is a 15-minute drive to the Cheyenne Mountain Resort from the airport. There are taxis available outside the arrivals area of the airport, and Uber also picks up at the airport. The cost would be approximately \$35-50 depending on time of day. Rental cars are available and parking at the Resort is free. If you fly into Denver (DIA), it is about a 90-minute drive from Denver to the Resort. Groome Transportation offers direct shuttle to/from Denver to the Springs. Groome Transportation or phone 719-687-3456. Taxis can take guests to the Springs, but cost would be about \$200 for the one-way trip. Rental cars are available.

SATURDAY NIGHT GALA

On Saturday night, September 23rd, celebrate our time together learning, networking and exploring Colorado Springs with a special closing dinner. We'll start with cocktails at 6:30 PM followed by dinner, a short Annual Meeting, and then special entertainment by Marko, a renowned magician. His performance is sure to mystify, entertain and leave you laughing. Dress for this festive evening is "Pushed Up" as well. For the ladies, dressy attire is recommended and for the men, jackets are requested.



ACTIVITIES FOR 2023 FISA ANNUAL CONFERENCE

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

THURSDAY, SEPTEMBER 21, 2023

FISA GOLF TOURNAMENT (72)

8:00 am • \$200.00 • Includes green fees, cart, box lunch, tax & gratuity.
Rental clubs are \$75.00.



Join FISA members for a Captain's Choice Golf Tournament at the Country Club of Colorado on the grounds of Cheyenne Mountain Resort. Imagine what it's like to play golf surrounded by the jagged peaks of the Rocky Mountains, on this Pete Dye-designed course

created to challenge golfers of all skill levels. Nearly 7,000 yards with immaculate greens, angled doglegs, and sprawling sand traps characterize this championship course. Golfers of all levels are encouraged to participate and enjoy the camaraderie of other members.

PIKES PEAK COG RAILWAY TOUR (50)

9:30 am–2:00 pm • \$175.00 • Includes transportation, Cog Railway ticket, guide, tax & gratuity. Dress in layers because of temperature changes at the summit. Pikes Peak climbs to 14,115 feet, and some guests may experience altitude sickness. Drinking ample water is the best way to avoid the effects of altitude. • There are no restrooms on board, so please use the restroom prior to boarding and at the summit visitor's center. We will be at the summit for 40 minutes and food and drink are available for purchase there.



One of the most unique experiences in the world, the Manitou & Pikes Peak Railway Company was founded in 1889 when track construction began using manual labor and mules. The Cog Railway is new and improved! May 2021 marked the re-opening date for the railway cars and state-of-the-art

visitors center. Pikes Peak abounds with fascinating wildlife. Your train ride takes you nine miles up to the summit of Pikes Peak but your journey transports you back in time.

COLORADO SPRINGS OVERVIEW TOUR (32)

10:00 am–2:30 pm • \$155.00 • Includes transportation and narration by professional guide, box lunch, tax & gratuity.



Welcome to Olympic City USA! On this tour, you will see all the amazing sights that Colorado Springs has to offer. View the famous "Kissing Camels" rock formation and take your photo holding up "Balancing Rock" as you tour Garden of the Gods. Learn the exciting history of Colorado

Springs from the Gold Rush, to Prohibition, until now, as you ride through historical Old Colorado City. Stop and taste the natural spring water from multiple fountains in Manitou Springs. The tour won't be complete until you pass by the famous Broadmoor Hotel! You will see one-of-a-kind landscaping there with bright beautiful flowers and 1918 architecture!

FRIDAY, SEPTEMBER 22, 2023

SPOUSE/COMPANION BREAKFAST

8:30 am–9:45 am • No charge • Register online to attend.



Enjoy a delicious breakfast and hear a presentation by Tyler Carter, a three time Paralympian in alpine skiing. He lost his right leg below the knee at the age of one since he was born without the fibula bone. He recently completed his career at the Beijing 2022 Paralympics where he was named as one of the Flag Bearers for the Opening Ceremonies.

SPORTING CLAYS (30)

12:30–4:00 pm • \$180.00 • Includes transportation, box lunch, 50 targets. Ammunition, firearm rental, tax & gratuity.

The Pikes Peak Gun Club, Colorado's largest multi-use gun club was established in 1929 as part of the Izaak Walton League. The facility is located on 140 acres that supports 14 trap fields, three skeet fields, and a massive sporting clay walk through course. Plan to enjoy the beautiful view of the Rocky Mountains and Pikes Peak all the while participating in the 50-round clay bird shoot. This facility is located a short 30 minutes away from the resort.

GARDEN OF THE GODS HIKE (29)

1:30 pm–4:30 pm • \$165.00 • Includes transportation, admission to park, professional hiking guide, water, dry snacks, tax & gratuity.

The towering red rock formations of the Garden of the Gods Park come alive in your 60 to 90 minute hike when you explore the geology, plants, animals and people of this amazing regional park on foot. The site is a National Natural Landmark, having been recognized by the Department of the Interior as "a nationally-significant natural area."

FOOTHILLS & GARDEN OF THE GODS JEEP TOUR (36)

2:00 pm–5:00 pm • \$170.00 • Includes transportation, professional guide, water, snacks, tax & gratuity.



This historic and fun sight-seeing adventure is a great way to enjoy and learn about the Pikes Peak region with four to six people in each jeep. Our informative cowboy guides will take you on a journey through Colorado Springs most famous landmarks including Cheyenne Canyon, the Short-

line Railroad, Old Colorado City, Manitou Springs and the spectacular red rock formations of Garden of the Gods. This tour is 70% paved roads and 30% dirt roads.

SATURDAY, SEPTEMBER 23, 2023

PICKLEBALL TOURNAMENT (32)

2:00 pm–4:00 pm • \$55.00 • Includes instructor, beverages, tax & gratuity. Wear tennis shoes.



Who knew a sport with such a funny name could become a national sensation? First created in 1965 on Bainbridge Island, pickleball, a sport for everyone, currently is exploding in popularity. Played on a court smaller than a tennis court and with paddles larger than ping pong paddles, pick-

leball can be played by teams of two. If you've never played, now's your chance to come learn the basics and enjoy the social aspects of the game. We'll have instructors divide participants according to experience, and have a fun tournament to select the FISA pickleball winners!

US OLYMPIC & PARALYMPIC MUSEUM TOUR (16)

2:00 pm–4:00 pm • \$120.00 • Includes transportation, guide, tax & gratuity.

Enjoy a docent-led tour of this amazing Museum for one hour and then 45 minutes to tour on your own. The Museum was named by USA TODAY'S 10 Best Readers Choice Awards as Best New Attraction in 2020. The 60,000-square foot U.S. Olympic & Paralympic Museum in Colorado Springs is dedicated to America's greatest athletes and their compelling stories, with the artifacts, media and technology behind the athletes who make the United States proud. The Museum focuses on the core values of the Olympic and Paralympic movements and will be a highlight of your visit to Colorado Springs.