



2024 FISA ANNUAL CONFERENCE

NAVIGATING TRANSFORMATION

SEPTEMBER 12-15, 2024
THE COEUR D'ALENE RESORT
COEUR D'ALENE, ID



CONNECTING · NETWORKING · LEARNING

FISA 2024 ANNUAL CONFERENCE

WELCOME



To FISA family, current, and future friends, Faith and I are looking forward to seeing as many of you as possible at the 2024 FISA Annual Conference at the Coeur d'Alene Resort in Idaho. We attended the conference there in 2005 and are very much looking forward to returning. Coeur d'Alene is a beautiful location and a first-class resort. I'm not a golfer

but I've heard that the floating green golf course is something special. Make sure to plan a couple of extra days to explore the area and for those of you who are more adventurous, Glacier National Park is four hours away.

This year's theme is "Navigating Transformation" with a focus on AI and Cybersecurity which is relevant for all of us in business and in our personal lives. We are excited about an array of outstanding speakers. We can look forward to hearing from Zack Kass on leveraging AI for good and from Dr. Scott Snyder on unlocking your digital advantage and what that can mean for business? Mark Weatherington will bring us some much-needed perspective on cybersecurity. Mark is a retired Lt. General USAF where among other responsibilities, he was director of cyberspace operations NORAD and US Northern command.

For both distributor and manufacturer members, improving sales is a core issue. We look forward to a session by John Rosso who will help us look at selling in the 21st century and how to increase our effectiveness. Back by popular demand, Dr. Chris Kuehl will bring us his current view on the economy. I can't wait to hear where he thinks we are heading about two months before election day. Motivational speaker, Kevin Brown, will wrap up the conference with a message about optimism, serving others, and the hero effect with no strings attached. As usual, all sessions will be open for everyone to attend.

Our first-time attendees will be warmly welcomed, and we encourage everyone to sign up for the activities because that is a fun way to meet fellow members. This Conference is a great networking opportunity so reach out ahead of time and set up meetings with potential new business partners. Ask Board members or other participants for introductions to help you meet people. After all, this is what FISA is all about...bringing people together, creating new relationships and strengthening existing partnerships. See you in Coeur d'Alene.

Ola & Faith Wesstrom, Endress+ Hauser

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. Weather permitting, cocktail receptions will be outside. Please note that Thursday night we will be on grass so heels are not recommended for the ladies. Both Friday and Saturday nights, we will travel by boat to the cocktail receptions. Wear tennis shoes or comfortable flat shoes appropriate for being on a boat and walking across grass and steps. Average temperature in Coeur d'Alene in September is a high of 74 and a low of 48°.

REGISTRATION INCLUDES

- All Meeting Materials
- 2 Breakfasts & 3 Cocktail Receptions
- Saturday Evening Cocktails/Dinner
- One Spouse/Companion Breakfast
- Complimentary Professional Photos

CONFERENCE AGENDA

WEDNESDAY, SEPTEMBER 11

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

THURSDAY, SEPTEMBER 12

- 6:30 am – 1:00 pm FISA Golf Tournament
- 7:30 am – 11:30 pm Lake Coeur d'Alene Fishing
- 9:00 am – 3:00 pm Silver Valley & Sierra Silver Mine Tour
- 4:00 pm – 5:00 pm First – Timer's Meeting
- 5:00 pm – 6:30 pm Cocktail Reception/Dinner on your own

FRIDAY, SEPTEMBER 13

- 7:15 am – 8:00 am Breakfast & Program
- 8:15 am – 9:30 am *2024 Economy as Artful Dodger* – **Chris Kuehl, Ph.D**
- 9:30 am – 10:30 am *Unlocking Your Digital Advantage* – **Scott Snyder, Ph.D**
- 10:30 am – 12:00 pm *Leveraging AI for Good* – **Zach Kass**
- 12:30 pm – 4:00 pm Trap Shooting
- 1:30 pm – 3:30 pm Historical Walking Tour
- 1:30 pm – 3:30 pm Tubbs Hill Hike
- 1:30 pm – 3:30 pm Guided Kayak Tour
- 1:30 pm – 3:30 pm Truffle Making
- 4:45 pm – 5:15 pm Board Boats for Cocktails
- 5:30 pm – 6:30 pm Reception Hagadone Gardens
- 6:30 pm – 7:00 pm Return on Boats/ Dinner on Own

SATURDAY, SEPTEMBER 14

- 7:15 am – 8:00 am Breakfast & FISA Annual Meeting
- 8:15 am – 9:15 am *Trust & Public Confidence: Cybersecurity and National Security* – **Lt. Gen. (Ret) Mark Weatherington**
- 9:15 am – 10:30 am *Effective Selling in the 21st Century* – **John Rosso**
- 10:30 am – 12:00 *The Hero Effect* – **Kevin Brown**
- 1:30 pm – 3:30 pm Guided Kayak Tour
- 1:30 pm – 4:00 pm Wine Tasting
- 1:30 pm – 4:30 pm Centennial Trail E-Bike Tour
- 1:30 pm – 4:30 pm Mineral Ridge Hike
- 6:00 pm – 6:30 pm Board Boats for Cocktails/Dinner
- 6:30 pm – 9:30 pm Cocktails/Dinner Hagadone Event Center

For those under 40 years of age, be sure to register for the NextGen event on Wednesday, September 11th from 6:30 pm – 9:30 pm.



Have fun, meet, and network with the next generation of industry leaders.

OUTSTANDING SPEAKERS • NAVIGATING TRANSFORMATION

2024 Economy as Artful Dodger

Thus far predictions have not been all that reliable. The economy keeps surging along and recession threats keep declining. As we enter the last few months of 2024 what do we know? Inflation has been fueled by wages - has this kept the Fed quiet? Have the elections altered expectations? Has the consumer started to fade? What is the most worrisome development affecting the end of 2024 and start of 2025?



CHRIS KUEHL, PH.D. is the editor of the bi-annual *FISA Economic* newsletter. 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.

Unlocking Your Digital Advantage

Given the rapid pace of disruption being fueled by digital technologies, senior executives in all roles need to elevate their awareness of how these technologies are shifting customer expectations and enabling new business and operating models in every industry including manufacturing and distribution. This session provides an overview of emerging digital technologies and a framework for leaders to stay ahead of digital disruption by creating an organization that can run at two speeds, leveraging digital to improve the current business while also building sustainable digital and data advantage for the future.



SCOTT SNYDER, PH.D. is a recognized thought leader in technology and innovation transformation. He is the co-author of *Goliath's Revenge: How Established Companies Turn the Tables on Digital Disruptors* and the author of *The New World of Wireless: How to Compete in the 4G Revolution*. Dr. Snyder is a Senior Fellow in the Management Department at the Wharton School, an Adjunct Faculty Member in the School of Engineering and Applied Science at the University of Pennsylvania, and is currently the Chief Digital Officer of EVERSANA focused on accelerating the life sciences commercialization model. He earned his B.S., M.S., and Ph.D. in Systems Engineering from University of Pennsylvania.

Leveraging AI for Good

In this keynote, Zack explores the intersection of cutting-edge AI advancements and their practical applications in the business landscape. He will delve into the current state of AI, its trajectory, and show how different industries are harnessing this technology to revolutionize efficiency, liberate employees from burnout inducing tasks, and transform work as we know it. Zack presents an inspiring vision of an AI-enhanced future and offers practical, actionable strategies to ensure your organization is equipped to leverage AI to benefit your people.



ZACH KASS is an AI Futurist, keynote speaker, consultant, and the former Head of Go To Market for OpenAI. Zack built the teams responsible for OpenAI's sales, partnerships, and customer success and served as a personal advisor to countless executives deploying the technology across their business. Today, he is considered one of the foremost thinkers in Applied AI. Zack is a staunch techno-optimist, an advocate for AI's potential to revolutionize the human condition and reduce suffering. He received his BA from The University of California, Berkeley.

Trust & Public Confidence: Cybersecurity & National Security

In business, your reputation matters. More than ever, securing your business in cyberspace is vital to securing your business' reputation. It is also increasingly becoming central to our nation's security. What should you understand about the cyber threat landscape today? How does the competition in cyber security affect national security? How do you think about cyber security as a business owner, not a technical expert?



MARK WEATHERINGTON served more than 33-years in the United States Air Force, retiring as the Deputy Commander, Air Force Global Strike Command. Mark previously commanded the "the Mighty Eighth" Air Force, leading the daily operations of the free world's only long-range bomber force. He also spearheaded the AF's second largest command responsible for the recruiting, training, and education of more than 300,000 students annually while assigned as the Deputy Commander, Air Education and Training Command. During his distinguished career, Mark served in a variety of strategy, warfighting requirements, and cyberspace operations positions within the Office of the Secretary of Defense, the Joint Staff, North American Aerospace Defense Command, and United States Northern Command.

Effective Selling in the 21st Century

In this fast-paced and motivating session, John will cover key takeaways such as the major elements necessary to succeed in sales now and in the future. He will discuss how to move away from price and elevate yourself from vendor to trusted advisor by understanding what truly motivates the buyer. You will learn how to establish "instant" trust and develop effective techniques for what to do when you send a quote and your prospect goes dark or a project stalls.



JOHN ROSSO is recognized globally as a business-development expert, specializing in executive-sales consulting and sales-productivity training as well as the best-selling author of two prospecting books. In 1994, John founded Peak Performance Management, Inc. an authorized Sandler Training Center. In June 2015, John and Peak Performance Management received the Summit Award from Sandler Training, recognizing the company as the Number 1 Sandler Training facility out of 250 Sandler training centers worldwide. He has gone on to win that award several times since.

The Hero Effect – Being Your Best When It Matters the Most!

In a fresh and entertaining style, Kevin shares ideas, strategies and principles that will inspire and equip you to show up every day and make a positive difference. Heroes help people – with no strings attached! They understand that in business and in life, it's always personal and never perfect. Heroes create strong connections and reach beyond the borders of transactional thinking to create transformational moments.



KEVIN BROWN'S unconventional path to business and personal success has taught him that winning in business and life requires anything but conventional thinking. He is a branding and culture expert with a 30+ year career in franchise development. He is the creator and best-selling author of *The Hero Effect*. His second book, *Unleashing Your Hero*, was recently released by Harper Collins Leadership. As a professional speaker, Kevin has won many awards and had the privilege of speaking to a wide variety of organizations. He is passionate about helping people expand their vision, develop their potential, and grow their results.

FISA 2024 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 2024 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 Coeur d'Alene Resort to book your room.

ABOUT COEUR D'ALENE

Coeur d'Alene, Idaho is known as the "Playground of the Pacific Northwest." While it may sound like a French village, Coeur d'Alene (pronounced core-da-lane) is decidedly all-American. The town of Coeur d'Alene is adjacent to Lake Coeur d'Alene,



the second-largest lake west of the Rockies, and named by National Geographic as one of the five most beautiful lakes in the world.

Historically, the economy of Coeur d'Alene was built on mining and logging – the Coeur d'Alene Mining District has been one of the world's most productive districts. However, after mining and logging slowed in the 1940s, tourism has influenced the local economy ever since. The city has become a major tourist attraction.

Step into the perfect fusion of a small-town atmosphere and an outdoor enthusiast's haven in Coeur d'Alene. The downtown exudes character, featuring unique restaurants and shops where the owners know you by name. In Coeur d'Alene, you'll discover a community where nature and vibrant city life seamlessly intertwine. This city next to the Lake, offers an abundance of activities for every season. Within a short 20-minute radius, embrace the thrill of hiking, biking, fishing, hunting, and water sports of all kinds. The pristine air and humidity-free environment add to the allure for visitors and residents alike.

ABOUT THE RESORT

The Coeur d'Alene Resort is proud to be a part of the Pacific Northwest's iconic history. With 338 rooms, this four-star Resort has grown into a world class Resort since its founding in 1986. In addition to their critically



acclaimed golf course, which is home to the world's only floating green, the Resort has a delightful array of resort amenities to fill every unique interest. Choose from an award-winning salon and spa, 5-star dining, the Pacific Northwest's largest wine cellar, boat marina, infinity pool and private beach, shopping, and unmatched outdoor recreation from lake cruises to hiking. The Resort continues to blend an atmosphere of sophistication and casual elegance, with a laid-back luxury approach to deliver what they proudly call Resort hospitality from humble roots.

TRANSPORTATION

The Coeur d'Alene Resort is located 40 minutes east of the Spokane International Airport, offering nonstop or one-stop access from most major US and Canadian cities. The Coeur d'Alene Air Terminal is available for corporate and private aircraft. Airport limousine service is available from both the Spokane and Coeur d'Alene facilities with advance reservations. The Coeur d'Alene Resort offers van service from the Spokane Airport for \$45.00 each way per guest. Please note a minimum of 48 hours is required to book transportation and gratuity is not included in the pricing. For questions and reservation requests, call (208) 765-2300 Ext. 7132 or book online at transdesk@cdaresort.com.

If traveling by car, the Coeur d'Alene Resort is easy to reach by automobile via Interstate 90 (Exit 11) or Highway 95 (Northwest Blvd). From the exit, follow the directions to downtown and watch for the Resort on your right. Overnight self-park is \$21.00 per night and valet is \$26.00.

SPECIAL NETWORKING NIGHTS

The Coeur d'Alene Resort has multiple beautiful venues for us to gather for our networking and cocktails. We'll have the opportunity to visit three different locations so knowing how to dress



and thinking about your footwear is important for you to know in advance. On Thursday evening from 5:00 – 6:30 pm, we will be on a grass lawn in front of the hotel with views of the lake and the town. High heels are not recommended. Friday evening, we board two double decker boats with drinks served on board to travel across the Lake to the Hagadone home and gardens in Casco Bay. While we won't be touring the house, we have full access to the lovely gardens and the exterior of the home including the garage. For moving around on the boats and walking uphill across grass, please wear comfortable low heel shoes. Once again on Saturday night, we'll travel by boat to the Hagadone Event Center for a final night of networking, cocktails and dinner. There are a number of steps from the dock to the Event Center so for those wanting an alternative, transit by van will also be available if desired. Each night comfortable resort attire is appropriate but for Saturday night, plan to dress in Red, White or Blue!

SPONSORSHIPS

Show your support of FISA and promote your company by being a sponsor of the 2024 FISA Annual Conference. 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, please email the sponsor form to stella@fisanet.org or phone FISA at 336-274-6311. FISA very much appreciates your support.

ACTIVITIES FOR 2024 FISA ANNUAL CONFERENCE

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

WEDNESDAY, SEPTEMBER 11

NEXTGEN TAPHOUSE TRIVIA (30)

6:30 pm–9:30 pm • \$35.00 • Includes appetizers, two cocktails and Trivia DJ, gratuity & tax

Join FISA members under 40 years of age in a short walk from the Resort to one of downtown's popular watering holes for an evening of fun networking and testing your trivia knowledge.

THURSDAY, SEPTEMBER 12

FISA GOLF TOURNAMENT (80)

6:30 am • \$270.00 • Includes transportation to the course, green fees, cart, breakfast to go, forecaddie gratuity & tax. Rental clubs are \$70.00

The Par 71 course designed by Scott Miller has lake views from nearly every hole on the 200 acres. The course has one of the best-known icons in golf: the famous 14th Hole at The Coeur d'Alene Resort Golf Course—The Floating Green. A forecaddie accompanies every foursome.



SILVER VALLEY & SIERRA SILVER MINE TOUR (48)

9:00 am–3:00 pm • \$220.00 • Includes transportation, lunch, guide, admission to all attractions, gratuity & tax

On the way to Wallace, we'll stop at the Cataldo Mission and then in Wallace, board the Sierra Silver Mine Trolley for an informative tour of the Silver Capital of the World. You'll have a chance to tour the main drift of an actual silver mine with an experienced miner, and tour the Oasis, the last working bordello in Wallace which closed in 1988. Have a delicious lunch at a local restaurant and then enjoy exploring a few of the shops in this historic Wild West town.

LAKE COEUR D'ALENE GUIDED LAKE FISHING (20)

7:30 am–11:30 am • \$249.00 • (4 boats) Includes guide, equipment, license. Gratuity not included.

Sport fishing, be it for salmon, pike or bass is a special experience when you have spectacular scenery. Lake Coeur d'Alene is deep and clear with steep rocky ledges, gravel beaches and shallow bays. These conditions make for diverse fishing opportunities, and the majority of lake fishing will be trolling with the use of downriggers.



FRIDAY, SEPTEMBER 13

TUBBS HILL HIKE (20 per guide)

1:30 pm–3:30 pm • \$70.00 • Includes guide, water, gratuity & tax. Activity Level: Mild to Moderate

This convenient hike around the city's natural gem, Tubbs Hill, is available right outside the door of the Resort. Your 2.1 mile loop offers historical points along the way, and your knowledgeable guides are brimming with local knowledge of the history and ecology of this beautiful area.

GUIDED KAYAK TOUR (20)

1:30 pm–3:30 pm • \$130.00 • Includes kayak rental, guide, water, gratuity & tax

You will enjoy the natural beauty while learning about the history, geography and wildlife in the area from an experienced guide. Kayaking offers a low-impact, eco-friendly way to explore the lake's many coves, inlets, and secluded beaches giving participants a chance to connect with nature in a truly immersive way.



HISTORICAL WALKING TOUR (25)

1:30 pm–3:30 pm • \$60.00 • Includes guide, entrance fees, bottled water, gratuity & tax

This tour is approximately 1.25 miles and is an opportunity to take in the rich history of the city. The tour is a fascinating cross section of vintage homes and gardens, including Fort Sherman Chapel built in 1880. At a stop in the Museum of North Idaho, enjoy a visual journey from Coeur d'Alene's humble beginnings as the home of Fort Sherman, to its fast rise in the lumber industry, to the unique destination it is today.

TRAP SHOOTING

12:30 pm–4:00 pm • \$160.00 • Includes transportation, firearm rental, ammunition, box lunch, gratuity & tax

The Coeur d'Alene Trap & Skeet Club is located a convenient 20-minute drive from the Resort. The facility offers shotgun sports for the whole family. Each FISA participant will be shooting a total of 50 targets from three different trap fields. Participants of all skill levels can participate.

CHOCOLATE TRUFFLE MAKING (24)

1:30 pm–3:30 pm • \$90.00 • Includes instructor, ingredients & utensils, glass of wine, truffles to take home, gratuity & tax

This hands-on class is your chance to find out how easy it is to make truffles yourself with just a few simple ingredients. Each participant will make 1 lb. of hand-rolled truffles to enjoy or share with friends. Pull up a chair, a slab of marble, and a glass of wine and start your creations!



SATURDAY, SEPTEMBER 14

GUIDED KAYAK TOUR (20)

1:30 pm–3:30 pm • \$130.00 • Kayak rental, guide, water, gratuity & tax
See Friday Kayak Tour.

COEUR D'ALENE BREWERY/WINE TASTING (30)

1:30 pm–4:00 pm • \$120.00 • Includes guide, all beverages, gratuity & tax

What could be more fun than walking out the front door of the Resort to explore a sampling of some of Coeur d'Alene's finest breweries and wine bars? Black Lodge Brewing Co. is a 1-barrel brewhouse focusing on the unique. Studio 107 is the premier wine bar and gallery. Coeur d'Alene FRESH Wine Bar is owned by a local Coeur d'Alene family and has a fantastic array of wine and a super cool atmosphere.

NATURE HIKE AT MINERAL RIDGE/BEAUTY BAY (20 per guide)

1:30 pm–4:30 pm • \$100.00 • Includes transportation, guide, water, gratuity & tax. Activity Level: moderate, steep uphill switchbacks

The Mineral Ridge Trail is 3.3 miles of scenic trail rising 700 feet in elevation that overlooks Lake Coeur d'Alene and Beauty Bay. A knowledgeable guide will explain this "classroom in the forest" with 22 stations marked with narrative descriptions.



CENTENNIAL TRAIL GUIDED E-BIKE RIDE (20 per guide)

1:30 pm–4:30 pm • \$130.00 • Includes guide, E-bike rental, ice cream, water, gratuity & tax

Hop on your e-bike and you will enjoy approximately 15 miles round trip on one of the nation's treasured bike trails. Leaving from downtown Coeur d'Alene, we'll follow a path along the shores of beautiful Lake Coeur d'Alene riding a scenic route through some of the oldest homes in the Coeur d'Alene area and up to Higgins Point for a stop for ice cream and a chance to view the beauty of the lake from the top of the trail.