



2025 FISA ANNUAL CONFERENCE

STRENGTHENING CONNECTIONS

SEPTEMBER 11-14, 2025
OMNI AMELIA ISLAND RESORT & SPA
AMELIA ISLAND, FL



NETWORKING · LEARNING · CONNECTING

FISA 2025 ANNUAL CONFERENCE

WELCOME



I am excited to invite you to the 2025 FISA Annual Conference at Omni Amelia Island Resort & Spa, in sunny Florida on September 11th – 14th. This year's theme, "Strengthening Connections," reflects the importance of building and maintaining meaningful relationships in both business and life. Strong connections are the foundation of success, and this year's conference is designed to give you the tools to strengthen those ties — with your teams,

your partners, and your customers. We will also continue our journey learning about AI, I consider AI the key to the 4th dimension of establishing connections. There is no denying that AI will greatly influence how we make connections and network in the future.

We have an outstanding lineup of speakers who will help us explore the power of connection from multiple perspectives. Lauren Saidel-Baker will provide a critical economic update, giving us the insights we need to navigate today's market challenges and make informed decisions. Steve McClatchy will discuss how to lead and strengthen relationships, helping us improve communication and trust in our professional and personal lives. Brooks Hamilton will offer practical advice on harnessing AI in everyday business operations — showing us how to use technology to enhance, not replace, human connection. Finally, Pam Barnum will share expert strategies on negotiation, helping us build stronger partnerships and create win-win outcomes.

Beyond the speaker sessions, the added value of this conference comes from the connections you'll make. The structure for this conference is focused on giving you significant opportunities to network and develop meaningful relationships with distribution, manufacturing and affiliate companies in the hygienic processing industry. From my personal experience representing a manufacturing company, I cannot put a dollar value on the benefits of attending the FISA conference. Many of the relationships I have developed during FISA events have developed into longstanding friendships.

Understanding that your personal life plays a significant role in your business activities, I encourage you to bring your spouse or companion. Your spouse/companion is welcome to attend any educational session that may be of interest. If you are a first-time attendee, you will be warmly welcomed, and I recommend you and your spouse/companion attend our First Timer's meeting. Throughout the conference, board members will be happy to introduce you personally to other members. We will have a convenient phone app available for you to download prior to the conference which includes names of attendees and all the location details for the various events. The app is a very useful resource, not only to plan who you want to network with but also a great place to share photos of all the fun.

Take advantage of joining us in Amelia Island to meet new contacts, reconnect with friends you made at a previous conference, and explore ways to collaborate. I look forward to seeing you at the 2025 FISA Annual Conference and sharing this experience together. Let's make this year's conference one to remember!

John Georgen, VNE Corporation

For those under 40 years of age, be sure to register for the NextGen event on Wednesday, September 10th from 6 pm – 8 pm.

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



CONFERENCE AGENDA

WEDNESDAY, SEPTEMBER 10

- 4:00 pm – 5:00 pm Conference Committee
- 5:00 pm – 6:30 pm Board of Directors Meeting
- 6:00 pm – 8:00 pm NextGen Event

THURSDAY, SEPTEMBER 11

- 7:30 am – 12:30 pm Backwater Fishing
- 8:00 FISA Golf Tournament
- 9:30 am – 3:00 pm Amelia Island River Cruise
- 4:00 pm – 5:00 pm First-Timer's Meeting
- 5:00 pm – 6:30 pm Cocktail Reception/Dinner on your own

FRIDAY, SEPTEMBER 12

- 7:15 am – 8:15 am Breakfast & Program
- 8:30 am – 10:00 am Spouse/Companion Breakfast
- 8:30 am – 10:00 am *Leading Relationships* – **Steve McClatchy**
- 10:30 am – 12:00 *What the Leading Indicators Are Saying About 2026* – **Lauren Saidel-Baker**
- 12:30 pm – 3:30 pm Trolley Tour of Fernandina Beach
- 12:30 pm – 4:00 pm Sporting Clays
- 2:00 pm – 4:00 pm Pickleball Experience
- 2:00 pm – 4:00 pm Naturalist Segway Experience
- 5:00 pm – 6:30 pm Cocktail Reception/Dinner on your own

SATURDAY, SEPTEMBER 13

- 7:15 am – 8:00 am Breakfast & Program
- 8:30 am – 10:00 am *From Hype to Hustle: Practical AI for Distribution Professionals* – **Brooks Hamilton**
- 9:00 am – 5:00 pm FISA Beach Fun
- 10:30 am – noon *Tactical Influence: Elevating Negotiating Success* – **Pamela Barnum**
- 1:30 pm – 4:00 pm Fort Clinch Tour
- 2:00 pm – 4:00 pm Nature Kayak Experience
- 2:00 pm – 4:00 pm Bike Tour
- 2:00 pm – 4:00 pm Ecology of Amelia Walking Tour
- 6:30 pm – 9:30 pm Cocktails/Dinner /Polynesian Show

THINGS TO KNOW

During the Conference, dress in comfortable resort attire. Collared shirts for the men and shorts or slacks; and for the

ladies, shorts, slacks or casual dresses for the ladies will be appropriate. To facilitate networking, feel free to wear a company logo shirt to the meetings. Weather permitting, our cocktail receptions each night will be outside. Average high temperature in Amelia Island in September is a high of 87° and a low of 73°. On Saturday night, you will love the Polynesian theme for cocktails, dinner and the entertaining show that follows dinner. Plan to dress in colorful, casual attire and enjoy the celebration.

REGISTRATION INCLUDES

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

OUTSTANDING SPEAKERS • STRENGTHENING CONNECTIONS

Leading Relationships

If you are in business today, you are in the business of relationships. This presentation is guaranteed to change the way you work, interact, solve problems, innovate, manage, and lead your business! After attending this presentation, you will be able to use The 5 Levels of Maturity Framework to guide, coach and mentor others to greater levels of performance.



STEVE MCCLATCHY is a keynote speaker and author. His new book, *Leading Relationships*, just published in February of 2025, hit #2 on the USA Today National Bestseller List and is also a Publisher's Weekly and Associated Press Bestseller! Steve's passion is for continuous improvement, and he believes that when we stop growing, learning, gaining experience, and achieving goals we stop living. Steve is also the author of the award-winning New York Times Bestseller *Decide: Work Smarter, Reduce Your Stress & Lead by Example*. *Decide* has enjoyed global success and has been translated into 11 languages including Chinese, Russian, Japanese, and Spanish. For over 20 years Steve has worked with the most prominent organizations. In every speech Steve weaves insight, interaction, and actionable content with humor, inspiration, and motivation.

What the Leading Indicators Are Saying About 2026

The economy is returning to normal, as defined by trends and behaviors that no longer overtly reflect echoes of COVID, the resulting massive stimulation, and subsequent monetary policy tightening. This means that our system of leading indicators is providing us with more clarity than we have experienced since 2020. That helps a great deal when mapping out 2026. Overlaid on top of that return to normalcy are the significant economic policy changes made by the new presidential administration and Congress - including tariff policy and other trade tensions. All the above will be analyzed so you may see the future first. Improved clarity in the leading indicators suggests improved timing analysis of different markets.

The presentation will cover market-specific leading indicators for the food/beverage and pharmaceutical sectors, general macroeconomic drivers including inflation, interest rates, commodity prices, labor market trends and more.



LAUREN SAIDEL-BAKER, CFA, is a speaker and economist at ITR Economics. She provides consulting services for small businesses, trade associations, and Fortune 500 companies across a spectrum of industries. Since joining ITR Economics, Lauren has brought enthusiasm and in-depth insight to our analysis of various industry trends. Her expertise captivates audiences, and her experience in the financial industry supports her extensive knowledge of the applicability of ITR Economics' programs. Lauren graduated with honors from Wellesley College, double majoring in economics and religion. She has also earned her MBA at Boston University Questrom School of Business. In addition, she has been featured on CNBC, Reuters' Market Insight, Bloomberg and BNN Bloomberg, and Yahoo! Finance, among many other media publications.

From Hype to Hustle: Practical AI for Distribution Professionals

This hands-on session cuts through AI hype to deliver tangible ROI for distribution executives. Rather than abstract theories, attendees will experience live demonstrations of AI-powered transformations across core distribution functions. The presentation methodically contrasts current operational approaches against AI-enhanced alternatives,

providing clear visibility into time savings, cost reductions, and quality improvements. For each key business function, we'll walk through an implementation process, translating complex technology into practical, understandable steps your team can follow.

By session's end, executives will leave with a pragmatic road map for AI adoption tailored to their distribution operations—not just conceptual understanding, but actionable implementation plans they can execute immediately upon returning to their organizations.



BROOKS HAMILTON is the founder of Hamilton AI Strategy Advisors, an Austin-based consultancy specializing in guiding companies adopt AI tools in their operations. With a deep understanding of both AI technology and business operations, Brooks and his team enable organizations to successfully navigate the rapidly evolving AI landscape. A seasoned veteran in the tech industry, Brooks spent 17 years at Zilliant, where he held pivotal roles in Professional Services and Product Management, including Vice President of the Professional Services team. His tenure was marked by ground-breaking work in AI-driven price optimization and sales effectiveness in B2B companies. Brooks also spearheaded Product Management at several Austin-based startups.

Tactical Influence: Elevating Negotiation Success

Negotiating with trust has never been more imperative than it is now. Trust solves risk problems, improves outcomes, and increases efficiency. Master the qualities that set trusted negotiators apart from the rest. This powerful framework is designed to provide attendees with comprehensive insights and practical tools to harness tactical influence, surmount challenges, and achieve negotiation success.

- **Tone.** The reader determines the tone in the written word. Discover how to transition conversations from email and text to in-person meetings and voice and video calls, ensuring clarity and maintaining positive interactions.
- **Receptive to Feedback.** Learn to identify and interpret virtual cues to enhance collaboration and achieve improved results.
- **Unafraid of Risk.** Explore innovative strategies to transcend self-imposed barriers, particularly in digital and remote negotiations.
- **Self-Confidence.** Convey assurance and authority by utilizing techniques that foster rapport and minimize conflict, whether communicating digitally or in-person.
- **Tenacious Mindset.** Trust is built through consistent actions. Embrace evidence-based methods that merge persistence with empathy to develop and reinforce trust in all negotiation settings.



PAMELA BARNUM worked for years undercover in the Drug Enforcement Section where she learned real-world techniques for building trust and interpreting body language. When Pamela graduated from law school, she left policing and accepted a position as a federal prosecuting attorney. She spent countless hours in the courtroom, perfecting her proficiency as a trust strategist and body language expert. Following a successful 20-year career in the criminal justice system, Pamela studied corporate negotiations in graduate school. Now, she shares her expertise with others, teaching them how to improve their communication skills to increase trust inside corporations, associations, and law enforcement agencies. As a nonverbal communication expert and trust strategist, Pamela delivers techniques once thought of as a "secret second language" that participants can begin using immediately.

FISA 2025 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 2025 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 Omni Amelia Island Resort website.

ABOUT AMELIA ISLAND

Amelia Island is a 13-mile long and two-mile wide island known as the "Isle of 8 Flags" since at different times in its history flags of that many different nations flew over the island. Steeped in history and natural beauty, Amelia Island, Florida is the southernmost jewel of the Sea Island chain of barrier islands off the southeastern coast of the United States. Pristine, uncrowded beaches envelop the island's east side, while expansive salt-marsh estuaries lie along the west.

ABOUT THE RESORT



The Omni Amelia Island Resort is a four-diamond resort with 373 rooms all with balconies and ocean views. Included in this beautiful 1,350 acre property is 3.5 miles of beach, a full-service luxury spa, salon and spa boutique, indoor and outdoor pools, two fully equipped fitness centers and 36 holes of championship golf.

When booking an appointment at the Spa at the Omni Amelia Island Resort, identify yourself as a FISA member for a 10% discount. Advance reservations are recommended. Call 904-432-2220 or email aipa@omnihotels.com.

You will find the Conference Center and locations of the FISA networking cocktail receptions and dinner are on property and easily accessible. There also are several different types of restaurants available on property and a complimentary shuttle is available to transport you to the restaurants.

Whether you choose to participate in one of FISA's organized activities offered during the Conference or simply want to explore on your own, you'll find a relaxing atmosphere at the Resort. Explore and enjoy the many amenities you will find nestled under the canopy of live oak trees preserved on this barrier island.

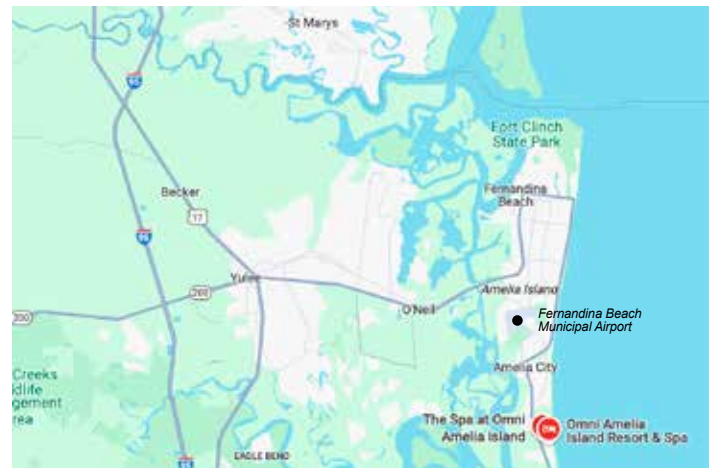
FERNANDINA BEACH

Fernandina Beach is the northernmost city on Florida's Atlantic coast and is located on Amelia Island about 9.5 miles from the Omni Amelia Island Resort. Originally, the Spanish established the town of Fernandina and was named in honor of King Ferdinand VII

of Spain. Fernandina has the distinction of being the last Spanish city platted in the Western Hemisphere, in 1811. Recently named number 10 in *Southern Living's* top 50 beach towns in the South, Fernandina Beach has a unique blend of history, culture, dining and shopping. You will love exploring its 52-block historic district that's dotted with Victorian mansions, legendary seafood shacks, and a thriving arts scene. A focal point of the town is the harbor and that is where our Amelia Island River Cruise boat will depart as well as the boats chartered for the backwater fishing experience.

LOCATION

The Omni Amelia Island Resort & Spa is located just across the St. Mary's River from Georgia and adjacent to the historic city of Fernandina. The Resort is just a short 45-minute drive from downtown Jacksonville, and 29 miles from Jacksonville International Airport. Private and corporate aircraft charters can also fly directly into Fernandina Beach Municipal Airport, four miles north of the Resort.



AIRPORT TRANSPORTATION

For pre-scheduled pick-up and return service to the Jacksonville International Airport, contact Amelia Airport Shuttle & Transportation at (904) 753-6480 or <https://ameliatransport.com/rates/>. Taxis, Uber, Lyft are available at the airport; however, those services are difficult to schedule from the Resort to return to the airport. Rental cars are available at the Jacksonville International Airport.

PARKING

Self-parking at the Omni Amelia Island Resort & Spa is at a FISA discounted rate of \$15.00 per night. The current overnight valet rate is \$40.00 per night.

POLYNESIAN NETWORKING NIGHT



Saturday night is the closing night of the Conference, and we have a special night planned. We'll start with cocktails on the Seven Flags patio and then move inside for a brief Annual Meeting. At the meeting, the Nominating Committee will present the

proposed slate of officers and directors for a vote, and we will recognize retiring directors. At the conclusion of the meeting, enjoy a delicious buffet dinner followed by an engaging Polynesian dance show featuring Maori fire poi dancers and Fireknife dancers. Dress for the evening is casual, colorful island attire to celebrate the Polynesian theme.

ACTIVITIES FOR 2025 FISA ANNUAL CONFERENCE

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

WEDNESDAY, SEPTEMBER 10

NEXTGEN NETWORKING

6:00 pm-8:00 pm • \$35.00 per person • Includes miniature golf, outdoor games, appetizers and two drink tickets, gratuity & tax.

Calling all FISA members ages 40 and under. Join us at Heron Adventure Park for a casual gathering to start the 2025 FISA Conference. Move around while you choose your fun from playing miniature golf, to ping-pong, giant chess, and corn hole while enjoying appetizers and meeting with other NextGen members.

THURSDAY, SEPTEMBER 11

BACKWATER FISHING (16)

7:30 am-12:30 am • \$310.00 per person • Includes transportation, four-person boat, license, guide, equipment, water, gratuity & tax.



Travel time to the charter boats located in City Marina in Fernandina Beach is about 30 minutes. With four people to a boat, this is one of the best fishing opportunities at Amelia Island with the numerous saltwater estuaries, flats, and inlets, all offering a wide variety of light-tackle fishing opportunities. Large schools of redfish, sea trout, and flounder are among the fish found in the fast-moving currents of rivers and flooded oyster beds. Your backwater fishing guides carry a variety of light tackle on board for, including spin, casting, and bottom fishing gear. They also carry on board a variety of lures and baits to make your day on the water a memorable experience.

Travel time to the charter boats located in City Marina in Fernandina Beach is about 30 minutes. With four people to a boat, this is one of the best fishing opportunities at Amelia Island with the numerous saltwater estuaries, flats, and inlets, all offering a wide variety of light-tackle fishing opportunities. Large schools of redfish, sea trout, and flounder are among the fish found in the fast-moving currents of rivers and flooded oyster beds. Your backwater fishing guides carry a variety of light tackle on board for, including spin, casting, and bottom fishing gear. They also carry on board a variety of lures and baits to make your day on the water a memorable experience.

FISA GOLF TOURNAMENT (80)

8:00 am • \$280.00 • Includes transportation to the course, green fees, cart, breakfast to go, gratuity & tax. Rental clubs are \$75.00.



Enjoy this scramble format tournament at Oak Marsh Golf Course which is one of the truly classic Pete Dye-designed golf courses in the world. The course, built in 1972 and recently remodeled, is noted for its tight

fairways and small greens, meandering along serpentine salt marsh creeks and through the moss draped heritage oaks for which Amelia Island is famous. At par 72, this 6,500-yard course has 14 holes with water hazards and numerous bulk-headed greens.

AMELIA ISLAND RIVER CRUISE (40)

9:30 am-3:00 pm • \$160.00 • Includes transportation, guide, river cruise, buffet lunch at Café Karibo, gratuity & tax.



The Amelia Island River Cruise departs from the City Marina in Fernandina Beach about a 30-minute drive from the Resort. This delightful and educational two-hour cruise is led by US Coast

Guard certified captains on a 48-passenger boat. You will learn about the captivating history and diverse wildlife of Amelia and Cumberland Islands. In addition to learning about the wildlife, you will cruise along the picturesque shorelines and as you near Cumberland Island, you will hear tales of the super-rich families who once occupied the island. After the cruise, you will have a delicious buffet lunch at one of the locals' favorite restaurants in Fernandina and a little time to explore Fernandina on your own before returning to the Resort.

FRIDAY, SEPTEMBER 12

SPORTING CLAYS (30)

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

Amelia Shotgun Sports located in Yulee, FL is only about a 30-minute drive from the Resort. This facility is located on a working timber farm which provides for a beautiful setting over sprawling terrain with scenic views. There's a three-quarter mile of paved walking between stations. After enjoying a barbecue lunch in the clubhouse, we will shoot 50 sporting clays.

HISTORIC TROLLEY TOUR OF FERNANDINA BEACH (36)

12:30 pm-3:30 pm • \$105.00 • Includes transportation, buffet lunch, trolley tour, boxed lunch, gratuity & tax



You will go by trolley from the Resort to Fernandina where we will have a wonderful buffet lunch at Café Karibo and then reboard the open-air trolley for a 60-minute journey back in time while you travel through the

historic downtown Fernandina Beach, Old Towne, and the silk-stock- ing district of Fernandina Beach. You'll also have time to explore the local shops and picturesque town on your own before returning by trolley to the Resort.

PICKLEBALL EXPERIENCE (40)

2:00 pm-4:00 pm • \$100.00 • Includes instructor, equipment, water, tax & gratuity. Wear tennis shoes.

Whether you are new to the game or an experienced player, enjoy a round of Pickleball, a combination of tennis, ping pong, badminton, and racquetball on one of the Resort's seven courts surrounded by a canopy of oak trees. It is fast-paced, easy to learn, great exercise and fun for all ages. Participants will learn the fundamentals of the game then a pro will pair players up for coached Round Robins. This is a fun way to meet new people while playing this popular sport.

NATURALIST SEGWAY EXPERIENCE (12)

2:00 pm-4:00 pm • \$142.00 • Includes instructor/ guide, Segway rental, bottled water, gratuity & tax.



After a full orientation and training session, guests will explore the Resort by Segway and experience the Resort's natural surroundings as you zip through the bends and curves on trails throughout the property and see the scenic Intra-coastal Waterway.

ACTIVITIES FOR 2025 FISA ANNUAL CONFERENCE

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

SATURDAY, SEPTEMBER 13

NATURE KAYAK EXPERIENCE (20)

2:00 pm-4:00 pm • \$136.00 • Includes transportation guide, kayak, water, gratuity & tax.



Explore Amelia Island's salt marsh via kayak. Learn about the diverse ecosystem while focusing on birds, reptiles, and additional animals that inhabit the marsh. Geared toward all skill

levels. You will be greeted by your Naturalist Guide at the Omni Front Drive and placed on a property tram which will transport you to Walker's Landing where your tour will depart. Towels and Waters will be available at Walker's Landing as well as a safe place to keep personal belongings.

BIKE EXPERIENCE (20)

2:00 pm-4:00 pm • \$70.00 • Includes naturalist guide, one speed cruiser bicycle, water, binoculars, gratuity & tax



During this ecology biking tour featuring approximately four miles of riding, you will dive into the three different ecosystems found on the island. You will get to immerse yourself in the maritime forest along the coast learning about what creatures live here and why it

looks the way it does. Adventuring to the beach, you will see the dunes and learn why they are so important to the vitality of the island. Riding from one side of the island to the other, you will learn about the maritime forest, the marsh ecosystem and the beach while understanding about the complexity of the island's eco-system.

ECOLOGY OF AMELIA NATURE WALKING TOUR (20)

2:00 pm-4:00 pm • \$54.00 • Includes naturalist guide, water, binoculars, gratuity & tax

Join the naturalists as they lead you on a four mile walk to explore the Resort's natural wonders. Enjoy a relaxing walk to the bridge at Red Maple Lake where you will enjoy birding with your binoculars. Then make your way to the sunken forest to look out on the highest point on the property and end with a stroll on the beach for shark tooth hunting.

FORT CLINCH TOUR (20)

1:30 pm-4:00 pm • \$70.00 • Includes transportation, guide, admission, gratuity & tax



See how Fort Clinch might have looked in 1864. Staff in period Civil War uniforms depict daily life, allowing visitors to take a step back in time. Inside Fort Clinch, visitors can tour five bastions, guard rooms, a prison,

enlisted men's barracks, bakery, blacksmith shop, storehouses, hospital, kitchens, lumber sheds and galleries. Every room is furnished to re-create a depiction of the site as garrisoned by the First New York Volunteer Engineers in 1864. Standing on the gun deck provides the visitor with breathtaking 360-degree views of Cumberland Sound, Cumberland Island, the mouth of the St. Mary's River, the Atlantic Ocean and Fort Clinch State Park. Fort Clinch offers a unique living history experience.

FISA BEACH FUN

9:00 am-5:00 pm • No charge – must wear FISA wristband • Starting at 1:30 pm enjoy the beach games of Corn Hole, Ladder Golf, Can Jam and Yazoo.



Beginning at 9:00 am, FISA has rented two beach cabanas with coolers of water and chairs set up on the beach for your enjoyment. To identify you as a FISA member, you must wear your FISA wristband. Come

soak up the sun on the 3.5 miles of uncrowded Amelia Island beach and enjoy relaxing visits with other members in the shade of one of our beach cabanas. Starting at 1:30 pm, enjoy the beach games and challenge other members to some friendly competition.

SPONSORSHIPS

Promote your company at the same time you support FISA and its mission by becoming a sponsor of the 2025 FISA Annual Conference. Sponsors are recognized in multiple ways: verbal announcements during the Conference and signage as well as in the FISA Distributor News. When you register online for the Conference, you may include your sponsorship with your registration fee/fees and your payment for optional activities. Or if you prefer, you may separate your sponsorship from your registration and pay by check.

Please email the sponsor form to stella@fisaset.org and mail checks to FISA at 1207 Sunset Drive, Greenboro, NC 27408.

If you have questions, please phone FISA at 336-274-6311. FISA very much appreciates your support.