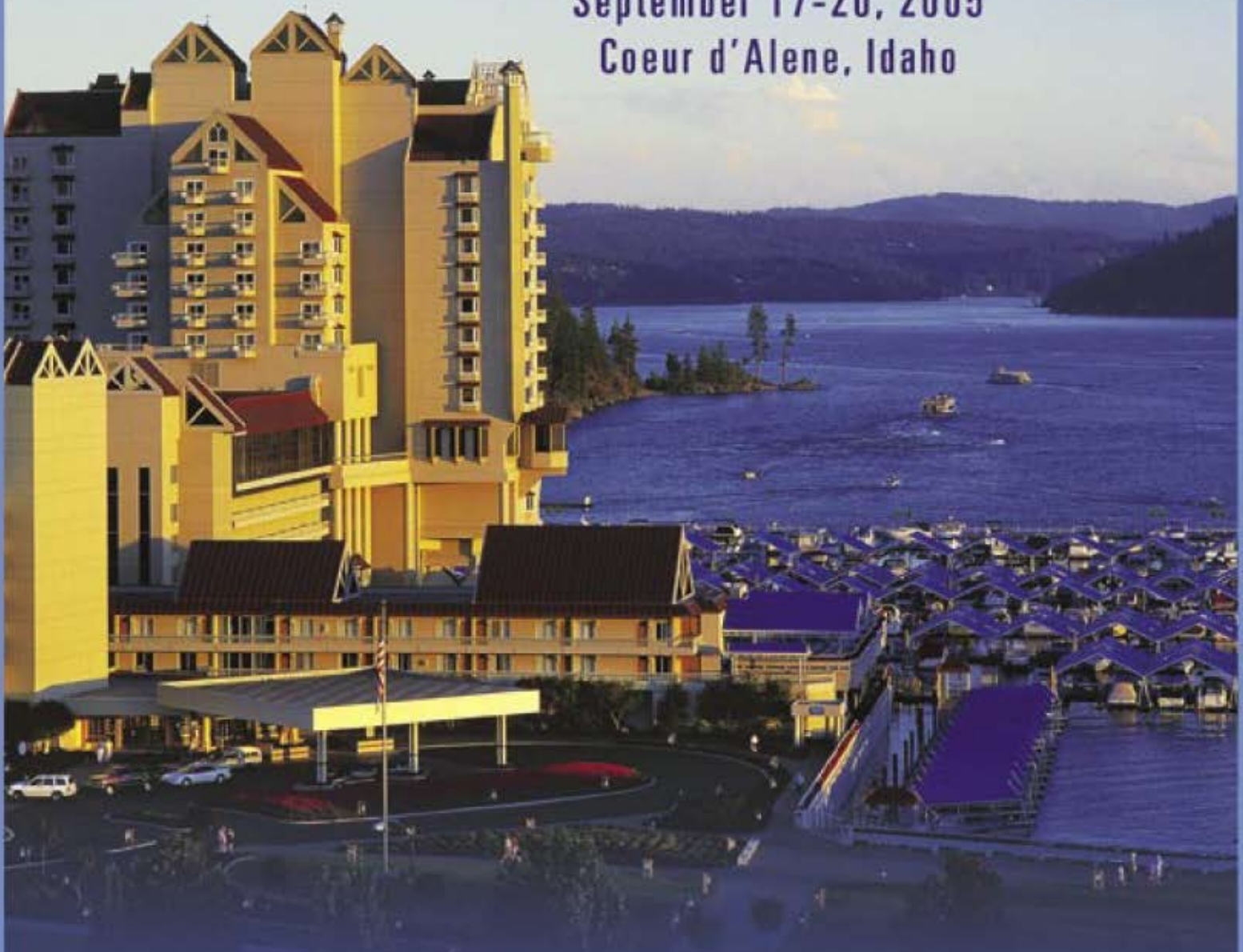




2005 Annual Conference

Teaming for Success

September 17-20, 2005
Coeur d'Alene, Idaho



More than a meeting, it's an experience.



FISA 2005 Annual Conference

FISA Members,

This is a special year because we're celebrating the 30th anniversary of the first FISA Conference when FISA distributors invited their manufacturers to come and discuss how they could better work together.



Now 30 years later, the theme of our 2005 Annual Conference is Teaming for Success. You will notice a common thread and that is that communication between distributors and manufacturers is critical. A lot has happened in 30 years that has changed us forever including the Internet, e-mail, and cell phones. Despite these technical advances, the same challenge exists: to serve our customers, we have to communicate and work as a team.

We've got a great program for you. Landy Chase is back by popular demand and will be focusing on how to hire salespeople and coach them to be successful. Bill McCleave will present a blueprint of what areas a distributor needs to monitor in his business to make the business prosper. Because the high purity markets we serve are critical to the health and well being of the public, we will have an update on food safety from Dr. Kevin Keener of North Carolina State University. Conference highlights will be a panel discussion featuring our own members and roundtable discussions. As always, the emphasis will be on networking and meeting new people.

My wife, Theresa, joins me in urging you to come to Coeur d'Alene. We've got a beautiful resort, great recreational activities and an outstanding agenda. Register early because the hotel is sold out during our dates. See you in September.

Rodney Dobbins,
Dobbins Company
Conference Chairman



Coeur d'Alene, Idaho

Coeur d'Alene is a thriving resort community on the shores of Lake Coeur d'Alene in northern Idaho. The pristine serenity of the lake and its surroundings has earned Lake Coeur d'Alene a reputation as one of the world's most beautiful. The city of Coeur d'Alene, located on the shores of the lake, has become known as the playground of the Pacific Northwest for its luxury accommodations and wealth of recreation and attractions in a natural setting.

Coeur d'Alene grew from a military fort, Fort Sherman, built in 1878.

Incorporated in 1887, the town of Coeur d'Alene has a rich background in lake steamers, fur trading, logging, and mining. Due to its geographic location, Coeur d'Alene became a tourism hot spot in the early 1900's. Today there are many shops, antique malls and a variety of restaurants within walking distance of The Coeur d'Alene Resort. For more information, go to www.coeurdalene.org.

2005 FISA Conference Agenda

Friday, September 16

- (TBA) Fly Fishing
- 9:30 - 3:30 pm Sand Point & Pend Oreille
- 6:00 - 7:30 pm Board of Directors Meeting

Saturday, September 17

- 8:00 am Golf Tournament
- 9:00 am Sporting Clays
- 9:30 - 3:30 pm Silver Valley Mine Tour
- 5:00 - 6:00 pm First Timer's Meeting
- 6:00 - 7:00 pm Cocktail Reception
- Dinner on your own

Sunday, September 18

- 7:30 - 8:30 am Networking Breakfast
- 8:45 - 9:45 am Food Processing is a Risky Business
Dr. Kevin Keener
- 9:00 - 11:30 pm Spouse Breakfast & Walk
- 10:00 - 12:00 pm The Art of Team Leadership
Landy Chase
- 12:30 - 4:30 pm Horseback Riding
- 12:30 - 4:30 pm Hiking
- 6:00 - 7:00 pm Cocktail Reception / Dinner on your own

Monday, September 19

- 7:30 - 8:30 am Breakfast Roundtables
- 8:45 - 10:00 am Business Intelligence for Distributors
Dr. William McCleave
- 9:30 - 12:30 pm Historical Coeur d'Alene Tour
- 10:15 - 10:45 am New Member Benefits
- 10:45 - 12:00 pm Distributor/Manufacturer Panel
- 6:00 pm Cocktails
- 7:00 pm Dinner Cruise

Tuesday, September 20

- 7:30 - 8:45 am Breakfast & FISA Annual Meeting
- Everyone Invited

The Coeur d'Alene Resort

The Coeur d'Alene Resort has received the AAA Four Diamond Award and Mobil Four Stars annually since 1986. Located on the shores of Lake Coeur d'Alene and within easy walking distance of the town, the Resort offers outstanding accommodations and a variety of dining options.

The crown jewel of the Resort is the 18-hole waterfront golf course featuring the famous floating green. Selected for a gold medal by Golf Magazine, the Resort course has been called "America's Most Beautiful Resort Course" by Golf Digest.

The Spa at Coeur d'Alene offers a retreat from the everyday life. A place to feel special, to pamper your body, release tensions and renew your spirit. The Resort Spa blends the latest techniques with elements of nature found in the great Northwest to create a unique Coeur d'Alene experience.

The magic awaits you at the Coeur d'Alene Resort.
www.cdareort.com

Food Processing is a Risky Business: How May I Help?

This presentation examines the status and trends in the food processing industry and their changing need for support services. Companies that provide support services to the food and pharmaceutical industry need to be adaptable to the constant change and increased globalization that is occurring. Historically, foods were produced and consumed locally. Now foods are processed and shipped worldwide through multiple countries in only a few days. This presentation will highlight some of the challenges in providing support services to a global, consolidated food company, and provide ideas on how to meet their changing needs.

Kevin M. Keener, Ph.D., P.E. is currently an Associate Professor at North Carolina State University (NCSSU) in the Department of Food Science with adjunct faculty appointments in the Departments of Biological and Agricultural Engineering Department and Poultry Science. Dr. Keener has a Ph.D. in Food Process Engineering from Purdue University and is a licensed engineer. At NCSSU, he has developed an extension, research, and teaching program in the application of engineering principles to food processes with emphasis on improving food safety, enhancing quality, and minimizing environmental impact



The Art of Team Leadership: How to Build and Coach an Outstanding Sales Force

If the 80/20 (Pareto) Principle, the concept that 20% of your sales people produce 80% of your sales holds true, then what is the state of your other 80%? Are they growing your business or growing your stress level? What can you do – right now – to permanently improve your team?

Landy Chase will show you how to build and maintain an all-star sales organization through practical and immediately applicable methods such as:

- Learning how your sales people define leadership
- Where to find top sales people
- The five key attributes of top performers
- Recruiting: the secret weapon of outstanding managers
- Power questions for highly effective interviewing
- How to set goals, properly, with your direct reports
- How to coach direct reports effectively in the field
- How to deal professionally and promptly with performance problems

Landy Chase is an internationally acclaimed expert on professional selling and sales management skills. He is a graduate of the Citadel, earned an MBA from Xavier University and is a consultant and trainer to companies in more than 50 industries. His dynamic delivery and content-rich ideas have earned him a reputation as a highly rated speaker in the field of value added professional selling.



Business Intelligence For Distributors: Do You Know Enough To Run A Better Business?

In the tumultuous markets of today, distributors often wonder if they are doing the right things to prosper in the future. They also wonder if they are getting the most from what they do? Some are also perplexed by the things they don't know about their businesses amidst a sea of data and information.

Dr. Bill McCleave presents a fresh new way to examine the "information status" of your business and provides a template for organizing your thoughts and actions required to develop a better business intelligence system. In this session, distributors and their manufacturer partners will learn:

- A business dashboard concept for organizing and evaluating information within your firm
- A perspective on what gauges might populate your dashboard
- An evaluation template to use to appraise your firm
- New techniques and technologies you can use to better understand your business environment

William R. McCleave, Jr., Ph.D. P.E. is an internationally known distribution consultant. He co-authored *Stand Out From the Competition! Four Pathways to Differentiate Your Wholesale Distribution Company* published by NAW. A former faculty member in Texas A & M's Industrial Distribution Program, he received his undergraduate degree from Clemson University in mechanical engineering and his M.A. and Ph.D. in industrial engineering at Texas A&M.



Distributor/Manufacturer Panel Discussion

Teaming for Success is the theme of our 2005 Conference and certainly the goal of every distributor and manufacturer is to work well together. Strengthening the distribution channel through successful partnerships between distributors and manufacturers is a focus for FISA.

This outstanding panel of FISA members will examine some relationships that are working and discuss the issues important to improving relationships between distributors and manufacturers. You will hear from industry leaders and have the chance to share your perspective.

Registration Includes:

- All Meeting Materials
- Sunday Spouse Program
- Three Breakfasts
- Three Cocktail Receptions
- Monday Evening Dinner Cruise

Things to Know:

Dress in comfortable resort attire. No ties necessary. Bring light jackets. Weather permitting receptions will be outdoors. Daily average high temperature is 73°, and daily low average is 44°.

2005 Conference Activities

Optional Pre-Conference Day Friday, September 16

Fly Fishing

\$195.00 plus license

Includes transportation, equipment, lunch, and one guide for every two anglers.

See enclosed sheet for description of world-class fishing.

Sandpoint Shopping and the Pend Oreille Winery

9:30 am – 3:30 pm \$75.00

Includes transportation, guide, lunch and winery tour.

Take a scenic drive north to the resort town of Sandpoint. Stop in the Cedar Street Bridge, home to Coldwater Creek, and a unique cluster of stores for a great shopping experience. Enjoy lunch and then travel to Pend Oreille Winery, nestled on the shore of beautiful Lake Pend Oreille, for a relaxing wine tasting and tour.

Saturday, September 17

Golf Tournament

8:00 am \$180.00 per person

Includes water taxi, greens fee, unlimited practice balls on day of play, four caddie, complimentary sports massage at practice range, lunch and prizes



Awarded five stars by Golf Digest, the highly acclaimed golf course at the Coeur d'Alene Resort is winner of numerous awards and home to the famous floating green. Encompassing 200 acres, this Par 71 course has lake views from all 18 holes. You will be transported to the course by a custom designed, hand crafted Honduran

Mahogany water taxi. Enjoy a scramble format golf tournament and lunch cookout on the clubhouse patio.

Sporting Clays

9:00 am \$110.00 per person

Includes 100 target sporting clays, 25 round "5 Stand," ammunition, trapper fee, gun rental, and lunch.

The site for our sporting clay event is a scenic 45 minute drive from the Resort. We will have a 100 round traditional clay shoot plus a 25 round "5 Stand" game shot from a tower with five shooting positions. Lunch is a cookout complete with burgers and Mom's famous baked beans. Guns are included or you are free to bring your own if you like. Transportation will be in our own vehicles.

Silver Valley Mine Tour

9:30 am - 3:30 pm \$80.00

Includes transportation, guide, lunch and admissions.

The Sierra Silver Mine Tour at historic Wallace, the Silver Capital of the world, is the only tour of this kind in the Northwest. The tour offers a rare and exciting opportunity to experience the underground world of mining. Enjoy lunch at the historic Jameson Hotel and then take a peek at the Brothell Museum. Definitely a unique experience you will remember.

Sunday, September 18

Western Horseback Riding

12:30 pm – 4:30 pm \$130.00

Includes transportation, riding, guide and lunch.

Twenty minutes east of Coeur d'Alene you'll find Rider Ranch. Escape to a quieter world as their gentle horses take you on leisurely paced mountainous trails in the beautiful countryside of Idaho. Informative guides will tell you about the area and the wildlife.

Hiking

12:45 pm - 4:45 pm \$70.00

Includes transportation, guide and lunch.

Only a thirty minute drive from The Resort, Farragut State Park is situated at the foot of the Coeur d'Alene Mountains in the Bitterroot Range. This hiker's paradise awaits you with scenic mountains, pristine forests, abundant wildlife and the crystal clear, azure waters of the largest lake in Idaho, Lake Pond Oreille (pond uh-ray) with 1,150 foot depths. Trails are for easy or medium level hikes.

Monday, September 19

Historical Coeur d'Alene Tour

9:30 am – 12:30 pm \$45.00

Includes transportation, guide and admissions.

Discover the rich history and scenic beauty of Coeur d'Alene. Visit the Museum of North Idaho and the Fort Sherman Museum and learn about the history of the area. You will see early homes and landmarks, including Fort Sherman Chapel built in 1880. This tour, narrated by a historian, is a fascinating cross-section of vintage buildings, churches and Victorian homes and will enlighten you about the development of Coeur d'Alene.

A Night to Remember

On Monday evening, we will have cocktails at Stanley Hill Estate, home of Duane and Lola Hagadone, owners of The Coeur d'Alene Resort. With 30,000 square feet of finished space, this extraordinary home ranks among the top private estates in the Pacific Northwest. Cap off the evening with a dinner cruise on Lake Coeur d'Alene. Dress in comfortable resort attire and enjoy sharing this memorable evening with FISA friends.

Questions?

336-274-6311

stella@fisnet.org

www.fisnet.org

How To Get There:

Coeur d'Alene is located only 40 minutes from the Spokane International Airport. Take I-90 East, through Spokane and the Spokane Valley, past Liberty Lake and Post Falls (approximately 40 miles). Take the first Coeur d'Alene exit, Exit 11. Turn right at the light onto Northwest Boulevard and the Resort is approximately two miles South. The Resort shuttle can be scheduled in advance by calling (800) 688-5253, Exit. 2. The round trip cost is \$49.00 per person.