



2006 ANNUAL CONFERENCE

Change Your Future

September 16-19, 2006
Brewster, Cape Cod, MA



More than a meeting, it's an experience.



FISA 2006 Annual Conference

Fellow FISA Members,

My wife, Mary Beth, joins me in inviting you to come to Cape Cod for the 2006 FISA Annual Conference. We love that part of the country, and I spent many happy summers there as a kid. The Ocean Edge Resort in Brewster is going to be a great location for us, and the conference committee has planned all kinds of activities to take advantage of our surroundings.



Read this brochure and you will see that we have a strong program. The topics are those you requested on your member survey and have been carefully chosen to help strengthen our distributor/manufacturer relationship. It is essential that we continue improving our leadership and sales skills as we work together to serve our customers. I also am looking forward to hearing about the trends that are affecting our businesses now and in the future and specifically learning more about raw materials that are essential to us.

Networking is a major part of every FISA Conference. You will have opportunities in round table discussions and throughout the Conference to make contact with new people and to renew friendships. For those of us who are second generation FISA members and have grown up coming to Conferences, we recognize the importance of building industry relationships.

What you learn at this Conference or who you meet, can definitely change your future. Do plan to join us on the Cape in September. If you have any questions about the program or the Conference, please let me know. We are looking forward to a great meeting.

Bill Nicodemus
President, H.S. Smiley Inc.
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Cape Cod

Cape Cod offers something for everyone: to architects, it is a style; to gourmets, a cuisine; and to artists, changing moods and patterns of light, color and space. The Cape is 70 miles long beginning at the Sagamore Bridge and ending in Provincetown. Scattered throughout are quaint seaside villages, historic homes, and an abundance of antique shops. For those enjoying the active lifestyle, Cape Cod offers many areas to hike in the 44,000-acre National Seashore Park to bicycling on the 39 miles of the Cape Cod Bike trail.

In 1620, the Mayflower pilgrims landed at the tip of the cape. By the end of the 17th century, Cape Cod was a prosperous fishing and whaling center. During the 1800s, wealthy sea captains built elaborate homes and furnished them with objects acquired in their world travels.

Brewster is approximately at the center of Cape Cod and is located in the Lower Cape area known as the Cape's elbow. The area has some stately early 19th century homes built by the sea captains and offers antique shops, museums and art galleries. Cape Cod has many different facets, each offering a fascinating experience for the visitor.

2006 FISA Conference Agenda

Friday, September 15th

4:30 – 6:30 pm Board of Directors Meeting

Saturday, September 16th

7:00 am Sporting Clays

8:30 am Golf Tournament

9:00 – 3:00 pm Provincetown Day

5:00 – 6:00 pm First Timer's Meeting

6:00 – 7:00 pm Cocktail Reception / Dinner on your own

Sunday, September 17th

7:15 – 8:15 am Networking Breakfast

8:30 am Spouse Breakfast

9:30 am Nature Walk

8:30 – 10:00 am *Being Ready for Changing Economic Trends* / Brian Beaulieu, Executive Director Institute for Trend Research

10:15 – 12:15 pm *Leadership is a Verb: Leading in Changing Times* / John C. Horton, Founder and President of Collier Brown & Co.

1:00 – 4:00 pm Bicycle Tour

1:30 – 4:30 pm Kayak Tour

2:00 – 4:00 pm Tennis Tournament

6:00 – 7:00 pm Cocktail Reception / Dinner on your own

Monday, September 18th

7:15 – 8:15 am Breakfast Roundtables

8:30 – 10:00 am *Stainless Steel: Current and Future Trends* Thomas P. DeLuca, General Manager Sheet & Plate, Allegheny Ludlum

9:30 – 2:00 pm Shopping Tour

10:15 – 12:15 pm *The Balanced Sales Team*

Dr. John Monoky, Monoky Associates

6:30 pm Clambake

Tuesday, September 19th

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

The Ocean Edge Resort & Golf Club

Originally built in 1890, the mansion at Ocean Edge was built as a summer residence which included a carriage house, stone tower and private game preserve (now Nickerson State Park). The mansion has sweeping views of Cape Cod Bay and a four acre lawn for recreation.

Listed on the National Register of Historic Places, this unique property features 90 hotel rooms. Recently renovated, the rooms have high speed internet access and cable television. An 18-hole PGA championship course is part of the resort, however, only the front nine is available for play since the Nicklaus Design Group is currently renovating the back nine. Enjoy the indoor or outdoor pools, the fitness center, eleven tennis courts; a boardwalk leads to the private beach for the pleasure of the resort's guests.

You will find Ocean Edge is one of the premier resort locations on Cape Cod. For more information, visit www.oceanedge.com.

Questions?

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Being Ready for Changing Economic Trends

Brian Beaulieu will present the major economic trends that will impact our businesses between now and 2010. We will look at what forces are driving changes in the US business cycle (including a probable downturn in 2009-10), long-term energy considerations, and a realistic look at the relationship between the US, China and India.

There are misconceptions and hype driving the thinking of many decision makers when reality should be the guide. You will learn what economic road signs to use and how to use them to discern the future. Mr. Beaulieu will also discuss specific actions that attendees can use to prepare for, and profit through, the upcoming changes in the global business climate.



Brian Beaulieu is Executive Director of the Institute for Trend Research. At the Institute, he has been engaged in applied research regarding business cycle trend analysis and utilization of cyclical analysis at a practical business level. He provides economic forecasts with 98% accuracy so companies can improve their performance and profits. He is also Chief Economist of The Executive Committee, a global organization of more than 10,000 CEOs. His views have been published in the Wall Street Journal, New York Times, Barron's and a number of other national publications and media outlets.

of more than 10,000 CEOs. His views have been published in the Wall Street Journal, New York Times, Barron's and a number of other national publications and media outlets.

The Balanced Sales Team

This presentation addresses the changing business environment and the key role that sales and service play in creating a market-driven organization. The ability of your company to translate your marketing strategy to the needs of the street is dependent on having a competent and motivated sales and service team. Organizations, like the products and services they sell, have a life cycle. In the pursuit of excellence these organizations become increasingly more effective and efficient in serving their target markets. Yet markets and customers evolve, sometimes quickly, in terms of the products they want and the ways they evaluate their vendors and partners. The danger arises when markets and customers shift and sales organizations do not. When this happens, it is actually possible for sales organizations to become obsolete. Under such circumstances, it may become necessary to reinvent the sales organization. In this session, you will learn to:

- recognize and target market segments
- customize solutions and sales/service delivery systems

Business as usual is unacceptable in meeting the challenges of today's business environment.



Dr. John Monoky is Adjunct Professor at the University of Michigan and principal in Monoky Associates, a sales and marketing consulting firm. His primary training and consulting interests are focused on business to business marketing, sales management and territory management. John earned his Ph.D. from Pennsylvania State University, his MBA from the University of Michigan, and his B.B.A. from

the University of Toledo. He has been an active consultant and trainer for the past 21 years. His academic background and hands on experience with major national companies gives him a street smart approach to providing practical advice on sales management.

Stainless Steel – Current and Future Trends

In this presentation, you will hear a brief description of ATI-Allegheny Ludlum and its domestic and global markets as suppliers for stainless steels, and other specialty metals. We will look at raw material trends and the use of stainless steels in the markets FISA members serve. In addition, you will learn why certain alloys are used in certain applications and learn about opportunities to substitute comparable alloys at a lower cost.



Thomas P. De Luca is the General Manager for Sheet Products with ATI-Allegheny Ludlum. He graduated with a BS in Metallurgical Engineering from the University of Pittsburg in 1984. After graduation, he joined Allegheny Ludlum as a Process Metallurgist. He spent 15 years in various process metallurgy and manufacturing positions in Allegheny Ludlum's hot rolling and coil finishing plants. His last plant position was

Director of Process Metallurgy. In 2000, he became General Manager of Plate Products and in 2001, was assigned to his current position as General Manager Sheet Products.

Leadership is a Verb: Leading in Changing Times

Everyone you know is busy. Digitization has accelerated the speed of business – and change; the Internet never sleeps. Our days are balancing acts between urgent issues and important matters, chaos and control, more communication and less meaning, and the “noise-to-signal ratio” has never been higher. How do you develop followership in such a climate of change? The need for effective leadership has never been greater. At the same time “leadership” has never been more misunderstood and misused.

John Horton will teach and discuss a few simple – but not necessarily easy – steps to help you build “willing followers.” He says, “Leadership makes a poor noun, but a strong verb.” Participants will learn:

- a definition of leadership that is appropriate and immediately usable in today's changing times
- the framework of six critical components for building followership
- a practical roadmap for leadership development
- how to diagnose a “leadership issue” for improved effectiveness



John C. Horton is founder and president of The Leadership Forum, a firm dedicated to providing executives with best-of-breed business thinkers in a content rich learning environment, and Collier Brown & Co., a specialized firm providing advisory services to senior

managers. As counsel to executive management and an executive developer, John's experience has included a wide variety of projects and assignments in a diverse range of organizations. John is a member of the Advisory Board of the College of Management at Georgia Tech and the Board of Trustees of The Whitefield Academy in Atlanta.

Registration Includes:

- All Meeting Materials
- Sunday Spouse Breakfast
- Three Breakfasts
- Three Cocktail Receptions
- Monday Evening Clambake

Things to Know:

Dress in comfortable resort attire. No sport coats or ties necessary. Bring light jackets for the evenings. Daily average high temperature is 70°, and daily low average is 57°.

2006 Conference Activities

Saturday, September 16th

Provincetown Day

9:00 AM – 3:00 PM **\$88.00 per person**
Tour includes guide, transportation, lunch, dunes tour and admission to museum.

Travel 45 minutes from the resort to spend the day at the tip of the Cape. Enjoy the unique experience that is Provincetown, the renowned artist and fishing community, a town rich in history that celebrates its cultural diversity. Enjoy a one hour dune tour to explore the outer reaches of the Cape Cod National Seashore. You'll travel through fragrant pine woods, fields of beach grass and beach plum, and of course through the sand dunes. Have lunch in one of Provincetown's popular restaurants and then visit Whydah Museum which is dedicated to the only documented pirate ship ever discovered.

Golf Tournament

8:30 AM **\$120.00 per person**
Includes transportation, greens fees, cart, lunch and prizes.

Enjoy a scramble format golf tournament at The Captains Golf Course, Cape Cod's premier public golf facility, located in Brewster. With its tree-lined fairways, Captains is typical Cape Cod, with not much in the way of elevation changes but still susceptible to the winds. The Cornish, Silva and Mungeam design style adheres to the strategic philosophy where the player is presented with alternate routes of play and hazards that are clearly visible. The courses are designed in harmony with their surroundings and with respect for the environment – visually interesting and strategically challenging.

Sporting Clays

7:00 AM – 4:00 PM **\$140.00 per person**
Includes breakfast, transportation, firearm rental, 100 rounds of targets, ammunition, lunch, tax and gratuity.

The fastest growing, most fun and exciting shooting sport in America, sporting clays combines a walk in the woods with stimulating game shots from high soaring doves to targets that roll and hop on the ground like rabbits. Join us for the fun at Addieville East Farm, a 900 acre facility which includes two world class sporting clay courses, training fields, bass ponds, native trout streams, and a hunting lodge. Travel time from Ocean Edge is approximately two hours each way, and will be on a chartered bus where spirited conversation and networking will abound.

How To Get There:

Ocean Edge Resort is located in Brewster, MA approximately 90 miles from either Boston's Logan International Airport or 90 miles from T.F. Green Airport in Providence, RI. Once you cross the Sagamore Bridge onto the Cape, take Route 6 East. Follow Route 6 East for approximately 45 minutes to Exit 10. Take Exit 10 (Brewster/Harwich), turn left off the ramp onto Route 124 North. Follow 124 North to the intersection of Route 6A (approximately 10 minutes). Turn right onto Route 6A East. Ocean Edge Resort is 1.8 miles on the left. Once on the grounds, bear left and continue past the Mansion. Park in the registration parking lot and register at the Mansion.

Note: For a more leisurely, scenic route, from the Sagamore Bridge, take Route 6A, also known as "The Kings Highway".

Sunday, September 17th

Nature Walk

9:30 AM – 12:00 **\$25.00 per person**
Includes naturalist guide and transportation.

Explore Cape Cod's famous coastline with an informative naturalist and observe what a diversity of natural beauty the Cape Cod coast offers. Here 40 miles of trails lead along the shoreline, through marshes, and woodlands and to spectacular views, blue horizons, and windblown vistas.

Bicycle Tour

1:00 – 4:00 PM **\$40.00 per person**
Includes lunch, bicycle rental and guide.

Enjoy a box lunch on the grounds of Ocean Edge and then bicycle on the paved trails of the Cape Cod Rail Trail midst picturesque scenery.

Tennis Tournament

2:00 – 4:00 PM **\$25.00 per person**
Includes professional management and prizes.

Back by popular demand. Dust off your tennis racquet, pack your shoes and join the fun for a round robin tournament on the courts in the center of Ocean Edge Resort.

Kayak Tour

1:30 – 4:30 PM **\$75.00 per person**
Includes transportation, guide, kayak instruction, and all equipment.

Take a short 15 minute ride to Pleasant Bay in Orleans. We begin with a good introduction to kayaking and introduce you to proper paddling techniques and basic water-safety procedures. Once kayaking on the bay, this tour hugs the shoreline from South Orleans to Chatham. Along the way, step back in time as your guide interprets the historical past of this elegant and lovely area.

Monday, September 18th

Shopping Tour

9:30 – 2:00 PM **\$65.00 per person**
Tour includes guide, transportation and lunch.

Take a driving tour through the lower Cape with shopping in Orleans and Chatham. Your experienced driver/guide will give you historical and cultural information as you stop in the many unique shops along the way. Lunch will be at the lovely Orleans Inn.

A Night to Remember

No visit to Cape Cod would be complete without an authentic New England clambake. Dress in casual attire and weather permitting, we will end the evening with a bonfire on the beach.



Questions?

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