



2007 FISA ANNUAL CONFERENCE

*Reaching New Heights*

*September 22-25, 2007*

*Asheville, NC*

*It's more than a meeting, it's an experience.*

# FISA 2007 ANNUAL CONFERENCE



## FISA Members,

My wife, Kendra, and I would like to invite you to the 2007 Annual Conference in Asheville, North Carolina at the historic Grove Park Inn. The resort is situated in the Blue Ridge Mountains just outside the center of Asheville. With a

multitude of activity choices, the area offers endless outdoor recreation in addition to everything the city of Asheville has. A trip to Asheville would not be complete without visiting the nation's largest home, the Biltmore Estate.

We believe we have put together a conference that will be both enriching and informative. The conference committee has chosen an exciting line-up of speakers. We selected topics based on feedback we received in the last member survey. You will learn how to recruit and retain employees as well as how to improve your customer service and your sales. Two of our speakers are distributors themselves so their presentations will be practical advice that works. We also are delighted to have Geoff Attenborough, Director of Offshore Engineering for Amgen Inc. talk about Pre-Engineered Modular Skids.

Networking is a large part of the FISA experience and there will be plenty of opportunities in Asheville. From the First Timer's reception to the cocktail parties, seeing old faces and making new friends will not be hard to do. Monday night will be a special dinner at Deerpark Restaurant on the grounds of Biltmore Estate.

Kendra and I are excited that the Annual Conference will be in the state that we call home. Asheville is a charming mountain town where you are sure to experience Southern Hospitality at its finest. We hope you and your spouse will join us for what is shaping up to be another wonderful conference.

Michael Sherrill, Conference Chairman  
M.G. Newell Corporation

## Asheville, North Carolina

Frommer's named Asheville, North Carolina one of a dozen "must-see" travel destinations in 2007. Situated in the gorgeous French Broad River valley amid the Blue Ridge and Great Smoky mountains, Asheville's natural beauty sets it apart. Since the turn of the century, Asheville has been a tourist destination.

Downtown bustles with restaurants and vitality. Outdoor activities abound netting Asheville the ranking of number 1 of 10 Great Adventure Towns by National Geographic Adventure Magazine. Selected by AARP magazine as a top 15 dream town, "one of the best places to reinvent your life," Asheville offers a little bit of something for everyone. The Blue Ridge Parkway, a thriving arts community, and Biltmore Estate top the list of Asheville's best known delights.

## 2007 FISA Conference Agenda

### Friday, September 21

5:00 – 6:30 pm Board of Directors Meeting

### Saturday, September 22

8:00 – 4:00 pm Sporting Clays  
8:00 am Golf Tournament  
9:30 – 4:30 pm Biltmore Estate Tour  
10:00 – 3:00 pm Artist/Craftsmen Studio Tour  
5:00 – 6:00 pm First Timer's Meeting  
6:00 – 7:15 pm Cocktail Reception • Dinner on your own

### Sunday, September 23

7:30 – 8:30 am Networking Breakfast  
8:30 – 10:00 am Spouse Breakfast  
8:45 – 10:15 am *Hiring Winners & Keeping Them Happy*  
Nancye Combs  
10:30 – 12:00 pm *Playing Above the Rim* • Chuck Connors  
12:30 – 5:00 pm Biltmore Estate Tour  
12:30 – 5:00 pm Waterfall / Hiking  
12:30 – 5:30 pm Fly Fishing  
12:30 – 5:00 pm Whitewater Rafting  
6:00 – 7:15 pm Cocktail Reception  
Dinner on your own

### Monday, September 24

7:30 – 8:30 am Breakfast Roundtables  
8:45 – 10:00 am *Designing Modular Skids*  
Geoff Attenborough  
9:30 – 11:00 am Spouse Tour Grove Park Inn  
10:30 – 12:00 pm *Creating the Customer Experience*  
David Griffith  
12:45 – 4:30 pm Horseback Riding  
12:45 – 5:00 pm Hiking the Blue Ridge  
12:30 – 5:30 pm Fly Fishing  
2:00 – 4:00 pm Tennis Tournament  
6:00 pm Cocktails / Dinner at Deerpark

### Tuesday, September 25

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

## The Grove Park Inn Resort & Spa

Since 1913, the Grove Park Inn has been a destination for discerning travelers. The Inn is made up of 510 guest rooms with a central lobby filled with comfortable seating and incredible views of the mountains. The lobby bar is the perfect place to relax and meet other FISA members.

The Resort boasts an 18-hole championship golf course designed in 1924 by master course designer, Donald Ross. This par-70 course is filled with puzzles, challenges and rewards. Centerpiece of the Resort is The Spa offering 40,000 square feet of luxury. Hailed as one of the finest resort spas in North America, The Spa is located on a hillside below the Inn. The Spa is a dramatic composition of stone and water, light and sweeping mountain views. A large sports complex has an indoor swimming pool, tennis courts, racquet ball courts and an active program of exercise classes each day.

Although the Grove Park Inn seems in a world of its own, you are only about 10 minutes from downtown Asheville. Come relax, enjoy the fresh mountain air and you'll discover why The Grove Park Inn is consistently ranked as a premier resort destination in the Southeast.

Questions?

336-274-6311

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## Hiring Winners and Keeping Them Happy

Hiring the best starts with a gatekeeper who understands what it takes to identify a great employee. Ability, work habits and organizational match are keys factors in a successful hire. Becoming the employer of choice happens to companies sensitive to what it takes to keep employees happy. This rapid fire interactive session will prepare you to identify great employee candidates. You will also learn that the four generations in today's workforce have many different motivators, but a few in common that are essential for job satisfaction. Why they stay and why they go is not a mystery. The goal of this session is to provide information and tools to increase the probability that you can reduce the cost of hiring and turnover and be known as an Employer of Choice in your area.



### Nancye M. Combs

Nancye M. Combs, AEP-SPHR, will lead this session. She is President of HR Enterprise, Inc., a management consulting company in Louisville, KY. She is authoritative, interesting and entertaining. Her colleagues call her a "walking, talking, HR genius who has no peer." Her 35 years of experience in executive management are evident every minute of

her presentation. Her disarming style encourages participation and keeps every session lively. She has presented hundreds of programs and consulted with more than 500 clients worldwide helping each of them be better at what they do and reach the goals they want to reach. When you leave her program, you will have information and tools to improve the way you run your business.

## Playing Above the Rim

Sales people, like everyone else, live in a world that is very visual and judgmental. Minding this, it is vital that today's sales person present a visually pleasing presentation in their first thirty seconds of contact with a customer, speaking with appropriate purpose and clarity throughout the first critical minutes of the seller - buyer encounter. Once sales people win the battle of position of 'playing above the rim' and being accepted and well liked by the customer, they are in position to be much more effective and successful.

The key to establishing likeability is to employ the Platinum Rule of selling which dictates that one should "sell unto a customer the way he or she likes to be sold unto." This is in sharp contrast, of course, to the Golden Rule which states that you should "sell unto others the way you, the seller, like to be sold unto." Mr. Connors' presentation will clarify the realities of the selling arena, emphasizing the importance of shifting from a product-centric selling to customer-centric selling as the key to explosive sales growth.



### Chuck Connors

As President of Connors Associates, a sales marketing and motivational consulting company based in Massachusetts. Chuck Connors is known for powerful, upbeat, readily understood presentations delivered with high energy and fun. Chuck is also President and partner of Omni Services Incorporated, a distribution business with ten locations in four states. He is

a past President of the National Association of Hose & Accessory Distribution Association (NAHAD). He is a highly successful businessman who has had rewarding careers in sales, marketing, distribution, management consulting and motivational speaking.

## Pre-Engineered Unit Operational Modules for the Biologics manufacturing industry.

Geoff Attenborough will present a case study concerning the pros and cons of isolating critical bioprocessing unit operations and adopting the principle of designing and engineering these operations into pre-constructed modules or skids. The larger the module the more efficiencies and time savings are realized. Quality and schedule can be controlled to a more sensible cost and shorter duration respectively.



### Geoffrey A. Attenborough

Director of Offshore Engineering for Amgen Inc., Thousand Oaks, CA, Geoffrey Attenborough holds a mechanical engineering degree from Stretford College, England and has completed a fully Indentured Apprenticeship in Designing and Building chemical plant vessels, equipment piping systems. He has 30 years experience in Design and

Construction, Biopharmaceutical, Pharmaceutical, Fine Chemical and Petrochemical industries. His professional affiliations include ISPE (Biotech Guide steering committee), ASME (BPE Guide steering committee) and The Commonwealth of Massachusetts Master Pipefitters Association.

## Creating the Customer Experience

Customer service has been the key to growth for Modern Group Ltd., a holding company with interest in the material handling, construction, rental, power generation, municipal and engineered systems industries. In 2002, Modern was ranked one of the best places to work by the Pennsylvania Chamber and in 2003 became a 100% employee owned company. With 640 employees and 22 locations, the driving force in their growth has been a relentless focus on creating the customer experience. Dave will speak to Modern's experience and process in building a culture that takes a customer from "customer satisfaction" to "customer loyalty" with the resulting positive impact on Modern's balance sheet and share price.



### Dave Griffith

President and Chief Executive Officer of Modern Group Ltd., Dave Griffith is also a past president of Material Handling Equipment Distributors Association (MHEDA), outside director of the JJ Haines Company, a trustee of the Westminster School, director of NAW Institute for Distribution Excellence and the finance warden of his

church. All of his speaking fees fund his charitable family foundation which works to provide financial aid to young people in need.

## Registration Includes

- Three Breakfasts • All Meeting Materials
- Three Cocktail Receptions • Monday Night Dinner at Deerpark
- Sunday Spouse Breakfast & Speaker
- Monday Spouse Grove Park Tour

## Things to Know

Dress in comfortable resort attire. Bring light jackets for the evenings. Daily average high temperature is 77° and daily low temperature is 56°.

# FISA 2007 CONFERENCE ACTIVITIES

## Saturday, September 22

### Sporting Clays

8:00 AM – 4:00 PM • \$145.00

*Includes transportation, firearm rental, 100 rounds of targets, ammunition, lunch, tax and gratuity.*

Join us for the fastest growing sport in America where clay targets of different sizes and shapes are thrown at varying speeds, angles and heights to simulate the path of hunting game. Travel time is one hour to enjoy Southern hospitality and fun at Riverbend Sportsman Resort, [www.rvrbind.com](http://www.rvrbind.com).

### Golf Tournament

8:00 AM • \$161.00



*Includes greens fees, cart, luncheon cook-out.*

This 18-hole championship course on the grounds of The Grove Park Inn was designed in 1924 by Donald Ross. An ambitious restoration was completed in 2001 and the course is ideal for players of all skill levels. Enjoy camaraderie of a cook-out at conclusion of play.

### Asheville Artist Studio Tour

10:00 AM – 3:00 PM • \$110.00

*Includes guide, transportation, lunch & gratuities*

Asheville and surrounding area has one of the largest concentrations of fine artists and crafters in the country. Visit the Folk Art Center of the Southern Highland Crafters Guild on the Blue Ridge Parkway and three private studios. Enjoy a delicious lunch in a popular local restaurant.

### Biltmore Estate

9:30 AM – 4:30 PM • \$124.00

*Includes Admission to Biltmore House, Audio Recorder, Gardens & Winery, Restaurant Lunch, Transportation, On-Site Coordinator and Gratuities*

Visit America's largest private home and discover the grandeur of the 255-room mansion built by George Vanderbilt in the late 1800s. Feast your eyes on ten acres of spectacular gardens and journey into the lore of wine making with a complimentary wine-tasting at the end of the tour.

## Sunday, September 23

### Whitewater Rafting • \$115.00

12:30 PM – 5:00 PM

*Includes transportation, gourmet box lunch, whitewater rafting, guides and gratuities.*

You will love family fun on Class I to III rapids on the French Broad River. Children must be 8 years old. Bring change of dry clothes and towel.

### Location

Asheville, North Carolina is easily accessed by Interstates 26 and 40 and is approximately 129 miles from Charlotte, NC and 65 miles from Greenville, SC. The Asheville Regional Airport is just 20 minutes away and serves the city with direct flights from Charlotte, Raleigh, Atlanta, Cincinnati, Houston and the Newark/New York City area.

### Blue Ribbon Fly Fishing

12:30 PM – 5:30 PM • \$228.00

*Based on 2 person minimum. Includes professionally trained & licensed fly-fishing guide, hearty box lunch, transportation, license, trout stamp, all equipment including fishing flies & leaders.*

Nearby rivers and streams contain abundant numbers of native and stocked rainbow, brown and brook trout. Beginners and novices will be given professional guidance in fly-casting but we can tailor a memorable experience for the advanced fisherman.

### Biltmore Estate

12:30 PM – 5:00 PM • \$119.00

*Includes Admission to Biltmore House, Audio Recorder, Gardens & Winery, Box Lunch, Transportation, On-Site Coordinator and Gratuities*

See description from Saturday.

### Guided Waterfall Hike

12:30 PM – 5:00 PM • \$104.00

*Includes professionally guided hike, box lunch, snacks, beverages, transportation and gratuities.*

The 10,000 acre Dupont State Forest has more than 90 miles of trails. On this moderately strenuous hike, your guide will take you to High Falls, Triple Falls and Hooker Falls. Be sure to bring your camera because this is a photographer's dream.

## Monday, September 24

### Scenic Horseback Riding

12:30 PM – 4:30 PM • \$114.00

*Includes horseback riding and guide, gourmet box lunch, transportation and gratuities.*

You will go to a secluded ranch minutes outside Asheville, a ranch with picturesque trails that pass through high country, scenic mountain meadow and wooded areas. The ride is appropriate for all levels of riding abilities and there are no weight limits. Bring your camera for spectacular scenery and wear long pants and sturdy shoes.

### Hiking the Blue Ridge

12:30 PM – 4:30 PM • \$104.00

*Includes trail guide, hiking, snacks, water, gourmet box lunch, transportation, and gratuities.*

Hiking is a great way to see the diverse flora and fauna of these gorgeous mountains. Hike the legendary Big Bald Mountain and enjoy 360 degree view from its 5,616 foot apex. Our guides have exclusive rights to this section of the Appalachian Trail and will lead you to the peak of "The Bald." Hike will be 3-4 miles and is moderately strenuous.

### Blue Ribbon Fly Fishing

12:30 PM – 5:00 PM • \$228.00

*Based on 2 person minimum. Includes professionally trained & licensed fly-fishing guide, hearty box lunch, transportation, license, trout stamp, all equipment including fishing flies & leaders.*

See description under Sunday.

### Tennis Tournament

2:00 PM – 4:00 PM • \$25.00

*Includes professional management and prizes.*

Back by popular demand, this Round Robin Tournament can be played rain or shine since indoor courts are available.