



2008 FISA Annual Conference

FACING THE FUTURE: READY OR NOT?

SEPTEMBER 27 – 30, 2008

SANTA BARBARA, CA

EDUCATION • NETWORKING • LEARNING

FISA 2008 ANNUAL CONFERENCE

WELCOME

As this year's Conference Chairman, I couldn't be more proud to be representing each of our fine distributors and manufacturers as we gather at the Fess Parker Doubletree Resort in sunny California. My wife, Beth, and I are honored to serve in this capacity, and we are committed to making this FISA's best meeting yet.



This year's conference theme, *Facing the Future: Ready or Not?* promises to bring value to you and your organization through educational programs, social events and networking opportunities with your peers. On the opposite page is more information about our speakers and their informative sessions. In addition, we will have Rick Jerzyck of Allegheny Ludlum give us a brief industry update on new alloys now available in the marketplace. You don't want to miss this!

We also invite you to learn first-hand about three new member discounts FISA has available to you through our affinity programs for reducing long and short haul transportation costs, small package shipping discounts and insurance programs. All these are available to FISA members.

Are you thinking of attending for the first time? It wasn't so many years ago that I was a first-timer. I felt welcomed and encouraged to participate through FISA's warm, family atmosphere. We have since developed many strong, lasting relationships and valued friendships. I strongly recommend first-timers and their spouses attend, as you are the future of our industry and organization. We need your ideas and knowledge to continue offering cutting-edge programs to our members and forward FISA's mission to help its members improve both performance and customer value.

FISA encourages conference sponsorships through several offerings such as the Pinnacle Society, educational sessions and social events. All of these opportunities allow FISA to continue offering affordable conference rates. A detailed sign-up sheet and explanation is included in this brochure; however, if you have additional questions, please do not hesitate to contact me.

To top off an awesome conference agenda, we are meeting in beautiful Santa Barbara, California, only 92 miles north of Los Angeles. With the ocean, sun, mountains and the many activities planned, you are guaranteed to find many interests to fill your time. So ready or not, the future is here, and we hope you're planning to spend it with us in September!

Paul Sedivy, RathGibson
Conference Chairman

ABOUT THE HOTEL

Fess Parker's Doubletree Resort sits on 24 acres between the Pacific Ocean and the Santa Ynez Mountains. Each of the spacious 337 rooms has a patio or balcony overlooking either the mountains, the Resort gardens or the ocean. The four-diamond resort is conveniently located only ½ mile from downtown shops and restaurants and 15 minutes from the airport with complimentary transportation. www.fpdtr.com

2008 FISA CONFERENCE AGENDA

Friday, September 26

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

Saturday, September 27

7:30 am Golf Tournament
10:00 – 4:00 pm Wine Country Tour
10:00 – 2:00 pm Hiking in Santa Ynez Mountains
2:00 – 4:00 pm Santa Barbara Trolley Tour
5:00 – 6:00 pm First Timer's Meeting
6:00 – 7:30 pm Cocktail Reception
Dinner on your own

Sunday, September 28

7:15 – 8:00 am Breakfast & *Stainless Alternatives* –
Rick Jerzyck, Allegheny Ludlum
8:30 – 10:00 am Spouse Breakfast
8:15 – 10:00 am *Facing the Future* – Brian Beaulieu
10:15 – 12:00 pm *Amazing Face Reading* – Mac Fulfur
12:30 – 4:30 pm Mountain to Shore Bike Ride
12:30 – 4:30 pm Harbor Kayaking
2:00 – 4:00 pm Santa Barbara Trolley Tour
6:00 – 7:30 pm Cocktail Reception
Dinner on your own

Monday, September 29

7:15 – 8:00 am Breakfast Roundtables
8:15 – 10:00 am *What Top Managers Don't Know and
How It Can Hurt Their Business* –
Abe WalkingBear Sanchez
10:15 – 12:00 pm *Effective Negotiations* – Mac Fulfur
12:30 – 4:30 pm Sporting Clays
1:30 – 5:00 pm Sailing Regatta
6:30 pm Cocktails
7:30 pm Dinner

Tuesday, September 30

7:30 – 8:45 am Breakfast & FISA Annual Meeting
9:30 – 4:30 pm Reagan Library Tour

SANTA BARBARA, CALIFORNIA

Known as the American Riviera, Santa Barbara is one of America's best-kept secrets. Lush, sun-drenched, relaxed and nestled between the Pacific Ocean and the Santa Ynez Mountains, Santa Barbara offers beautiful views in every direction. Located 92 miles north of Los Angeles, the city is a dreamscape on the central California coast. With such geographical diversity, it is the perfect area for hiking, biking, kayaking, sailing, and golf. When you're not actively engaged in a sport, visit the nearby Wine Country with more than 80 wineries, shop the varied stores on State Street or sit on the beach and watch the world go by. From exploring missions to learning about the culture of the area, there will be something for everyone to enjoy in this beautiful location. www.santabarbaraca.com

CHANGE

PLANNING FOR CHANGE

Financial conditions are changing right along with the overall business cycle. By knowing what economic road signs to look for, it is possible to see business cycle trends before they are upon us. There are viable indications that the economy will be okay for most of 2008. However, there are significant changes ahead which will have a profound impact on commodity prices, interest rates and other factors that impact our businesses. We are going to look at the economic road signs, what they are telling us about the U.S. and the global economy and what are some Management Objectives that can be employed to effectively manage through the trends ahead.



Brian Beaulieu, a speaker at the 2006 FISA Conference in Cape Cod, is returning by popular request. He provides economic forecasts with 98% accuracy so companies can improve their performance and profits. Brian has been an economist with the Institute for Trend Research since 1982, serving as its Executive Director since 1987. His views have appeared in the *Wall Street Journal*, *New York Times*,

Barron's and a number of other national publications and media outlets. Listening to Brian will enable you to see the future first before your competition does.

AMAZING FACE READING

Enhance your communication skills by learning to read faces. In this presentation you will learn a technique to gain deeper insight into a person's special gifts and challenges. Learning this skill will improve your hiring and selling skills as well as help you increase your ability to connect with others and communicate more effectively. Using these techniques, Mac will also do a session on *Effective Negotiations*. Having developed this breakthrough in communication, he has written a book entitled *Amazing Face Reading, An Illustrated Encyclopedia for Reading Faces* that is in its 15th printing and is available in Russian and Polish.

Mac Fulfer practiced law in Fort Worth, Texas for 23 years after earning his Doctorate of Jurisprudence from the University of Texas in 1975. Initially, he became interested in the practice of face reading for the purpose of jury selection. He quickly discovered that face reading changed his perspective, allowing him to see people more compassionately through the experiences reflected on their faces. Since then, he has become a full-time speaker giving more than 2,000 presentations to groups ranging from Fortune 500 companies to professional groups of all kinds. He promises that after hearing his presentation, your life will change forever.



WHAT TOP MANAGERS DON'T KNOW AND HOW IT CAN HURT THEIR BUSINESS

Creating a profit driven credit department that knows how to maximize sales and minimize risk, measure for the right goals, keep customers current and buying, spot opportunities for improvement and is on task in real time, takes sound administration of this vital asset. *The Profit System of B2B Credit Management* developed and copyrighted by Abe WalkingBear Sanchez, is a unique and well-proven set of methodologies recognized as the most significant revolution in Business to Business Credit Management in the last 50 years. It provides a roadmap to capture the essence of credit as a sales support function. This presentation takes you through the entire process from credit sales initiation to accounts receivable asset monitoring and management.

Abe WalkingBear Sanchez is an international Speaker/Trainer/Consultant on the subject of cash flow/sales enhancement and business organization. Founder and President of www.armg-usa.com has authored hundreds of business articles and worked with numerous companies in a wide range of industries since 1982. A hard hitting and fast paced speaker, he brings life and energy to a critical business function whose true potential has yet to be realized by most businesses. It is time for action and for your company to realize the dramatic performance improvements that can be achieved through the *Profit System of B2B Credit Management*.



REGISTRATION INCLUDES:

- All Meeting Materials
- Three Breakfasts & Receptions
- Monday Evening Dinner
- Sunday Spouse Breakfast

THINGS TO KNOW:

Dress in comfortable resort attire. Collared shirts for the men and slacks or skirts for the women. Temperatures in Santa Barbara year-round range from the mid-60s to mid 70s. Bring sweaters and light jackets for the evenings.

2008 CONFERENCE ACTIVITIES

SATURDAY, SEPTEMBER 27

Golf Tournament

8:00 am | **\$165.00**

Includes, transportation, greens fees, cart, box lunch and gratuity.

Considered by many to be the premier golf experience in Southern California, Rancho San Marcos is steeped in history and tranquil beauty. Located 12 miles out of downtown Santa Barbara, this 6,800 yard, par 71, Robert Trent Jones, Jr. course was recently renovated and offers stunning views.

Wine Country Tour

10:00 am – 4:00 am | **\$147.00**

Includes transportation, private tastings, lunch, guide and gratuity.

Travel by air conditioned van to the heart of the Santa Ynez wine country and enjoy private tastings at three wineries. A delicious deli-spread lunch is included.

Hiking

10:00 am – 2:00 pm | **\$78.00**

Includes transportation, guide, lunch and gratuity.

On this easy to moderate level hike, you'll see fantastic views and hear knowledgeable guides talk about the native plants and animals, local geology and the Chumash culture. We'll stop for lunch by a quiet creek.

Santa Barbara Trolley Tour

2:00 – 4:00 pm | **\$35.00**

Includes transportation, guide and gratuity.

Get an overview of Santa Barbara and learn about the history of the area with your private trolley tour to the highlights of the city.



FESS PARKER'S DOUBLETREE RESORT

633 East Cabrillo Boulevard • Santa Barbara, CA 93103
Tel (805) 564-4333 • Fax: (805) 564-4964

The resort is located a pleasant walk from downtown Santa Barbara and fifteen minutes from Santa Barbara Airport. The hotel provides complimentary transportation and warm chocolate chip cookies await you at check-in.

SUNDAY, SEPTEMBER 28

Mountain to the Shore Bike Ride

12:30 pm – 4:30 pm | **\$130.00**

Includes transportation, all gear, knowledgeable guide, van support, lunch and gratuity.

It's unique, fun and all downhill. This enjoyable ride goes from high in the mountains to the water's edge stopping along the way to enjoy the scenery.

Harbor Kayaking

12:30 – 4:30 pm | **\$100.00**

Includes transportation, all equipment, instruction, lunch and gratuity.

Kayak with dolphins along the Santa Barbara waterfront. Enjoy the scenery and choose either a single or double kayak.

Santa Barbara Trolley Tour

2:00 pm – 4:00 pm | **\$35.00**

Includes transportation, guide and gratuity.

See description from Saturday.

MONDAY, SEPTEMBER 29

Sporting Clays

12:30 pm – 5:00 pm | **\$145.00**

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

The Winchester Canyon Club, in existence since 1955, has a membership of 700 shooting enthusiasts and hosts approximately, 2,200 visitors each year. The event this year will include one round of challenging 5 stand, followed by a round of single trap and finishing up with a round of doubles trap. This 100 shot event is assured to meet the expectations of all participants.

Sailing Regatta

1:30 pm – 5:00 pm | **\$100.00**

Includes transportation, boat rental, beverages, and gratuity.

Join the fun in the first ever FISA Regatta. Sail on 21' boats and enjoy a little friendly competition. Skippers will have experience but crew members can learn on the job.

TUESDAY, SEPTEMBER 30

Ronald Reagan Presidential Library Tour

9:30 am – 4:30 pm | **\$85.00**

Includes transportation, admission and guided tour. Lunch is on your own.

Visit the Ronald Reagan Presidential Library and Museum located 90 minutes south of Santa Barbara. Tour Air Force One and have a memorable day learning more about the life of Ronald Reagan and the history of this country.

QUESTIONS?

336-274-6311 • stella@fisnet.org • www.fisnet.org