



2009 FISA ANNUAL CONFERENCE

PROSPERING IN UNCERTAINTY

SEPTEMBER 19 – 22, 2009
LAKE TAHOE, CA



EDUCATION › NETWORKING › LEARNING

FISA 2009 ANNUAL CONFERENCE

Welcome

As this year's Conference Chairman, I want to invite you and your family to beautiful Lake Tahoe and the Resort at Squaw Creek. My wife, Teresa, and I have made so many wonderful friends over the years through FISA, and we hope you take advantage of this opportunity to build new relationships both personally and professionally.



This past year has been full of change and uncertainty. No matter how you might view uncertainty or how it has affected you, it is present. I am excited about the strong program we have this year with relevant topics and immediate take-home value. You will find specific ways to improve your business even in this environment.

It is not just the speakers and topics that make this Conference full of value; it is the mixture of Distributors, Manufacturers and individuals who are industry leaders in our Food, Dairy, Beverage and Pharmaceutical worlds coming together to share ideas, form partnerships, and enhance current relationships.

If this is your first time at a FISA conference, I want to encourage you to bring your spouse and your family. This is a very family friendly environment, and as you read through the brochure, you will notice many activities for all ages to enjoy. Teresa and I will be at the first-timers meeting and look forward to extending a warm welcome to all of you!

As I close, please remember we welcome your thoughts and ideas. If you want to be heard, we are here to listen. This is what helps us grow, think out of the box, be creative and not be satisfied with status quo. Our markets continue to change and challenge us to keep up and to listen. Lake Tahoe will be a place to unwind, enjoy the beauty of the majestic Sierra Nevada Mountains and have many opportunities to network and learn from our invited speakers. Teresa and I hope to see you at the Resort at Squaw Creek in September and look forward to spending time with you!



*Charlie Jockers, CSI
Conference Chairman*

About The Resort at Squaw Creek

Nestled at the base of Squaw Valley USA, site of the 1960 winter Olympics and minutes from world renowned Lake Tahoe, the Resort at Squaw Creek is the premier all season mountain resort in California. Known for its service, the Resort offers a full service spa, fitness center and an array of recreational opportunities on the property.



About Lake Tahoe

Lake Tahoe is a masterpiece of nature formed about five to ten million years ago by the shifting of geologic faults. Volcanic activity followed and an Ice Age with huge glaciers reshaped the canyons and valleys. Lake Tahoe is 22 miles in length and 12 miles in width with the dividing line between Nevada and California going through the center of the lake. Since the late 1800's, Lake Tahoe has been a popular resort location.

2009 FISA Annual Conference Agenda

FRIDAY, SEPTEMBER 18

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

SATURDAY, SEPTEMBER 19

8:00 am Golf Tournament

8:00–3:00 pm Sporting Clays

12:30–4:00 pm Lake Tahoe Luncheon Cruise

5:00–6:00 pm First Timer's Meeting

6:00–7:30 pm Cocktail Reception
Dinner on your own

SUNDAY, SEPTEMBER 20

7:15–8:00 am Networking Breakfast

8:30–10:00 am Spouse Breakfast

8:15–8:45 am Legislative Update: *Jade West*

8:45–9:15 am The State of Food Manufacturing:
Patrick Young

9:30–10:00 am Marketing the Value of 3-A: *Tim Rugh*

10:30–12:00 pm Managing in Turbulent Times:
Bob Langdon

12:30–4:30 pm Lake Tahoe Luncheon Cruise

12:30–4:30 pm Whitewater Rafting

12:30–3:30 pm Bicycling

6:00–7:30 pm Cocktail Reception
Dinner on your own

MONDAY, SEPTEMBER 21

7:15–8:00 am Breakfast Roundtables

8:30–10:00 am Engaging a Changing Workforce:
Diane Thielholt

9:30–11:30 am Ladies Golf Clinic

10:30–12:00 pm Preserving Key Employees:
Nancy Combs

12:30–4:00 pm Scenic Hiking

1:30–4:30 pm Fly Fishing Cast n' Catch

2:00–4:00 pm Sailing

6:30 pm Cocktails

7:30 pm Dinner

TUESDAY, SEPTEMBER 22

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

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 at Lake Tahoe in September average 70° in the day and 40° at night, so bring sweaters and light jackets for the evenings.

The Impact of Legislation on Small Business

Hear directly from Washington D.C., about the current political environment and how legislation will impact small and medium size businesses. In this information packed session, you will have the chance to ask questions and understand the rapidly changing legislative landscape.



Jade West is Senior Vice President-Government Relations for NAW. Ms. West is in charge of the association's legislative activities on Capitol Hill. She is also Executive Director of NAW's Wholesaler-Distributor Political Action Committee. Prior to joining NAW, Ms. West served as Staff Director for the U.S. Senate Republican Policy Committee and was responsible for a staff of policy experts who provide technical and policy analysis, research papers, talking points, and detailed legislative summaries to Republican Senators and their staffs. In addition, Ms. West served as Executive Director for the U.S. Senate Steering Committee.

The State of Food Manufacturing

Understand the latest factors influencing food and beverage manufacturing such as food safety, sustainability and the quest for continuous improvement in manufacturing operations. The data presented will draw from the most current research within BNP Media's top publications including Food Engineering, Dairy Foods and Beverage Industry.



Patrick Young has held various sales management and publishing management positions in his 28 years with Food Engineering. During the last six years he was responsible for the re-launch of a magazine website, introduced a number of special supplements within Food Engineering and managed the relationship with a key partner to produce a strategic sales event.

Managing Your Business in Turbulent Times

Reading and understanding your Profit & Loss Statement is only the beginning of knowing how and where to improve profitability in your business. In this presentation, Bob Langdon will show you how to differentiate your product and service so you can prosper in both a recession and a recovering economy. You'll learn how to prepare alternative financial forecasts for your business enabling you to be successful in a rapidly changing environment. After hearing this presentation, you'll return to your business more competitive than ever with Bob's proven methods of:

- Differentiating your product and service in the marketplace.
- Evaluating your business profit potential.
- Focusing on best opportunities to immediately improve your bottom line.
- Using financial forecasting to make your business more profitable.



Bob Langdon, CPA, and author of *Managing Your Business for Profit*, has been assisting businesses in identifying and achieving their sales, marketing and financial goals since beginning his consulting practice in 1981. Bob understands the problems of the entrepreneur since he has worked in public accounting with Price Waterhouse, served on boards of several closely held companies and served

as financial vice president for a rapidly expanding retail and wholesale distribution company.

Marketing the Value of 3-A

Over decades of collaboration and recognition among the key stakeholders, the '3-A' brand has earned wide recognition and special stature in the marketplace for food processing equipment. This presentation will describe why the 3-A Symbol is essential for fabricators, processors and regulatory sanitarians and how you can help market the value of sanitary design assurance to your customers.



Tim Rugh, CAE is Executive Director of 3-A Sanitary Standards, Inc. 3-A SSI is responsible for standards development, implementation of a new Third Party Verification (TPV) program for equipment built to 3-A standards and authorizations to use the 3-A symbol.

Engaging a Changing Workforce: New Game, New Roles, New Rules

There are now four distinct age groups in the workforce. There are subtle and not so subtle differences every day – in work ethic, communication, career outlook, and expectations as these four generations work together and across the globe. While this generational mix has potential for conflict, and misunderstanding there are huge opportunities for productivity, creativity, knowledge sharing and strategic advantage.

In this informative session, you will gain an:

- **Awareness** – Population trends that created the issue
- **Appreciation** – Key motivators for each generation
- **Action** – Practical tools to manage today's workplace challenges



Diane Thieloldt, Learning Strategist and Co-Founder of the Learning Café specializes in developing training on the four-generation workforce, leadership and mentoring. Diane's corporate career encompassed leadership roles with McGraw-Hill, TRW, Bausch & Lomb, and Xerox in sales, marketing, communications, and learning design, development and delivery.

Preserving Your Investment with Key Employees When Times Are Tough

You will learn what you can change about yourself and your business to preserve a talented workforce during an economic storm and grow the commitment of your key employees. This seminar will focus on:

- Using your leadership power to keep your key employees onboard.
- Essential skills you must use every day to keep employees aligned with your recovery or growth plan.
- Four business factors that attract and keep the **BEST** employees.
- Motivating, inspiring and rewarding when resources are limited – information you need that is cost free!



Nancy Combs, AEP-SPHR, an authority on Human Resources and Organizational Development, speaks, consults, writes and offers expert witness testimony on workplace issues. President and CEO of HR Enterprise, Inc. in Louisville, KY, she has been a featured speaker at the White House on programs with the President, Vice President and members of the U.S. Cabinet. A speaker at the 2006 FISA

Annual Conference, she delivers value and practical suggestions and is returning by popular request.

2009 CONFERENCE ACTIVITIES

Saturday, September 19th

GOLF TOURNAMENT

8:30 am – \$140.00 | *Includes green fees, cart, and gratuity.*

Surrounded by six majestic peaks, Resort at Squaw Creek's 18-hole championship golf course sits serenely at the base of Squaw Valley USA. Designed by Robert Trent Jones Jr., this links-style course blends with its mountain surroundings and preserves the natural beauty and wildlife habitat.

SPORTING CLAYS

8:00 am - 3:00 pm – \$140.00 | *Price includes transportation, firearm rental, 100 rounds of targets, ammunition, lunch, tax and gratuity.*

Sporting clays continues to be the fastest growing shooting sport in America. We will travel approximately 75 minutes to Capital City Gun Club in Carson City, NV for sporting clays in the classic high Sierra Desert. The 15 station sporting clay course is guaranteed to be both challenging and fair to shooters of all levels.

LAKE TAHOE LUNCHEON CRUISE

12:30 pm - 4:00 pm – \$85.00

Includes transportation, cruise, lunch and gratuities.

Enjoy the beautiful scenery and learn about Lake Tahoe in this narrated cruise to Emerald Bay. You'll view the Erhman Mansion at Sugarpine Point, the spectacular Rubicon Point, and view Vikingsholm Castle, Fannette Island while in Emerald Bay.

Sunday, September 20



LAKE TAHOE LUNCHEON CRUISE

12:30 pm - 4:00 pm – \$85.00

Includes transportation, cruise, lunch and gratuities.

See description of Saturday cruise.

WHITewater RIVER RAFTING

12:30 - 4:30 – \$130.00

Includes transportation, all equipment, lunch and gratuities.

Just 25 minutes north of Lake Tahoe, thrill to the world-class whitewater of the Truckee River with Class II and a few Class III rapids. This trip starts gently, then the rapids build to an exciting finish in the Floriston Gorge.

BICYCLING

12:30 - 3:00 – \$55.00 | *Includes bicycle rental, lunch and gratuity.*

Pedal the flat, paved Squaw Valley bike path approximately 1.5 miles to the Village at Squaw Creek where you will enjoy lunch at the Blue Coyote Restaurant. Explore the Village at your leisure before pedaling back to the Resort.

GUIDED FLY FISHING

Prices vary with number of people. Contact stella@fisaset.org for information.

For the experienced angler, half day guided fishing experiences on the Truckee and Little Truckee rivers are available. Rods and waders are provided, however anglers can feel free to bring their own gear.

Monday, September 21st

LADIES GOLF CLINIC

9:30 - 11:30 am – \$40.00 | *Includes equipment, instruction and gratuity*

If you've ever thought about learning to play golf, now's your chance... no pressure, just fun instruction from a pro on full swing, chipping, and putting and then, if you like, play a few holes.

SCENIC HIKING

12:30 - 4:00 pm – \$60.00 | *Includes guide, box lunch and gratuity.*

The resort's nature trail begins just beyond the chairlift and connects you to a variety of trails around Squaw Valley's peaks. Beautiful views await you along the Shirley Canyon trail. This hike is a moderate level of difficulty and some previous experience is recommended.

FLY FISHING CAST N' CATCH

1:30 - 4:30 pm – \$190.00 | *Includes instruction, equipment and gratuity*

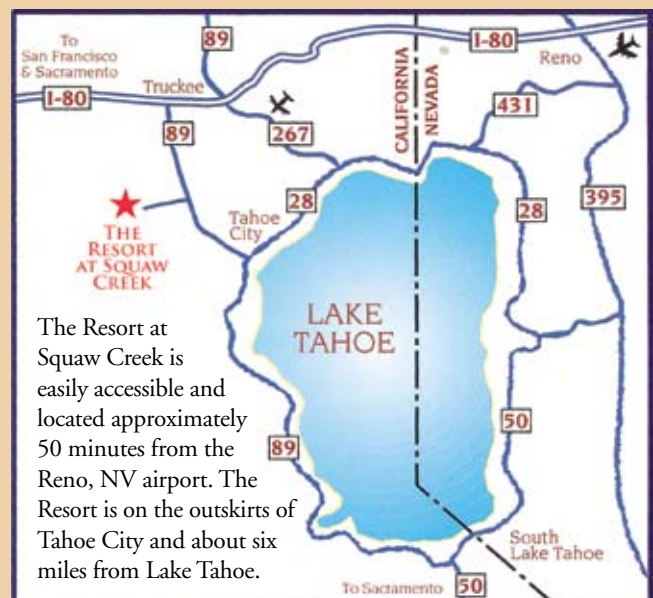
Learn the art of fly fishing in the resort's most popular class. Half of the time is focused on teaching and refining the basic skills of fly fishing. The second half of the class consists of a guided fishing experience on the stocked ponds to utilize those newly learned skills.

SAILBOAT CRUISE

2:00 - 4 pm – \$70.00

Includes transportation, cruise, beverages and gratuities.

Discover the breathtaking beauty of Lake Tahoe in a natural and eco-friendly way aboard a 50 ft. sailing yacht the "Tahoe Cruz". Captained by a U.S. Coast Guard certified skipper, the boat combines roomy comfort with high performance sailing for a fun experience. Relax with Buffet tunes and complimentary beer, wine, and soft drinks.



THE RESORT AT SQUAW CREEK

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