



2010 FISA ANNUAL CONFERENCE

REACHING FOR RECOVERY

SEPTEMBER 18-21, 2010
CHARLESTON, SC



EDUCATION · NETWORKING · LEARNING

FISA 2010 ANNUAL CONFERENCE

WELCOME



Fellow FISA Members,

I would like to invite you to join me and my wife, Lynn, in Charleston, SC for the 2010 FISA Annual Conference. While I have never personally been to the area, some of our friends have been there and stayed at The Mills House. I believe we are in for a real treat. The area promises a wonderful experience

with a rich history, much of it within walking distance from our hotel.

As you look through the brochure, I believe you will agree we have put together a very strong educational program. The Conference Committee used the input from member surveys along with comments from prior years to keep the program relevant to today. Improving and learning is essential to our future businesses and to the FISA organization. Please take a moment to review the topics of the speakers.

Networking is an essential part of each FISA Conference. The opportunities will be numerous. We will have round table discussions and some different twists to keep the conversations going. If you are thinking of coming for the first time, we look forward to meeting you. I don't think you will find a more welcoming and friendly group of people. I expect you will make contacts that you will have for years to come.

What you learn and who you meet will hopefully last a lifetime. Please join us in Charleston in September. If you have any questions about the Conference, please do not hesitate to ask. Remember this is your Conference. We are looking forward to a great meeting, and we hope to see you there.

Ron Eiseman, Twinco Inc.
Conference Chairman

ABOUT THE MILLS HOUSE HOTEL

115 Meeting Street • Charleston, South Carolina 29401
843-577-2400 • 800-874-9600 • www.millshouse.com



The Mills House is located in the center of the Charleston historic district and only 30 minutes from the Charleston airport. Valet parking is available as well as an adjacent city parking garage for self parking. Unless you are planning to explore the

surrounding area, rental cars are not necessary since a number of restaurants are within a short walk of the hotel.

Described in 1853 as the "finest hotel south of New York," The Mills House is the essence of hospitality in the heart of historic Charleston and includes among its famous guests such names as General Robert E. Lee and President Theodore Roosevelt. Today, after a multi-million dollar restoration, The Mills House is still regarded as Charleston's crown jewel of Southern grace.

82 QUEEN

On Monday evening, after cocktails at The Mills House, we will walk across the street for a private dinner at 82 Queen, a restaurant known for its authentic lowcountry cuisine. Voted "Best City Restaurant" by the readers of Southern Living magazine, 82 Queen will be the perfect place for FISA members to dine with friends.

2010 FISA Annual Conference Agenda

FRIDAY, SEPTEMBER 17

- 4:00 – 5:00 pm Conference Committee
- 5:00 – 6:30 pm Board of Directors Meeting

SATURDAY, SEPTEMBER 18

- 7:45 am Golf Tournament
- 9:00 – 3:00 pm Middleton Plantation Tour
- 10:00 – 11:30 pm Private Walking Tour
- 2:00 – 3:00 pm Private Carriage Tour
- 5:00 – 6:00 pm First Timer's Meeting
- 6:00 – 7:30 pm Cocktail Reception / Dinner on your own

SUNDAY, SEPTEMBER 19

- 7:15 – 8:15 am Networking Breakfast
- 8:30 – 10:00 am Spouse Breakfast/The Silver Lady
- 8:30 – 9:30 am *The Legislative Landscape* – Jade West
- 10:00 – 12:00 pm *The Future Is Your Decision* – Brian Beaulieu
- 12:30 – 4:30 pm Kayaking
- 1:30 – 5:00 pm Fort Sumter Tour
- 2:00 – 3:00 pm Private Carriage Tour
- 2:00 – 3:30 pm Private Walking Tour
- 6:00 – 7:30 pm Cocktail Reception / Dinner on your own

MONDAY, SEPTEMBER 20

- 7:15 – 8:15 am Breakfast Roundtables
- 8:30 – 9:45 am *I Get It!* – Neil Witmer, PhD
- 9:30 – 11:30 am Historic Homes Tour
- 10:00 – 12:00 pm *Strengthening Your Strategic Selling Skills* – Jim Pancero
- 12:30 – 5:30 pm Sporting Clays
- 1:30 – 4:30 pm Sailboat Cruise
- 6:30 pm Cocktails
- 7:30 pm Dinner at 82 Queen

TUESDAY, SEPTEMBER 21

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

ABOUT CHARLESTON, SC

Charleston, South Carolina is annually voted one of the nation's top destinations. Steeped in history, the charm of the Charleston peninsula is due in large measure to its architecture that has been lovingly preserved. Founded in 1670 and notable for its concentration of exquisitely restored Georgian, Federal and Greek Revival mansions, Charleston isn't just a city living in the past. Shops and art galleries flourish in the downtown area, and Charleston is known for its cuisine. There are so many excellent restaurants that the only difficult thing is choosing where to go first. Everywhere you look in Charleston there is something wonderful to see and enjoy. Come experience the charm of Southern hospitality in a genteel port city that balances tourism with quality of life. You are sure to fall in love with the lowcountry lifestyle.



The Legislative Landscape

Legislation. Regulation. Stimulation. More Taxation. What is happening in our nation? Jade West, Senior Vice President-Government Relations for the National Association of Wholesaler-Distributors (NAW) will highlight the legislation passed this year and its effect on your business. She also will forecast the outcome of the upcoming November elections and what impact they will have on the legislative outlook for next year. FISA is one of more than 85 trade associations that are members of NAW. The government relations staff of NAW represents the views of wholesaler-distributors and encourages your grass roots participation in government.



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 Future is Your Decision

The United States and the rest of the global economy have begun a recovery trend. However, the road ahead is fraught with short and long-term difficulties ranging from commercial real estate woes to huge government deficits. We will be looking at the good and the bad and discussing why we think the general economic ascent will prevail. We will also be looking at the Institute for Trend Research's guide to surviving inflation at a personal and corporate level.



Brian Beaulieu has spoken at two FISA Conferences and is back by popular demand. 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.



REGISTRATION INCLUDES

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

Strengthening Your Strategic Selling Skills

The marketplace has changed. Customers are less loyal, more demanding and are more price sensitive. Your competitors are effective selling professionals with a solid set of existing customers, offering proven products at very competitive prices. Your ability to competitively win in this intensive market will be based on your capability to consistently implement all areas of your selling expertise. Are you consistently maximizing all of the selling skills necessary for success in this aggressive, intense selling environment?

This information-intensive sales presentation will help you evaluate and understand how you can take more proactive control of your multiple-stepped selling structures and better position your strategic message of competitive uniqueness.



Jim Pancero has the most advanced, leading-edge "business-to-business" sales and sales management training available today. He has been directly involved in "business-to-business" selling for over 35 years. Six of those years were spent successfully selling the largest computer systems for the Data Processing Division of the IBM Corporation. In 1982, Jim founded his advanced sales training and consulting company. Since then, Jim

has conducted over 2,500 presentations or consulting days for 500 companies providing a career average of five events per client. Over 90% of Jim's clients utilize his services more than once. Jim's new book, "You Can Always Sell More – How to Improve Any Sales Force" is in bookstores nationwide.

I Get It!

Simplify and perform. Life is too short to be overwhelmed in today's complex business world. In this presentation, Dr. Neil Witmer will identify the critical ingredients that distinguish managers who "get it" from those who don't. You will learn thought provoking, practical guidance to help managers at all stages of their career be more successful. Through specific examples and clarity of message, Dr. Witmer explains how to improve both individual and organizational success. For additional take home value, you will receive a free copy of Dr. Witmer's book, *I Get It*, compliments of a FISA sponsor.

Neil Witmer, PhD, is Managing Partner of Witmer & Associates, a US based consulting firm specializing in the selection and accelerated development of high potential executives. His clients span a wide variety of industries, including private equity and Vistage groups. He has expertise in assessing high-potential managers for hire, promotion and career development. Neil is the co-creator of Unleashing The Leader Within™, a nationally acclaimed leadership coaching program that produces eyebrow-raising impacts on both leaders and organizations. He has authored numerous articles and management tools. His book, "I Get It!," outlines 24 simplified fundamentals that distinguish managers who get it from those who don't.



THINGS TO KNOW

Dress in comfortable resort attire. Collared shirts for the men and slacks or skirts for the ladies would be appropriate. Be sure to bring comfortable walking shoes because much of Charleston can be explored on foot. Temperatures in September average 85 degrees in the day and 68 degrees in the evenings. Despite the warm temperatures, it's always wise to bring a sweater or light jacket.

2010 CONFERENCE ACTIVITIES

SATURDAY, SEPTEMBER 18TH

Golf Tournament

7:45 am • \$140.00 • Includes transportation, green fees, cart, lunch, 19th hole, and gratuity.

Situated on the edge of Charleston Harbor, Patriots Point Links is a favorite golf course for local golfers and resort guests. It's located in Mount Pleasant at the foot of the new Arthur Ravenel Bridge and just five minutes from downtown. We'll have a shotgun start for a scramble tournament with 19th hole refreshments at the conclusion of play.



Middleton Place Plantation Tour

9:00 – 3:00 pm • \$135.00 • Includes transportation, guide, plantation admission, lunch, and gratuity.



Middleton Place is a National Historic Landmark and a carefully preserved 18th-century plantation. Tours of the House Museum highlight the family and their collections. Located on 65 acres, it encompasses America's oldest landscaped gardens. Craftspeople recreate the activities of a self-sustaining Lowcountry plantation.

Private Walking Tour of Charleston

10:00 – 11:30am • \$26.00 • Includes licensed guide.

See the sights with your City of Charleston licensed guide and learn how Charleston became a leader in the Colonies, establishing the continent's first museum...the first public library... the first municipal college...the first theatre...and the oldest landscaped gardens in North America.

Private Carriage Tour of Charleston

2:00 – 3:00 pm • \$26.00 • Includes licensed guide in horse drawn carriage.

Experience the sights and sounds of this charming port city on a delightful hour-long exploration of Charleston's historic district. You will see many of the city's most famous landmarks, including, perhaps, Hibernian Hall... the City Market... the Four Corners of Law... the Old Exchange and Provost Dungeon... the Dock Street Theatre... and many of the pre- and post-Revolutionary churches that earned Charleston its moniker of "The Holy City."



SUNDAY, SEPTEMBER 19TH

Kayaking

12:30 – 4:30 pm • \$120.00 • Includes transportation, guide, box lunch, and all equipment.

The paddle begins in historic Shem Creek amongst the shrimp boats and festive restaurants that line the creek. We will paddle out to a 22-acre

Island Preserve called Crab Bank, which is home to thousands of nesting shorebirds. You may see dolphin, and you will have incredible views of the historic Charleston Harbor, Castle Pinckney, Fort Sumter National Monument, the Sullivan's Island Lighthouse, and Patriots Point.

Fort Sumter Tour

1:30 – 5:00 pm • \$75.00 • Includes transportation and admission.

Fort Sumter is located on a small man-made island, 30 minutes away by boat. It was where the first shot of the Civil War was fired, on April 12th, 1861. During the four years of the War, Fort Sumter experienced one of the longest sieges in modern warfare. Today, Fort Sumter is a National Monument, housing an excellent museum with priceless artifacts. National Park Service Rangers are on-site to welcome visitors and answer questions.

Private Carriage Tour of Charleston

2:00 – 3:00 pm • \$26.00 • Includes licensed guide in horse drawn carriage. See description from Saturday.

Private Walking Tour

2:00 – 3:30 pm • \$26.00 • Includes licensed guide. See description from Saturday.

MONDAY, SEPTEMBER 20TH

Historic Homes Tour

9:30 – 11:30 am • \$51.00 • Includes licensed guide & admission to two homes.



Walk with a licensed guide to tour two of Charleston's finest homes. Since the early 1800s, visitors have admired the Nathaniel Russell House, completed in 1808. Set amid spacious gardens, the mansion is recognized as one of America's most important neoclassical dwellings and evokes the gracious lifestyle of the city's merchant elite. Tucked away in the Historic French Quarter, is a hidden secret: the charming Thomas Elfe House and Garden. This pre-Revolutionary War Georgian-style

single house was built and lived in by Thomas Elfe, one of Charleston's most prolific and acclaimed cabinetmakers.

Sporting Clays

12:30 – 5:30 pm • \$140.00 • Includes transportation, firearm rental, 100 rounds of targets, ammunition, lunch, tax and gratuity.

Travel approximately 30 miles from Charleston to Brosnan Forest located on more than 16,000 acres. Since 1953, this beautiful facility has provided a unique setting for outdoor recreation. You will enjoy a delicious lunch in the lodge and then a round of five stand and an outstanding sporting clay course.

Sailboat Cruise

1:30 – 4:30 pm • \$103.00 • Includes transportation, boat charter, tax and gratuity.

Enjoy the breeze as you relax onboard a beautiful sailing yacht. Serena is a 50' classic sloop designed by Bill Tripp, and one of only ten such yachts in the world. While aboard Serena, Captain John Borden will show you the wonders of the Barrier Islands with opportunities to see dolphin and the historical sites of the Charleston Harbor.

