



2011 FISA ANNUAL CONFERENCE



MAXIMIZE
YOUR
MARKETING

SEPTEMBER 17-20, 2011
SANTA ANA PUEBLO, NEW MEXICO
HYATT REGENCY TAMAYA RESORT AND SPA

EDUCATION · NETWORKING · LEARNING

FISA 2011 ANNUAL CONFERENCE

WELCOME



Fellow FISA Members,

As we move through a busy 2011 schedule, I would like to personally invite each of you to join my wife, Sheryl, and me for the 2011 FISA Annual Conference which will be held in beautiful Santa Ana Pueblo, New Mexico.

This year's conference promises to be one of interest for distributors and manufacturing firms alike.

We have a conference program which will not only be informative but will allow everyone to evaluate their companies' marketing and sales strategies which are currently in place and provide options for improving profitability.

FISA continues to experience growth in new company memberships. I sincerely want to welcome each of you to FISA and look forward to meeting you at the conference in September for a few days of networking, knowledge building, and fun for all our FISA members and spouses.

Please make plans to attend the 2011 conference. I am confident you will leave knowing you are part of an organization which not only provides great learning opportunities but long term friendships as well. FISA—what a great group of people!

Brad Myers, Arrow Process Systems
Conference Chairman

ABOUT THE RESORT

Hyatt Regency Tamaya Resort & Spa
1300 Tuyuna Trail • Santa Ana Pueblo, New Mexico 87004
Tel: 505 867 1234 • Fax: 505 771 6180



Set on more than 500 acres of Native American land along the Rio Grande, Hyatt Tamaya Resort and Spa is a truly unique Resort. The design and ambience of the Resort is a reflection of the Native American people who first settled this land and own the property today. In this peaceful, restful setting, you can soak up the luxury of a premier spa, enjoy golf on a scenic championship course, lounge by one of three pools, or explore the trails that take you through the Bosque and along the Rio Grande River. There are numerous comfortable gathering places making networking easy and an integral component of the Conference. Experience the history, architecture, culture and cuisine of the people of Tamaya and go home refreshed and energized.

THE LOCATION

Just 20 minutes from Albuquerque and 40 minutes from historic Santa Fe, the Hyatt Regency Tamaya Resort and Spa is nestled beneath the majestic Sandia Mountains. Here old legends meet modern luxury and the smells of fresh bread baking in Pueblo ovens will tantalize the senses.

2011 FISA Annual Conference Agenda

FRIDAY, SEPTEMBER 16

- 6:30 - 10:00 am Hot Air Balloon Ride
- 5:00 - 6:30 pm Board of Directors Meeting

SATURDAY, SEPTEMBER 17

- 8:00 am Golf Tournament
- 9:00 am - 4:00 pm Tour of Santa Fe
- 2:00 - 4:00 pm Trail Ride
- 5:00 - 6:00 pm First-Timer's Meeting
- 6:00 - 7:30 pm Cocktail Reception/Dinner on your own

SUNDAY, SEPTEMBER 18

- 7:00 - 7:45 am Breakfast & Jade West *Legislative Update*
- 8:00 - 9:45 am *How to Delegate Without Losing Control* – Pete Land
- 8:30 - 9:45 am Spouse Breakfast
- 10:00 - 12:00 pm Ladies Golf Clinic
- 10:00 - 12:00 pm *How to Market to Generation Net* – Bob DeStephano
- 12:30 - 4:30 pm Kayaking on the Rio Grande
- 12:30 - 4:30 pm Sandia Peak Tram
- 12:30 - 4:30 pm Albuquerque International Balloon Museum
- 6:00 - 7:30 pm Cocktail Reception/Dinner on your own

MONDAY, SEPTEMBER 19

- 7:00 - 7:45 am Breakfast
- 8:00 - 9:45 am *Marketing Strategies In the B2B World* – Michael Marks
- 8:30 - 10:00 am *All About Turquoise* – Joe Dan
- 10:00 - 12:00 pm *Making the Joint Sales Call Work* – Michael Marks
- 12:30 - 4:30 pm Old Town Albuquerque Tour
- 12:30 - 5:30 pm Sporting Clays
- 12:30 - 4:30 pm Sandia Peak Tram & Sandia Crest Hike
- 6:30 - 9:00 pm Cocktails & Dinner

TUESDAY, SEPTEMBER 20

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

ABOUT THE AREA

New Mexico's nickname is "Land of Enchantment" which evokes the mysterious power of the state's landscape, history, and people to transport visitors, at least temporarily, to another world. Each corner of the state has something magical to offer, whether from the Native American culture, the traditions of the 400-year-old Spanish heritage, or the sheer beauty of the state. One of the oldest cities in the U.S., Albuquerque is recognized as one of the most culturally diverse cities in the country. Albuquerque's ethnic tapestry is reflected in its architecture, artwork, cultural centers and cuisine. Countless customs and traditions passed down over generations are a vibrant part of daily life in the city, and make Albuquerque an epicenter of authentic Southwestern culture.



SEPTEMBER 17-20 • SANTA ANA PUEBLO, NEW MEXICO

The Legislative Landscape

Legislation. Regulation. More Taxation. What is happening in our nation? Jade West, Senior Vice President-Government Relations for the National Association of Wholesaler-Distributors (NAW) will provide an overview of the new congress, the fiscal situation and what we have to look forward to for the next six months. She will also discuss some issues you need to be concerned about as well as the tidal wave of new regulations that are headed your way.



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.

How to Delegate Effectively Without Losing Control

Managers and executives have two major responsibilities. First, to lead their companies today in a positive, productive and profitable manner. Second, to leave their organization in the hands of even better leaders. People who master delegation skills tend to excel at both of these important missions. This session will teach you the fundamentals of delegation – an executive survival skill.



Peter A. Land, MS, CSP, CMC, CPCM is an international leadership and management consultant/trainer/coach and published author. Since 1983, he has conducted workshops on a variety of leadership and management topics, including delegation, for more than 100,000 participants on four continents. Pete has been on the University of Industrial Distribution (UID) faculty since the first conference 17 years ago.

How to Market to Generation Net

The first rule of business is “know your customer.” However, a dramatic shift is taking place and the face of your customer is being transformed by Generation Net. The Boomer generation is being overtaken by Generation X and the Millennials – two tech-savvy groups with little patience and big expectations for 24/7 convenience. Your future success will depend on how you evolve your marketing, sales and customer service processes to meet the needs of Generation Net.

You will learn how to harness the power of a customer-focused Website, search engine marketing, social media, email marketing and marketing analytics into an integrated marketing system that will continually generate new business, strengthen relationships with customers and maximize the results from your marketing investments.



Bob DeStefano is an online marketing strategist and professional speaker with more than 15-years experience helping organizations produce business-building results online. Bob's online marketing career began during the birth of internet marketing in the early 1990s serving as a strategic planner for Dean Witter, Discover & Co. specializing in internet marketing strategies. At Dean Witter, Bob spearheaded the creation of the company's first website.

As president of SVM E-Business Solutions, a leading online marketing agency, Bob has worked with a wide variety of companies, from Fortune 500 companies to small, family-owned businesses, helping them leverage online marketing to produce bottom-line results.

Marketing Strategies In The World Of B2B

This is a two-hour condensed version of the class taught at UID by Mike Marks. The content will examine real-world definitions of marketing and how to set up a solid organization to perform the work. This will include the basics of customer analysis along with segmenting, targeting, and positioning. Elements of this discussion will include large customers dictating terms and customer buying groups, among other emerging trends. Mike will take a deep dive into alternative sales force structures that are in play today as wholesalers transition away from high cost generalist sales rep models.

Making the Joint Sales Call Work

While the first session is oriented to the distributor perspective, this second session is oriented to that of a manufacturer district sales representative. The content is focused on best practices and rules of engagement for the factory sales rep as they work with and through distribution sales reps. There are clear and hard rules about how to decide which distributor gets support and which one doesn't. There is also a framework to help decide which joint calls are worthwhile and which are wastes of time. There is a considerable amount of ineffective activity between both sales forces but without a framework, it is hard to address what works and what doesn't. The core mission of the factory sales rep is to gain market dominance on their product offering in their assigned geography, period. This session dives into how the mission is actually achieved.



Michael Marks worked in distribution management for more than 20 years and then co-founded the Indian River Consulting Group in 1987. He has written extensively and is frequently quoted on many industry issues. Mike is a faculty member at the University of Industrial Distribution (UID) and is a Research Fellow with the Distribution Research and Education Foundation of the National Association of Wholesaler-Distributors (NAW). He has written a number of books for NAW and developed an audio-CD series “Profiles in Wholesale Distribution Leadership.” His latest NAW book (2009), Value Creation Strategies for Wholesaler-Distributors, is based on new supply chain economics. He has extensive experience working with distributors and manufacturers in diverse industries and understands the dynamics of these relationships.



REGISTRATION INCLUDES

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

THINGS TO KNOW

Dress in comfortable resort attire. Collared shirts for the men and slacks or skirts for the ladies would be appropriate. Temperatures in September average 84 degrees in the day and 52 degrees in the evenings. Despite the warm temperatures, it's always wise to bring a sweater or light jacket.

2011 CONFERENCE ACTIVITIES

FRIDAY, SEPTEMBER 16



Hot Air Balloon Ride

6:30-10am • \$195.00 • Includes transportation, balloon ride, breakfast, & gratuities.

Have an experience of a lifetime with a hot air balloon ride over the landscape of the scenic Southwest. Enjoy 360 degree views for about an hour and end your memorable morning with a continental breakfast and champagne toast. Founded in 1983, Rainbow Ryders, Inc. is the official balloon ride operator of the Albuquerque International Balloon Fiesta.

SATURDAY, SEPTEMBER 17

Golf Tournament

8am • \$165.00 • Includes green fees, cart with GPS, lunch cook-out, & gratuity.

The Twin Warriors course offers eighteen holes of high desert championship golf routed around 20 ancient Native American cultural sites. With five sets of tees on each hole, this Gary Panks signature design course offers a challenge to golfers of all skill levels.



Tour of Santa Fe



9:00am-4:00pm • \$125.00 • Includes transportation, professional guide, admissions, lunch & gratuities.

Travel about an hour to historic and picturesque Santa Fe founded in 1610, the heart and soul of the Southwest. Our guided walking tour visits the historic plaza, St. Francis Cathedral, the Loretto Chapel with its famous miraculous staircase and the San Miguel Mission. Enjoy lunch in La Casa Sena, situated in a historic house built in the 1860s.

Trail Ride

2-4pm • \$75.00 • Includes transportation to stable, guide & gratuities.

A fun way to look around the lands of the Tamayame is to saddle up for a guided trail ride. On your peaceful ride you will enjoy spectacular views of the Sandia Mountains, the cottonwood trees that line the Rio Grande and Jemez Rivers, and meander along trails where the Tamayame have traveled for centuries.



SUNDAY, SEPTEMBER 18

Ladies Golf Clinic

10-12pm • \$50.00 • Includes equipment, instruction taxes & gratuities.

Teaching pro, Sandy Lemon, is the 2010 LPGA Central Section Senior Champion and 2009 Sun Country PGA Teacher of the Year. Her expertise is in the area of instruction and club fitting. The clinic is appropriate for players of all levels and is designed to emphasize the fundamentals of set up, the full swing, using woods and irons, and the short game.

Kayaking the Rio Grande

12:30-4:30pm • \$125.00

Includes transportation, guided tour, all equipment, box lunch, gratuities & tax.

Explore the historic and scenic Rio Grande as it winds its way through Bosque which opens to spectacular views of the Sandia Mountains. This seemingly remote section of the Rio Grande provides a gentle, family-friendly experience.



Sandia Peak Tram



12:30-4:30pm • \$118.00 • Includes transportation, guide, lunch, admission, gratuities & tax.

Eat lunch at Sandiango's Mexican Grill at the base of the tram, then enjoy views of the Sandia Mountains as you ride on the Sandia Peak Tram, the world's longest free-span cable tramway. The 2.7 mile ride to Sandia Peak (10,375 feet) will take you through four of the seven life zones found in North America.

Albuquerque International Balloon Museum

12:30-4:30pm • \$90.00 • Includes transportation, guide, box lunch, admission to the Museum, gratuities & tax.

Each October, ballooning enthusiasts from around the world gather in Albuquerque. Experience a taste of this great event with a visit to the Museum, with one of the finest collections of ballooning equipment and memorabilia in the world.

MONDAY, SEPTEMBER 19

Old Town Albuquerque Tour

12:30-4:30pm • \$95.00 • Includes transportation, lunch, guide and walking tour, gratuities & tax.

Have lunch at the Casa de Ruiz Church Street Café located in the heart of Old Town Albuquerque. Old Town, the original center of Albuquerque was founded in the early 18th century and our walking tour will include San Felipe de Neri Church. You will learn about the historic buildings that form an architectural record of the city's past and have time to shop on your own at the stores around the Plaza.



Sporting Clays

12:30-5:30pm • \$145.00 • Includes transportation, box lunch, firearm rental, 100 rounds of targets, ammunition, tax & gratuity.

Del Norte Gun Club is located approximately 45 minutes from the Resort. This rustic, laid-back facility has a 12-station sporting clay course featuring a realistic challenge of open range target presentations and is guaranteed to be a traditional experience you won't want to miss.

Sandia Peak Tram & Sandia Crest Hike

12:30-4:30pm • \$115.00 • Tour includes transportation, tram ride, guide, box lunch, gratuities and tax.

Take the tram to the top of Sandia Crest and hike along the Crest for stunning views of the area. Your trail will take you along the crest of the mountain at an elevation of about 10,000 feet. Hike would be a moderate level of difficulty.