



2012 FISA ANNUAL CONFERENCE

FOCUSING ON TRENDS

SEPTEMBER 15-18, 2012
MONTEREY PLAZA HOTEL
MONTEREY, CA



EDUCATION , NETWORKING , LEARNING

FISA 2012 ANNUAL CONFERENCE

WELCOME



FISA Members,
I would like to invite you to join me and my wife, Liz, for the 2012 FISA Annual Conference which will be held in Monterey, California. All Conference functions will be at the luxurious Monterey Plaza Hotel and Spa located on the waterfront, in Cannery Row. I guarantee you will find the Conference to be educational, entertaining and conducive to networking.

The Conference Committee has done a great job of securing a first-class group of speakers who will discuss Geopolitical, Economic, Business and Management trends that impact your business. In fact, we have booked a speaker unique for FISA, Herb Meyer, who served as Special Assistant to the Director of the CIA's National Intelligence Committee. Herb will offer useful insight on various geopolitical trends that affect business across the globe.

Networking is always an essential part of the FISA experience, and we have prepared various opportunities for Distributors and Manufacturers to connect. If you're considering the Conference for the first time, I want to extend a special invitation. You will not find a friendlier or more informed group of professionals.

Our mission is to deliver a Conference program that provides educational content as well as an opportunity to form lasting relationships. Please join us in Monterey for what will truly be a great experience for you and your spouse.

Sincerely,

James Murphy, Standard Pump, Inc.

ABOUT THE HOTEL

Monterey Plaza Hotel & Spa
831-646-1700 or 800-334-3999
400 Cannery Row, Monterey, CA 93940

The Monterey Plaza Hotel & Spa is the only luxury resort on Monterey Bay. In this quiet oasis of elegance, within walking distance of Cannery Row, you will find European architecture combined with breathtaking panoramic views. For the ultimate in pampering and relaxation, visit the Penthouse-level Vista Blue Spa. Enjoy three bay view restaurants offering a range of menus from casual light meals to The Duck Club Grill with acclaimed innovative cuisine. Parking in the area is limited and the city parking garage adjacent to the hotel is \$20 per day for parking.



ABOUT MONTEREY

The beautiful seaside city of Monterey has a charm and personality that captures the imagination. The city has become famous for its origins as a fishing village. In fact, for a time, Monterey was regarded as "The Sardine Capital of the World." That era of history spawned the area still known as Cannery Row, made famous by Pulitzer Prize winning novelist, John Steinbeck, in his novel by the same name. The harbor views are constantly changing, and you will delight in watching the local seal inhabitants frolic in Monterey Bay. Explore the waterfront and learn about Monterey's rich history enshrined in the old cannery businesses that are now distinctive shops, restaurants and galleries.

2012 FISA Annual Conference Agenda

FRIDAY, SEPTEMBER 14

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

SATURDAY, SEPTEMBER 15

7:30 am Golf Tournament
9:30 - 3:30 pm Historic Monterey/17-Mile Drive/Carmel Tour
5:00 - 6:00 pm First-Timer's Meeting
6:00 - 7:30 pm Cocktail Reception/Dinner on your own

SUNDAY, SEPTEMBER 16

7:30 - 8:15 am Breakfast & Program
7:30 - 8:30 am Yoga
8:30 - 9:45 am Spouse Breakfast
8:30 - 10:15 am *Make Your Move* – Brian Beaulieu
10:30 - 12:00 pm *Differentiation & Metrics* – Dr. William McCleave, Jr. PE
12:30 - 4:30 pm Afternoon/Lunch in Carmel-by-the Sea
1:30 - 4:30 pm Monterey Bay Kayak Tour
1:30 - 4:30 pm Behind the Scenes Aquarium Tour
6:00 - 7:30 pm Cocktail Reception/Dinner on your own

MONDAY, SEPTEMBER 17

7:30 - 8:15 am Breakfast & Program
7:30 - 8:30 am Yoga
8:30 - 10:30 am *What in the World Is Going On?* – Herb Meyer
10:45 - 12:00 pm *Where Managers Blunders* – Dr. William McCleave, Jr. PE
12:30 - 4:30 pm Big Sur/Ventana Wilderness Hike
12:30 - 5:30 pm Sporting Clays
1:30 - 5:00 pm Carmel Valley Wine Tasting Tour
1:30 - 5:00 pm Bike 17 Mile Drive
7:00 - 9:00 pm Cocktails & Dinner Monterey Bay Aquarium

TUESDAY, SEPTEMBER 18

7:30 - 8:45 am Breakfast & FISA Annual Meeting/Everyone Invited
9:00 - 9:30 am Board of Directors Meeting

ABOUT THE AREA

The Monterey Peninsula is a vibrant mecca for history and nature enthusiasts, as well as golfers and art collectors. The area encompasses everything from pristine Monterey Bay, one of 11 designated marine sanctuaries in the United States, to the vast and varied scenery only a short drive away. Pacific Grove ranks as one of the most beautiful little cities in the United States. Take the scenic drive along the coastline along famous 17 Mile Drive and visit Carmel-by-the-Sea. The charming town of Carmel is a haven for artists. Nearby is Pebble Beach home to some of the world's most legendary golf courses. And no visit is complete without seeing picturesque Big Sur where waves crash along the steep jagged coastline cliffs.



A SPECIAL EVENING

For our final night, we have planned a memorable evening. Cocktails and dinner will be in the world famous Monterey Bay Aquarium. With food stations scattered throughout the the Aquarium, it's the perfect opportunity to network while enjoying this unique venue. Dress is resort casual. Be sure to wear comfortable walking shoes since we will walk from the hotel to the Aquarium.

SEPTEMBER 15–18 • MONTEREY, CALIFORNIA

FOCUSING ON TRENDS

Learn what to do about trends impacting your business.

What In the World Is Going On?– Herb Meyer

A Global Intelligence Briefing

Today more than ever, CEOs and top level executives need to understand what is going on in the world. Key trends in politics, economics and even culture have an impact on every business. You need to know what these trends are, how they will affect our economy and what opportunities these trends may generate. In his presentation, Herb Meyer will talk about many issues including:

- What is “the war” really all about and why are revolutions setting the Mideast on fire? What’s likely to happen in the months ahead?
- What demographic problems do we face in North America?
- What’s really going on in China and India, and how will these countries’ rapid industrialization affect us?
- What lies behind the astounding and under-reported growth of the global economy?



During the Reagan Administration, Herb Meyer served as Special Assistant to the Director of Central Intelligence and Vice Chairman of the CIA’s National Intelligence Council. In these positions, he managed production of the U.S. National Intelligence Estimates and other top-secret projections for the President and his national security advisers. Herb is widely credited with being the first senior US Government official to forecast the collapse of the Soviet Union. Formerly an associate editor of FORTUNE, he has written several books and is host and producer of The Siege of Western Civilization, a DVD outlining the threats to our security, our economy, and our culture that became an international best-seller.

Make Your Move – Brian Beaulieu

Maximizing the future is all about separating fact from fiction. The fear and uncertainty about the global markets are enough to cause any business leader to wonder if the recovery is durable or not. Brian Beaulieu, the CEO of ITR® will be presenting the economic outlook for our industry and for the global economy with the clarity that business leaders have come to expect from ITR®. Attendees will have no doubt as to the duration of the recovery. You will learn:

- How long the good news will last.
- The dangers from coming inflationary pressures.
- What to expect from interest rate movement.
- The impact of the Super Committee.

And most importantly, you will learn what strategies and tactics should be undertaken now if businesses are to maximize their profit potential in the years to come. This is a must presentation for leaders looking to prepare for the changes that are coming over the next few years.



Brian Beaulieu has been an economist with ITR Economics since 1982 and its CEO since 1987. He is also Chief Economist for Vistage International and TEC, twoglobal organizations that together are comprised of more than 13,000 CEO’s. At ITR, Brian has been engaged in applied research regarding business cycle trend analysis and the utilization of that research at a practical business level. For the past 25 years, he has been giving workshops and seminars across the US and Canada to thousands of business owners and executives.. Brian is co-author of the book, MAKE YOUR MOVE.

Differentiation and Metrics That Matter Most – Dr. William McCleave, Jr., PE

All firms want to differentiate themselves in the marketplace in a unique manner but market differentiation has its price and potential rewards. As customers become more savvy about market dynamics, companies continually have to clarify their strategies to insure simultaneous customer satisfaction and company profitability. Bill McCleave will show us how to produce higher growth and more profitable FISA companies through four sources of leverage: Financial resources, Talent, Technology and Technique.

In addition Dr. McCleave will provide a template for firms to use in improving their performance in the metrics that matter. Don’t miss this opportunity to see how you can brighten your firm’s future.

Dr. William R. McCleave, Jr. PE is a nationally recognized speaker, trainer and president of W.R. McCleave & Associates, a consulting firm specializing in relationship management for distributors, manufacturers, and customers. As a former senior manager of a regional distribution company, past president of a national distribution association, and former faculty member of Texas A&M’s Industrial Distribution Program, he brings a unique perspective to distribution education. In addition, he has been on the faculty of UID since its creation. He is a graduate of Clemson University in mechanical engineering and received his doctorate in industrial engineering from Texas A&M University.



Where Managers Blunder–Dr. William McCleave, Jr., PE

With more than 20 years of research with distribution managers, Bill McCleave has some revealing observations and recommendations on how we can avoid the traps and build better management teams in the future. From ongoing research with managers in the distribution industry, Bill provides us with the worst and best traits of distribution managers and helps us create paths for management excellence within our firms. You will learn:

- What are the best and worst characteristics of managers?
- What single action causes managers to get in the worst trouble with employees?
- What works to improve manager’s job performance?
- Where do managers make the most technology mistakes?
- How do our member managers stack up against their peers?

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 70 degrees in the day and 53 degrees in the evenings. It’s always wise to bring a sweater or light jacket.

2012 CONFERENCE ACTIVITIES

SATURDAY, SEPTEMBER 15

Golf Tournament

8am • \$175.00 • Includes green fees, cart, transportation, barbecue lunch & gratuity.

Opened in 1897, Del Monte Golf Course is the oldest course in continuous operation west of the Mississippi. This inland course boasts a meandering, challenging layout. It was the original host of the California State Amateur, and continues to serve as one of the three courses on which the Callaway Golf Pebble Beach Invitation is played. After the tournament, enjoy a barbecue lunch at the Del Monte Pavilion.



Historic Monterey/17 Mile Drive/Carmel

9:30am - 3:30pm • \$135.00 • Includes transportation, guide, restaurant lunch & gratuity.



Experience Monterey's natural beauty, cultural resources and rich historic past. Monterey is known as California's most historical city. Learn about the history of Cannery Row made famous by novelist, John Steinbeck. Then travel along the coastline past Pacific Grove and on to 17 Mile Drive with its beautiful coastal

scenery. Your guide will give you an overview of enchanting Carmel-by-the-Sea Village. Lunch is at Little Napoli, a locals' favorite. After lunch, you will have time to explore on your own and discover the art galleries, antique shops and boutiques in this charming town.

SUNDAY, SEPTEMBER 16

Yoga

7:30 - 8:30am • Complimentary.

FISA member, Sally Hennessey, a certified yoga instructor, says, "Don't let the word yoga intimidate you. If you can breathe, you can practice yoga. Join me for a gentle flow of yoga stretches to begin your day. You will leave refreshed, renewed and ready for whatever the day brings."

An Afternoon in Carmel-by-the-Sea

12:30pm - 4:30pm • \$105.00

Includes transportation, guide, restaurant lunch & gratuity.

Start your visit to Carmel with lunch at The Grill on Ocean Avenue, one of the Monterey Peninsula's top 10 best restaurants. Then enjoy touring Carmel which is often noted for its picturesque qualities and charm. Much of the architecture is reminiscent of rural European and early California styles. Carmel has been a gathering spot of artists for decades. Today you will find more than 70 individual art studios, galleries and antique stores in the village.



Monterey Bay Kayak Tour

1:30pm - 4:30pm • \$90.00 • Includes kayak rental and all equipment, professional guide & gratuity.



An ocean kayak tour of the Monterey Bay and its coastal waters is an experience to remember. The area is renowned for its breathtaking beauty, abundant marine life and environmental uniqueness. Both single and double kayaks are available and your departure point is only a short walk from the hotel.

Don't wear bulky clothes because you will be given a dry suit to wear.

Behind the Scenes Tour of Monterey Aquarium

1:30pm - 4:30pm • \$60.00 • Includes Aquarium admission, private guide & gratuity.

At the end of "The Row," housed in the lovingly restored Hovden Cannery building is the Monterey Bay Aquarium. Located about six blocks from the hotel, we'll walk to the Aquarium. Now celebrating its 27th year, the Aquarium is one of the largest in the United States with over 100 specialty exhibits and habitats. We will enjoy a private docent tour of the Aquarium beginning with The Secret Life of Seahorses.



MONDAY, SEPTEMBER 17

Yoga

7:30 - 8:30am • Complimentary • See description from Sunday.

Sporting Clays

12:30 - 5:30pm • \$149.00 • Includes transportation, firearm rental, 100 rounds of targets, ammunition, box lunch, & gratuity.

The Coyote Valley Sporting Clays Main Course is a large course with 18 stations of various difficulties. Instructors are available for beginners who are welcome to join the experienced shooters in this beautiful setting.

Carmel Valley Wine Tasting Tour

1:30pm - 4:30pm • \$110.00 • Includes transportation, wine tasting, guide & gratuity.

Our first stop on the tour will be Chateau Julien Wine Estate. Since 1984, the winery has won over 390 awards in both national and international competitions. After touring the facility and learning the process of wine making, we will sample several of their varietals. Then it is on to the Heller Estates Tasting Room in Carmel Valley Village followed by the Joullian Vineyards Tasting Room for a festive oenological outing.



Bike 17 Mile Drive

1:30pm - 4:30pm • \$145.00 • Includes bicycle rental, transportation, chase vehicle, guide & gratuity • Limited to 25 participants.



You will have the thrill of a lifetime when you bike the 17 Mile Drive with its famous coastal scenery running through the Del Monte Forest. Stops include Bird Rock, Seal Rock, Cypress Point Lookout and The Lone Cypress, one of California's most famous landmarks. We'll pass several beautiful golf courses along the way and our last stop will be The Lodge at Pebble Beach with its spectacular oceanfront setting. Throughout the tour, we'll have a chase van in case anyone wants to stop pedaling.

Big Sur/Ventana Wilderness Hike

12:30pm - 4:30pm • \$110.00 • Includes transportation, box lunch, guide & gratuity.

The postcard appearance that is Big Sur's trademark comes from steep cliffs plunging to rocky beaches. You will enjoy these breathtaking views as we travel to Julia Pfeiffer Burns State Park. The park stretches from the Big Sur coastline into nearby 3,000 foot ridges. Here we will take a scenic hike for about 90 minutes and enjoy the natural beauty including redwoods and an 80-foot waterfall that drops from granite cliffs into the ocean from the Overlook Trail. The group will be divided according to the difficulty of the hike.