




2013 FISA ANNUAL CONFERENCE

LEAD FOR RESULTS

An aerial photograph of the Westin Savannah Harbor Golf Resort & Spa. The image shows a large, multi-story hotel building with a yellowish facade, situated on a peninsula overlooking a body of water. In the foreground, there is a lush green golf course with several sand traps and winding paths. The background shows a cityscape with various buildings and a bridge crossing the water.

SEPTEMBER 14-17, 2013
WESTIN SAVANNAH HARBOR
GOLF RESORT & SPA
SAVANNAH, GA

EDUCATION · NETWORKING · LEARNING

FISA 2013 ANNUAL CONFERENCE

WELCOME



Fellow FISA Members,

I don't know about you, but time really flies these days, at least for me. Maybe it's age. In any event, it will soon be time again for FISA's 2013 Annual Conference. I am not trying to rush the summer, but it will be here before we know it.

This year our Conference will be in beautiful and historic Savannah, Georgia. My wife, Barb, and I are really looking forward to it as we have never been there before. One of the true benefits, to us, from FISA is that our meetings are held in wonderful places that otherwise we might never get a chance to visit. We want to welcome all of you to join us this year – especially those of you on the West Coast who don't get out this way very often.

The full agenda includes activities for members, spouses, and guests. Along with the excellent benefits of networking, FISA's Conference offers exceptional educational programs and fantastic optional activities for all of us to enjoy together. As you can see, this year's Conference is titled "Lead for Results" and will concentrate on leadership, current events that face all of us, and how to build profitability.

Our optional activities this year include a sailing regatta – back by popular demand, the very popular golf outing, rugged sporting clays for the outdoors people, fishing, educational historic tours, and, again, we will be kayaking. For the spouses, we are also offering yoga, a golf clinic, and a special shopping trip. On top of all of this, Savannah is known for its Southern hospitality and its wonderful food. Please join us in friendship and fellowship as we look forward to meeting with all of you again, both our FISA members and guests, in Savannah in September.

Kevin O'Donnell, Top Line Process Equipment Company



ABOUT THE HOTEL

The Westin Savannah Harbor Golf Resort & Spa is Savannah's only AAA four-diamond resort offering world-class amenities. The resort has a PGA quality links-style golf course and boasts the world's largest Heavenly Spa by Westin. Not far from fantastic shopping and nightlife, the resort is removed just enough for tranquility.

Relax by the pool, enjoy some of the best views of the city and watch the ships go by. When you're ready to visit the historic shops and restaurants located across the river from the hotel, take the complimentary ferry for a 90-second ride. Both relaxation and adventure are at your finger tips at the Westin.



ABOUT SAVANNAH

Located on the Savannah River, Savannah, Georgia is rich in heritage and southern charm. The Historic District is the heart of this beautiful city, with cobblestone streets, manicured gardens and oak-shaded parks drizzled with silvery Spanish moss. Savannah contains more than 20 city squares making it the largest National Historic Landmark District in the United States. Along River Street you will find a

2013 FISA Annual Conference Agenda

FRIDAY, SEPTEMBER 13

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

SATURDAY, SEPTEMBER 14

8:00 am Golf Tournament

10:00 – 2:30 pm Historic Highlights Tour

5:00 – 6:00 pm First-Timer's Meeting

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

SUNDAY, SEPTEMBER 15

7:15 – 7:45 am Breakfast & Program

7:30 – 8:30 am Yoga

8:30 – 9:45 am Spouse Breakfast

8:00 – 9:30 am *The Business of You!* – Steve McClatchy

9:45 – 10:30 am *FSMA Update* – Allen Saylor

11:00 – 12:00 Ladies Golf Clinic

10:30 – 12:00 *Lead Your Team* – Steve McClatchy

12:30 – 4:00 pm Inshore Fishing

12:30 – 4:30 pm Sea Kayaking

1:30 – 4:30 pm Private Home Walking Tour

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

MONDAY, SEPTEMBER 16

7:15 – 8:00 am Breakfast & Program

7:30 – 8:30 am Yoga

8:15 – 9:45 am *Triple Your Profit* – Dr. Al Bates

9:30 – 2:00 pm Shopping Tour & Lunch at Mrs. Wilkes

10:00 – 12:00 *Creating A Killer Sales Team* – Dr. Joe Ellers

12:30 – 4:30 pm Sporting Clays

12:30 – 5:00 pm Sailing Regatta

6:30 pm Cocktails & Low Country Cook-Out

TUESDAY, SEPTEMBER 17

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

8:45 – 9:30 am Board of Directors Meeting

unique shopping experience with more than 50 shops to browse and specialty restaurants offering a wide selection of cuisine. Savannah was established in 1733 and was the colonial capital of the Province of Georgia and later the first state capital of Georgia. Today, in addition to its historic charm, it is an important Atlantic seaport and Georgia's fourth-largest city.

REGISTRATION INCLUDES

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

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 82 degrees in the day and 66 degrees in the evenings. It's always wise to bring a sweater or light jacket.

LEAD FOR RESULTS

The Business of You! – Steve McClatchy

Your life is a product of your decisions. Your criteria for making decisions are at the very core of your effectiveness. Great decision making habits can yield a lifetime of success and achievements while poor ones can keep you stressed, frustrated and out of balance. This fast paced, interactive and engaging presentation will provide you with powerful insights that will help you gain mastery over your life so you can operate at your best in all moments, become a more effective leader, build stronger relationships, and experience greater fulfillment at work and in life.

Lead Your Team, Don't Just Manage the Process – Steve McClatchy

Vision, mission, values & goals are essential for a team to stay focused and on track. But even more important are the systems, processes, structure and decision making that bring them to life. For some, leading a group is a difficult and challenging responsibility but it doesn't have to be. In this thought provoking and inspirational session, we will examine what it takes to be the successful leader of a team and whether you are truly leading your team or merely managing the process. Improvement means change. Being able to successfully implement change is a core competence needed to be a successful leader. If you are interested in creating a world-class team that is committed to improvement and embraces change this is a “don't miss” presentation.



Steve McClatchy is a speaker, consultant, trainer and founder of Alleer Training & Consulting. He founded his company out of his passion for continual improvement, believing that when we stop growing, learning, gaining experience, achieving goals and improving, we stop living. He's spoken to hundreds of Fortune 500 audiences and been quoted in the Wall Street Journal and other national publications on the topic of leadership.

His new book, Decide, will be released in 2014. You will be captivated by his energetic presentation and practical approach to effectiveness and success.

How The Food Safety Modernization Act Affects You – Allen Saylor

The Food Safety Modernization Act (FSMA) proposed regulation on “Preventative Controls,” published by FDA on January 16th, 2013 is the most expansive change to government regulations affecting dairy plants in almost 70 years. This new regulation requires specific HACCP-like written program requirements for almost all food processing plants, significantly modifies existing food GMPs including processing equipment requirements, and once finalized will serve as the basis for all FDA inspections. Will FSMA and the Preventative Controls regulation affect the way that FISA members conduct business, interact with their customers and expose this part of the food processing industry to federal oversight? You will hear a summary of the 680 page Preventative Controls regulation with key points to determine potential impact on the food processing industry, processing equipment manufacturers and equipment distributors.

Allen Saylor is the Managing Partner for the Center for Food Safety and Regulatory Solutions (CFSRS) headquartered in the Washington, DC area. He has fifteen years of experience as a nationally known trainer for food, milk and juice HACCP, FDA food safety regulations and FSMA compliance. His experience includes working for the International Dairy Food Association, the U.S. Food & Drug Administration, USDA's AMS Dairy Division, and the North Dakota Department of Agriculture. His extensive experience coupled with his excellent presentation skills make him a popular presenter.



Triple Your Profit! – Dr. Al Bates

Only about 10% of all companies make as much profit as they should. This is true across almost all industries. This Triple Your Profit! presentation will demonstrate how to improve your financial results – not just a little, but a lot. Part of the problem is that most firms have an income statement that misleads them about the profit they are actually generating. They also have reports that help them look over their shoulder, but do nothing about planning for the future. In addition, very few firms really plan because it is too time consuming and too dull. Most plans also don't actually help improve profitability. This session will demonstrate how to develop a profit-based plan. Not a meaningless budget, but a plan that will ensure financial success. Finally, most firms fall into the trap of doing what everybody else does. The reality is that everybody else is making the same mistakes. The session will identify those actions that actually improve profit the most.



Dr. Albert D. Bates is founder and Chairman of the Profit Planning Group, a research and executive education firm headquartered in Boulder Colorado. The firm works exclusively in the area of corporate financial planning. Al makes approximately 100 presentations a year on topics such as Improving the Bottom Line, Getting Serious About Profit, Doing More With Less and Pricing for Profit. He also provides strategic direction for the firm's profitability research for more than 70 different trade associations. He has written extensively for both the professional and trade press and is the author of Triple Your Profit.

Creating a Killer Sales Team – Dr. Joe Ellers

A lot of managers scratch their heads in wonder at the behaviors of their salespeople. They often just don't seem to “get it.” Part of the problem is that management often sends conflicting – and confusing – directions to the team. The best sales teams have a crisp set of objectives...not just at the “results” level but also at the “activities” level. A key question for you to consider is, “Does my team really know what they are supposed to do today – other than simply SELL MORE?” This program is “activity-based.” That means that you will get some tools that not only drive the results you want but also helps to drive the activities that produce results.

The program has the following elements:

- A different look at sales budgeting
- Answering the question: What does “good” growth look like?
- Defining our individual “value proposition”
- A look at the key concept of “real” sales opportunities

The program also includes three critical management tools: Target Account Lists, Itineraries, Opportunity Management...and how to use them. Here's the promise: You'll leave the session with a “To Do List” that you can start on immediately.

Joe Ellers is a consultant, speaker and trainer on Sales, Sales Management, Marketing and Business Strategy. Since 1987, he has worked with more than 900 businesses in almost every industry throughout the world. In addition, he has worked with numerous distribution associations to provide specialized consulting and training for their memberships. Joe is the author of numerous published works including: Implementing Process Excellence, The Sales Manager's Handbook, The Sales Professionals 6-Step Guide to Mastery, Sales Management Excellence and more. In addition, he has hundreds of hours of audio lectures and training programs available for clients.



2013 CONFERENCE ACTIVITIES

SATURDAY, SEPTEMBER 14

Golf Tournament

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

Since 2003, the Westin Resort's Troon-managed course has been home to the PGA Tour's Liberty Mutual Insurance Legends of Golf Tournament. Golf Digest gives this Robert Cupp/Sam Snead championship course a four-star rating for highly recommended places to play. The course offers excitement for novice and experienced players as well as golf professionals.



Historic Highlights Tour

10am - 2:30pm • \$85.00 • *Includes transportation, tour guides, museum entrance fees, lunch at Paula Deen's restaurant, tax and gratuity.*



A FISA customized trolley tour will introduce you to Savannah's architectural gems and historic landmarks. The tour includes an elegantly restored historic house museum and the 19th century Gothic Cathedral of St. John the Baptist. Learn about the history as you drive through one of the largest urban

historic landmark districts in the country. Enjoy a Southern buffet lunch at Paula Deen's Restaurant, The Lady & Sons. Paula Deen has made a name for herself on the Food Network and through authoring numerous cookbooks. Her home cooked meal served in an atmosphere of true Southern hospitality will be a delightful experience.

SUNDAY, SEPTEMBER 15

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."

Ladies Golf Clinic

11:00 am - 12:00 noon • \$28.00 *Includes transportation, instruction, all equipment, tax and gratuity.*

Enjoy a short refresher on golf etiquette and the rules of the game from a PGA professional. The clinic is appropriate for beginners as well as experienced players and will focus on the fundamentals, full swing and short game.

Inshore Fishing

12:30 pm - 4:00 pm • \$185.00 *Includes box lunch, chartered boat, captain, bait, tackle, tax and gratuity.*



Eat your box lunch on the Westin terrace. Then head down to the dock in front of the hotel where chartered boats will be waiting. Miss Judy and her captains will take you into the Savannah waterways and sounds where you can fish with live bait, catching flounder, tarpon, spotted sea trout and spot tail bass. You could catch "the big one" but if not, you are guaranteed to come

back with plenty of colorful stories and lots of fish-tales.

Sea Kayaking

12:30 pm - 4:30 pm • \$145.00 *Includes box lunch, transportation, kayak and all equipment, bottle water and snack, guide, tax and gratuity.*

We will drive to nearby Tybee Island and sea kayak through the stunning, pristine waterways. Pass white sand beaches and maritime forests and stop at one of Georgia's wild and lonely barrier islands. Your guides are well versed in the local and natural history of the area and will

give you insight into the wilds of the Georgia coast. After meandering through the tidal marshes and exploring beaches only accessible by canoe or kayak, you will appreciate the special beauty of the Lowcountry.

Private Home Walking Tour

1:30 - 4:30 pm • \$72.00 *Includes trolley transportation, tour guide, admission into three homes, lemonade at Clary's, tax and gratuity.*



Savannah's Historic District is designed around lovely squares surrounded by beautiful homes. We will have a special walking tour of three private homes. Going behind closed doors is always special, and this tour promises to delight you. Among the homes

we will visit will be the Mercer House Museum originally built for the great grandfather of Johnny Mercer. Construction was completed in 1868, and the home was later owned by Jim Williams of "Midnight in the Garden of Good and Evil" fame. The Duncan home was built in 1869 and has been restored by Virginia and John Duncan. This lovely home is beautifully furnished with exquisite antiques and family heirlooms, including a collection of more than 100 deer antlers.

MONDAY, SEPTEMBER 16

Yoga

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

Special Shopping Tour & Lunch at Mrs. Wilkes

9:30 am - 2:00 pm • \$65.00 *Includes transportation, guide, lunch at Mrs. Wilkes Boarding House, tax and gratuity.*



Savannah has some unique shops that are favorites of the natives. Your shopping excursion will begin in the Design District with specialty shops frequently not found by tourists. For lunch, you won't have to stand in line but will have a reserved table at Mrs. Wilkes Boarding House for a family style lunch of Southern cuisine. After lunch, shopping continues with a visit to Broughton Street and shops like Paris Market, Savannah Bee Company, Globe Shoe Company and many more.

Sporting Clays

12:30 - 4:30 pm • \$150.00 *Includes transportation, box lunch, 100 clay targets, firearm rental, ammunition, tax and gratuity.*

Forest City Gun Club is the oldest continuously operated gun club in America and is situated only minutes from downtown Savannah. Founded in 1883 and chartered in 1901 as a private club, Forest City Gun Club has a proud and rich tradition in shooting sports. Maintaining the highest standards and a world-class facility, the club remains one of the premier venues for championship skeet, trap and sporting clay competitions.

Sailing Regatta

12:30 - 4:30 pm • \$110.00 *Includes transportation, box lunch, equipment rental, tax and gratuity.*



Enjoy an afternoon on the water near the venue where sailing took place during the 1996 Summer Olympics. Our hosts are members of the sailing club at The Landings, and we'll be racing Rhodes 19 sailboats. Skippers must be experienced sailors but non-sailors are welcome to sign up for this regatta. There will be four people to a boat so we are limited to 32 participants.