



2014 FISA ANNUAL CONFERENCE

FOCUSED ON THE FUTURE

SEPTEMBER 13-16, 2014
THE VIKING HOTEL
NEWPORT, RHODE ISLAND



EDUCATION › NETWORKING › LEARNING

FISA 2014 ANNUAL CONFERENCE

WELCOME



It is with real pleasure that I invite you to join me and my wife, June, for the 2014 FISA Annual Conference in Newport, Rhode Island. All formal conference functions will be held at the newly renovated Viking Hotel. Located right in the heart of old Newport, yet up the hill from the harbor, The Viking offers easy walking access to everything that makes Newport special – Newport mansions, Tennis Hall of Fame, wharfs and historical sailing vessels, and a wonderful New England waterfront village.

The conference committee is very excited about this year's program with a "Focused on the Future" theme. We're sure that Distributors and Manufacturers alike will be inspired by Porter Halyburton's presentation on the Essence of Personal Freedom and that you will find real take-home value in the presentations on Prosperity in the Age of Decline, The New Workforce, and Relationships and Selling.

Our optional activities this year are amazing, including an America's Cup sailing regatta, premier world class sporting clays, golf, and of course Newport tours. We encourage you to attend with spouses and/ or guests. FISA specializes in welcoming new members to the conference. If you are considering membership in our organization, please do not hesitate to contact FISA at 336-274-6311, and we'll answer any questions you might have. You will find a group of industry professionals with a friendly, welcoming spirit.

Please join us in Newport and take advantage of extensive networking opportunities as you enjoy friendship, and form lasting relationships for you and your spouse.

Rob Clark, Perrigo, Inc.
2014 Conference Chairman

ABOUT THE HOTEL VIKING

Opened in 1926, the Hotel Viking is ideally situated on Bellevue Avenue and nestled in the restored historic hill neighborhood. The Hotel is part of the prestigious Historic Hotels of America and reflects the graciousness of a bygone era. Guest rooms reflect different design eras in Newport's history and have vintage photographs and elements reflecting Newport's rich heritage. Brimming with stories of famous dignitaries and celebrities, the Hotel Viking has offered gracious hospitality for over 80 years.

MONDAY EVENING AT THE INTERNATIONAL TENNIS HALL OF FAME



Enjoy cocktails and dinner and tour The International Tennis Hall of Fame & Museum, housed in the historic Newport Casino. The entire history of the sport, dating from the 12th Century through today, is chronicled within its 18 galleries. American tourna-

ment tennis began in 1881 when the first U.S. National Lawn Tennis Championships were hosted in Newport, Rhode Island on the grass courts that are now home to the International Tennis Hall of Fame.

2014 FISA ANNUAL CONFERENCE AGENDA

FRIDAY, SEPTEMBER 12

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

SATURDAY, SEPTEMBER 13

- 8:00 am Golf Tournament
- 8:00 – 4:30 pm Sporting Clays
- 10:00 – 3:00 pm Scenic Newport Tour
- 5:00 – 6:00 pm First-Timer's Meeting
- 6:00 – 7:30 pm Cocktail Reception/Dinner on your own

SUNDAY, SEPTEMBER 14

- 7:15 – 8:00 am Breakfast & Program
- 8:30 – 9:45 am Spouse Breakfast
- 8:15 – 10:15 am *Prosperity in the Age of Decline* – Brian Beaulieu
- 10:30 – 12:00 pm *Choices: The Essence of Personal Freedom* – Porter Halyburton
- 1:30 – 4:00 pm Scenic Newport Tour
- 2:00 – 5:00 pm Wine Tasting at Newport Vineyards & Tour of Rosecliff
- 2:00 – 5:30 pm Tour Elms Mansion & National Museum of American Illustration
- 6:00 – 7:30 pm Cocktail Reception/Dinner on your own

MONDAY, SEPTEMBER 15

- 7:15 – 8:00 am Breakfast & Program
- 8:15 – 10:15 am *Preparing for 2020: Manager's Guide to New Workplace* Dr. Kathy Newton
- 10:30 – 1:00 pm Walking Tour Historic Newport
- 10:30 – 12:00 pm *Know More! Relationships/Selling* – Sam Richter
- 12:45 – 4:45 pm America's Cup Sailing Experience
- 2:00 – 5:00 pm The Cliff Walk Walking Tour & Breakers Mansion Tour
- 3:00 – 4:30 pm Schooner Harbor Cruise
- 6:30 pm Cocktails & Dinner International Tennis Hall of Fame

TUESDAY, SEPTEMBER 16

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

ABOUT NEWPORT



Home to spectacular coastal scenery, awe-inspiring architecture, a thriving waterfront downtown, and welcoming hospitality, Newport, Rhode Island is considered by many to

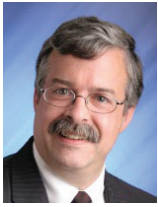
be a shining gem in the coastal crown of New England. Newport is home to a colonial section with more than 300 buildings built before the American Revolution and world-famous Bellevue Avenue where millionaires built their fabulous "summer cottages" during the Gilded Age. In addition, the bustling waterfront offers shops, restaurants and opportunities to get on the water in the area which for many years was home to the America's Cup competition.

SEPTEMBER 13–16 • NEWPORT, RHODE ISLAND

FOCUSED ON THE FUTURE

Prosperity in The Age of Decline – Brian Beaulieu

The business cycle ensures that we are never going to experience the same rate of growth for very long. Changes are ahead — there will be both storm clouds and fair days. We are going to look at what is driving the economic trends that will be driving our economy and our businesses. What to do in order to prosper in this environment is a key part of what we will be talking about. For this presentation, we have added additional time for your questions so come prepared to be engaged.

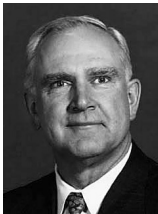


Brian Beaulieu has been an economist with ITR Economics since 1982 and its CEO since 1987. He is also Chief Economist for Vistage International and TEC, global organizations comprised of over 13,000 CEO's. At ITR, Brian has been engaged in applied research regarding business cycle trend analysis and 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 coauthor of the book, Make Your Move.

Choices: The Essence of Personal Freedom – Porter Halyburton

Held for 7½ years in a prison camp in North Vietnam, Porter Halyburton not only survived captivity, but turned that horrific experience into a strong positive force in his life and the lives of others with whom he has shared his story. Asked to sum up his long years of captivity, Porter says, “I wouldn’t do it again for a million dollars, but I wouldn’t take a million dollars for what I learned during those 7½ years.” These lessons have immediate application in the business world as well as in our personal lives.



A graduate of Davidson College, Halyburton was deployed to Vietnam aboard the aircraft carrier USS Independence in May of 1965. He was the 40th person taken as a POW. Following his release after 7 ½ years of captivity, Halyburton was assigned to the Naval ROTC Unit at Georgia Tech and completed his graduate work in journalism at the University

of Georgia. He subsequently served many years as a professor on the faculty of the United States Naval War College in Newport, RI. A decorated military hero, Halyburton received numerous civilian awards and has been featured in film, television, and in the book Two Souls Indivisible.

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. Be sure to pack your walking shoes for the cobblestone streets. Monday night’s dinner is also resort attire, not dressy cocktail attire. We will walk from the hotel to The Tennis Hall of Fame so dress comfortably. Temperatures in September average 73 degrees in the day and 57 degrees in the evenings.

Preparing for 2020: The Manager’s Guide to Dealing with the New Workforce – Kathyne Newton, Ph.D.

Hiring, motivation, training and retaining good talent has never been easy, but the rapid pace of change is going to make this even more challenging over the next five to ten years. Is your organization ready for it? Employers of the future will have to deal with: 1) Five highly diverse generations working in organizations side-by-side with very different values, beliefs, and technology skill sets; 2) A new e-economy bringing with it a vastly different way of doing business; 3) New competition and opportunity from the global talent pool; and 4) High pressure to use sustainable business practices. Many of these trends can already be seen, and others are newly emerging. Learn what these new trends will mean for your organization, and what you can do now to be prepared for them.



Dr. Kathy Newton is a Professor and Coordinator of the Supply Chain Management Technology Program in the Technology Leadership and Innovation Department at Purdue University. She also chairs the TLI Graduate Studies. Kathy is an accomplished speaker, consultant and author of a wide variety of topics and frequently works with distributors, manufacturers and trade associations internationally. She currently serves as the Coordinator and speaker for the University of Industrial Distribution (UID).

Know More! Relationships / Selling – Sam Richter

Know more than you ever thought you could: find more leads, close more deals, and provide more value. Business, sales, and the distribution value chain is all about personal relationships. When you know more about your prospects and clients, you’re better able to relate on a personal level, build more meaningful connections, identify triggering events, tailor offerings, and ensure relevancy. Most important, studies show that when you practice Sales Intelligence, you’ll win two times more business. This interactive presentation has a huge “WOW” factor—you will be shocked at what you don’t know (but soon will). All attendees also receive complimentary access to the *Know More! Reference Guide* and *Downloadable Toolbar*, making it easy and fun to practice what is learned.



Sam Richter, internationally recognized expert on sales and marketing, is considered one of the world's thought leaders on Sales Intelligence. His experience includes building innovative technology, sales and marketing programs for start-up companies and some of the world's most famous brands. Sam was recognized with a Codie Award, the ‘Oscar’ of the software industry and his most recent book Take the Cold Out of Cold Calling has also won numerous awards. As the founder of the acclaimed Know More! Business improvement program, he is a past finalist for Inc. Magazine’s Entrepreneur of the Year.

TRANSPORTATION

T. F. Green Airport in Warwick, RI is 26 miles from Newport. Check with the airport to make advance reservations for Shuttle service to the hotel. To make a Shuttle reservation, call 401-841-0020. Parking is included in your hotel room rate but cars are discouraged because of traffic congestion during the Newport Boat Show.

2014 CONFERENCE ACTIVITIES

SATURDAY, SEPTEMBER 13

Golf Tournament

8:00am • \$185.00 • *Includes transportation, green fees, cart, lunch & gratuity.*



Newport National Golf Club is rated the Number One public access course in Rhode Island by *Golf Digest* and *Golfweek Magazine*. This par 72 links-type championship course, designed by Arthur Hills, is the longest

course in Rhode Island with tees for every ability level. Join fellow FISA members for a scramble format tournament on this highly acclaimed course.

Sporting Clays

8:00am – 4:30pm • \$155.00 • *Includes transportation, lunch, 100 clay targets, firearm rental, ammunition, tax and gratuity.*

Addieville East Farm, is a 900 acre facility that features two world class sporting clay courses and is recognized as the premier sporting clay facility in the Northeast. Travel time from Providence is a 90-minute trip, providing the opportunity to network while in route. If you enjoy sporting clays, or want to see what the fastest growing shooting sport in America is all about, you don't want to miss this opportunity.

Scenic Newport Tour

10:00am – 3:00pm • \$124.00 • *Includes transportation, guide, admission to Marble House, lunch, tax & gratuity.*

This scenic narrated tour will cover 150 points of interest including the colonial section, with its many authentic historical buildings and restored homes...the world famous Ten Mile Ocean Drive, renowned for the rugged beauty of its spectacular coastline and Bellevue Avenue, where the millionaires built their fabulous "summer cottages." Included in the tour is admission to Marble House for a self guided audio tour. Built from 1888-1892 for Mr. & Mrs. William Vanderbilt, Marble House is one of the most opulent homes in America. Enjoy a three-course lunch at Atlantic Beach Club, a favorite seaside spot for diners since the 1930's.

SUNDAY, SEPTEMBER 14

Scenic Newport Tour

1:30pm – 4:30pm • \$80.00 • *Includes transportation, guide, admission to Marble House, tax & gratuity.*

A visit to Newport would not be complete without a tour of the area. This tour does not include lunch and is shorter than the Saturday tour but it still covers the highlights. The narrated tour includes the colonial section, the world famous Ten Mile Ocean Drive, and Bellevue Avenue. Admission to the Marble House for a self-guided audio tour is included in this delightful afternoon.

Wine Tasting at Newport Vineyards & Tour of Rosecliff

2:00pm – 5:00pm • \$82.00 • *Includes transportation, guide, wine tasting, admission to Rosecliff, tax & gratuity.*

Enjoy a tour and wine tasting at the Newport Vineyards, a family owned winery that was originally planted in 1977. Also, enjoy an audio tour of Rosecliff mansion which was completed in 1902 for Nevada silver heiress, "Tessie" Fair Oelrichs. The house is modeled after the Grand Trianon at Versailles, the garden retreat of French kings. Both *The Great Gatsby* with Robert Redford and *True Lies* with Arnold Schwarzenegger were filmed here.

A Behind the Scenes Tour of The Elms Mansion & Tour of the National Museum of American Illustration

2:00pm - 5:30pm • \$97.00 • *Includes transportation, guide, admission to The Elms, special behind the scenes tour, admission to National Museum of American Illustration, tax & gratuity. Limited to two groups of 15 each. Not handicap accessible.*

Enjoy a self-guided audio tour of The Elms, a National Historic Landmark, built in 1901 as a summerhouse for Edward J. Berwind, a Pennsylvania coal magnate. Designed as an 18th century French style chateau, The Elms contains every technological marvel of the time. In addition, a guide will take you behind the scenes to discover how the other half lived. You also will have the opportunity to have a guided tour of a second mansion, Vernon Court, which was built in 1898 and now houses The National Museum of American Illustration, showcasing artworks from the 'Golden Age of American Illustration' featuring the works of Norman Rockwell, Maxfield Parrish, N.C. Wyeth, James Montgomery Flagg, among many others.

MONDAY, SEPTEMBER 15

Walking Tour Historic Newport

10:00 am – 1:00pm • \$83.00 • *Includes guide, lunch at White Horse Tavern, tax & gratuity.*

Newport's famous historic district is best seen on foot so you can have a narrated tour and experience the details of Newport's architectural, cultural and social heritage first hand. No where else in the United States will you find so many buildings from so many different periods with more than 300 buildings dating before the American Revolution. Lunch will be at the White Horse Tavern, originally constructed in 1673 and widely recognized as one of the foremost restaurants in New England.

'The Cliff Walk' Walking Tour & Breakers Mansion Tour

2:00pm – 5:00pm • \$93.00 • *Includes transportation, guide, admission to The Breakers, tax & gratuity.*



A trolley will take us to the Cliff Walk for an approximately 45-minute guided walking tour of this National Recreation Trail. You will hear about the mansions and Newport society around the turn of the century, the history of the Cliff Walk, and the ecology of Narragansett Bay. Along

the trail is the finest collection of 19th century resort architecture found anywhere in the world. We will stop at the Breakers Mansion for a self-guided audio tour of Newport's most palatial mansion built for Cornelius Vanderbilt. This 70-room mansion, 13-acre estate has a spectacular view overlooking the Atlantic Ocean.

America's Cup Sailing Experience

12:45pm – 4:45pm • \$215.00 • *Includes sailing on 12 meter yachts, professional captain and crew, box lunch, tax & gratuity.*



For a once-in-a-lifetime experience, sail on two classic 12-meter yachts that actually won the America's Cup. Intrepid, was winner of both the 1967 & 1970 America's Cup and Weatherly won The Cup in 1962. Each yacht can hold 12 passengers as well as a professional

captain and crew. The yachts offer an incredible "hands-on" experience to those who choose to participate though no sailing experience is required. The skilled professional crew on board welcomes your interaction or you can sit back, relax, and just enjoy the ride as the two yachts compete. Box lunches will be served on board. Life preservers and rain gear is provided.

Schooner Harbor Cruise

3:00pm – 4:30pm • \$32.00 • *Includes boat, professional captain & crew, beverages, tax & gratuity.*

Step aboard the 72' schooner, Madeleine, for a 90-minute narrated harbor tour. Relax on this Bermuda rig schooner and take in the wonderful views of Newport Harbor and Narragansett Bay as you learn more about Newport, "City by the Sea."