



2015 FISA ANNUAL CONFERENCE

**KICK IT UP!**

OCTOBER 10-13, 2015  
OMNI BARTON CREEK RESORT & SPA  
AUSTIN, TX



EDUCATION · NETWORKING · LEARNING

# FISA 2015 ANNUAL CONFERENCE

## WELCOME

*It is with excitement that I invite you to Kick it Up and join my wife, Lisa, and me for the 2015 FISA Annual Conference in Austin, Texas. Omni Barton Creek Resort & Spa on the outskirts of Austin is our host. Austin offers a very active nightlife scene that is sure to suit every interest, and FISA will provide transportation into town after our cocktail receptions on Saturday and Sunday nights.*

*In this fast-paced world of ours, technology is putting information at our fingertips, and our challenge is to be ready for not just the customer demands of today but those of the near future. Our program this year will look at building a winning team; what universities are doing to prepare students of today for the workforce tomorrow; the role of healthy lifestyles in the workforce; and how to better measure the metrics of current and potential employees to ensure they will be successful within your organization. It's all about relevance, relationships, and responsibility.*

*FISA too is keeping up with the changes of technology, and this year we will be utilizing an online registration for your convenience. Back for its second year will be the FISA App to keep you connected throughout the conference.*

*If you are considering membership in our organization, please do not hesitate to contact FISA at 336-274-6311. If you are coming for the first time, you will experience a warm welcome.*

*FISA invites you and your guest to come network, to learn, and to enjoy the vibrancy of Austin, TX.*

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2015 Conference Chairman

## ABOUT OMNI BARTON CREEK RESORT & SPA

An award winning Resort, Omni Barton Creek Resort & Spa is located on 4,000 acres in the Texas Hill Country. Rolling hills, scenic woodlands and a winding creek make the surrounding area a restful place to relax only minutes from downtown Austin. Known for its four championship golf courses, the Resort also boasts an 11,000 square foot state-of-the-art fitness center and the outstanding Three Springs Spa. Within the hotel, several dining options and two different bars are the perfect places to meet and network with fellow attendees.

### BOOTS 'N BARBECUE AT THE ROCK HOUSE

Only a short distance from the hotel and on Resort property, the Rock House offers a unique outdoor venue for our Monday night dinner. Wear your jeans and kick back to relax to the music of Tracie Lynn while you feast on a Texas style Barbecue with all the trimmings. Show off your two-step moves or just enjoy the casual atmosphere in this rustic setting along a winding creek in the Hill Country.

## ABOUT AUSTIN

Austin is big, brash, and one of the fastest growing cities in the US. A city of more than 840,000 in the Hill Country of central Texas, it's the state capital and home to UT. That campus alone encompasses 40 acres in the center of town and serves 50,000 students. Energetic, vibrant, diverse, weird – pick an adjective to describe Austin, and you'll be right. It's billed as the "Live Music Capital of the World"

## 2015 FISA ANNUAL CONFERENCE AGENDA

### FRIDAY, OCTOBER 9

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

### SATURDAY, OCTOBER 10

- 8:00 am Golf Tournament
- 9:30 – 4:00 pm Austin Highlights Tour
- 5:00 – 6:00 pm First-Timer's Meeting
- 6:00 – 7:30 pm Cocktail Reception/Dinner on your own

### SUNDAY, OCTOBER 11

- 7:30 – 8:30 am Yoga
- 7:30 – 8:15 am Breakfast & Program
- 8:30 – 10:00 am *The Champion's Code – Ross Bernstein*
- 8:45 – 10:00 am Spouse/Guest Breakfast
- 10:15 – 12:00 *From Ordinary to EXTRAordinary – Mel Kleiman*
- 10:30 – 12:00 Pitch 'n Putt Golf Clinic
- 12:30 – 4:30 pm Austin Highlights Tour
- 12:30 – 4:30 pm Sporting Clays
- 12:30 – 4:30 pm Circuit of the Americas Tour
- 2:00 – 4:00 pm Kick It Up Challenge
- 6:00 – 7:30 pm Cocktail Reception/Dinner on your own

### MONDAY, OCTOBER 12

- 7:30 – 8:30 am Yoga
- 7:30 – 8:15 am Breakfast & Program
- 8:30 – 10:30 am *Directing the Sales Force of the Future – Norm Clark*
- 9:00 – 11:00 am Zentangle
- 10:45 – 12:00 *Take a L.I.F.E. Pill – Dr. Elaine Dembe*
- 12:30 – 4:30 pm Riverboat Cruise
- 12:30 – 4:30 pm Kayaking
- 12:30 – 4:30 pm Circuit of the Americas Tour
- 6:30 pm Cocktails & Dinner at Rock House

### TUESDAY, OCTOBER 13

- 7:30 – 8:30 am Breakfast & FISA Annual Meeting/ Everyone Invited
- 8:45 – 9:30 am Board of Directors Meeting
- 9:30 – 4:30 pm History & Charm (LBJ Ranch & Fredericksburg)



due to the large number of venues and also called "Silicon Hills" to reflect the many technology companies based there. Locals embrace the diversity, and you'll see the bumper stickers to "Keep Austin Weird." Food options are everywhere. Austin's restaurants are a feast for the mind and the palate ranging from high end destination restaurants to many excellent affordable restaurants.

## KICK IT UP!

### The Champion's Code: Life Lessons of Ethics and Accountability from the Sports World to the Business World – Ross Bernstein

In an engaging, provocative, and visually entertaining style, Ross will use inspirational stories and poignant life lessons from the world of sports to show attendees how to:

- Create a “culture of excellence” by giving extraordinary customer service.
- Be better leaders and create more “buy-in” by embracing change and failure.
- Evolve from “order takers” to “trusted partners by enhancing the quality of relationships.



*Ross Bernstein is an award-winning peak performance business speaker and the best-selling author of nearly 50 sports books. He has been featured on CNN, ESPN, Fox News, and “CBS This Morning” as well as the Wall Street Journal, New York Times and USA Today. In writing his books, he interviewed more than 500 professional athletes and coaches who were members of championship teams. He concluded the same metrics and characteristics that were common among champions in sports were also common in peak performers in business.*

### From Ordinary to EXTRAordinary – Mel Kleiman

In this hyper competitive world, every company must learn how to attract, hire and retain EXTRAordinary employees. In this engaging session filled with take-home information you will learn:

- The #1 most overlooked source of great, proven employees
- The five key questions to ask before you hire anyone
- The #1 way to reduce turnover by 20% without spending any money



*Mel Kleiman is an internationally recognized expert, speaker, consultant, pragmatic businessman and author of strategies for hiring and retaining great employees and the people who manage them. He is one of only 650 speakers world-wide to have earned the prestigious Certified Speaking Professional designation and is the president of Humetrics, a developer of recruiting, selection and retention systems and tools. He has written five books and publishes a regular blog. His common sense expertise is based on his experience as the former owner of three different businesses, including the largest group of Hertz Rent-A-Car franchises in the U.S.*

### REGISTRATION INCLUDES

- All Meeting Materials
- Three Breakfasts & Receptions
- Monday Evening Cocktails/Dinner
- One Spouse Breakfast
- Transportation into Austin Saturday & Sunday evenings
- Complimentary Yoga Classes

### TRANSPORTATION

The Austin-Bergstrom International Airport is 17 miles and about a 30 minute drive from the Resort. The Omni Barton Creek Resort offers shuttle service at \$47 per person each way. To schedule, call 512-329-4535 in advance.

### Directing Your Sales Force into the Future – Norm Clark

Get the answers for how to position your sales force in the future in this interactive presentation. Learn how to differentiate yourself from the competition by using these three tools:

- The **Customer Stratification** tool to identify the 10% of your customers providing 80% of your net profit
- The **Value Proposition** tool to help answer the question “Why should I do business with you?”
- The **Market Segmentation** tool to break markets into macro and micro segments to target for maximum growth and profitability.



*Norm Clark is a senior lecturer in the Industrial Distribution faculty in the Dwight Look College of Engineering at Texas A&M University. He also is Associate Director of the Thomas and Joan Read Center and responsible for developing, marketing and delivering professional development programs to distributors and manufacturers globally. He has taught sales and sales management courses in the business schools at both Texas A&M and the University of Houston. Having worked in industry, he formerly was director of sales for a Houston-based consulting firm. His combination of industry and academic experience gives him a unique perspective on how to structure an effective sales force.*

### Take a L.I.F.E. Pill! And You Won't Need to Call Me in the Morning – Dr. Elaine Dembe

“Work-life balance is a myth,” says the L.I.F.E. Doctor. It is time to banish the guilt and start living a life of intense passion, inspired focus and unbridled joy.” You will learn practical strategies to enhance your life through:

- **Love:** Connectedness via healthy relationships, empathy, mentoring and touch
- **Inner-being:** Consciousness via joy, courage, personal growth and learning
- **Fitness:** Mind-body wellness via strength, active living and brain fitness
- **Energy:** Vitality via nutrition, engagement in work and career, and optimism



*Dr. Elaine Dembe is a celebrated chiropractor and longevity specialist in private practice in Toronto, Canada for 37 years. She also is a sought-after keynote speaker, media personality and author of two best-selling books: *Passionate Longevity – The 10 Secrets to Growing Younger* and *Use the Good Dishes – Finding Joy in Everyday Life*. A former Canadian-ranked marathon runner she is an enthusiastic adventure hiker who has hiked famous peaks on several continents including Mount Kilimanjaro in Africa.*

### THINGS TO KNOW

Dress in comfortable resort attire. Collared shirts for the men and slacks or skirts for the ladies would be appropriate. Monday night's dinner is very casual – jeans and boots would be great. Weather permitting receptions will be outdoors so pack accordingly. Temperatures in October average 82 degrees in the day and 61 degrees in the evenings.

# 2015 CONFERENCE ACTIVITIES

## SATURDAY, OCTOBER 10

### FISA Golf Tournament

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



The FISA scramble format tournament will be played on the Crenshaw Cliffside Course at Barton Creek Resort, designed by architects Ben Crenshaw and partner, Bill Coore. The course is focused on the natural terrain and beauty of the hill country. Forgiving for the novice, it is still challenging for the seasoned golfer.

### Austin Highlights Tour

9:30 am-4:00 pm • \$95.00 • *Includes transportation, lunch, guide, all admissions, tax & gratuity*

Discover the vibrancy and uniqueness of Austin — the capital of Texas, home to the University of Texas, as well as a world renowned music scene and one of the fastest growing technological cities in the country. You will tour the Texas State Capitol, the LBJ Presidential Library and Museum and enjoy lunch at the Carillon Restaurant in the AT&T Conference Center.

## SUNDAY, OCTOBER 11

### Yoga

7:30-8:30 am • *No charge*

Start your day with this complimentary yoga class. Depending on the weather, the session will either be in the fitness center or outside in a beautiful venue.

### Pitch 'n Putt Clinic

10:30-12:00 pm • \$45 • *Includes instruction, all equipment, tax & gratuity.*

Refine your short game in this fun clinic with a pro who will demonstrate and coach you in pitching, sand shots and putting.

### Austin Highlights Tour

12:30-4:30 pm • \$75.00 • *Includes transportation, box lunch, guide, admissions, tax & gratuity.*

See description listed under Saturday tour.

### Sporting Clays

12:30-4:30 pm • \$176.00 • *Includes transportation, lunch, ammunition, tax & gratuity.*

Capitol City Trap & Skeet Club is about a 30-minute drive from the Resort and is located in the rolling hills overlooking Walter E. Long Lake. If you enjoy sporting clays, or want to see what the fastest growing shooting sport in America is all about, you won't want to miss this opportunity.

### Circuit of the Americas Tour

12:30-4:30 pm • \$75.00 • *Includes transportation, box lunch, guided tour, tax & gratuity.*

Circuit of The Americas (CoTA) is host of the Formula One United States Grand Prix. Built around a state-of-the-art 3.4-mile circuit track, the facility is designed for any and all classes of racing – from motor power, to human power. The tour includes a tour of the tower, track (outer loop), garages and main grandstand.

### Kick It Up Challenge

2:00-4:00 pm • \$50.00 • *Includes margaritas, salsa, prizes, dance instructor, tax & gratuity.*



Participants will be divided into teams for the salsa/margarita challenge. Teams choose from an array of ingredients to create their winning recipes which judges will taste and award prizes. When not taste-testing their creations, participants can kick up their heels with a dance instructor teaching line dancing and Texas two-step for a fun afternoon of socializing.

## MONDAY, OCTOBER 12

### Yoga

7:30-8:30 am • *No Charge*

### Zentangle

9:00-11:00 am • \$35.00 • *Includes instruction, all supplies.*



Looking for a simple way to express your creativity, enhance your focus and reduce stress? The Zentangle® Method is a fun, relaxing and easy to learn way to create beautiful images by drawing structured patterns. It was created by Rick Roberts and Maria Thomas. In this two-hour workshop, Lauryn Eldon, a FISA member and a Certified Zentangle Teacher, will show you how to create intricate designs using

simple strokes. Discover the joy and focus of putting pen to paper. Anyone can learn this meditative art form; no artistic experience is needed. A supply kit will be included with all materials needed to continue your practice.

### Riverboat Cruise

12:30-4:30 pm • \$90.00 • *Includes transportation, private use of riverboat, lunch, tax & gratuity.*

As the longest running riverboat operation in Texas, this riverboat provides a party venue as unique as Austin itself. Relax on this hand-built authentic stern-wheeler designed with entertaining in mind. The riverboat's upper deck is the place to be to enjoy the scenery along Lake Austin, a beautiful waterway lined with green shores, stately limestone cliffs and beautiful homes. A fajita luncheon will be catered by the Hula Hut, a favorite restaurant of the locals.

### Kayaking

12:30-4:30 pm • \$90.00 • *Includes transportation, all equipment, guide, box lunch, tax & gratuity.*



Austin is listed as one of the Top 10 urban kayaking places in the country. Your guide will give you a narrated kayak tour of Lady Bird Lake, one of the scenic spots in Austin. You'll see some of Austin's most popular sites, hear some local history and facts, and learn about the famous Congress Avenue bridge bats that reside in Austin from March until October.

### Circuit of the Americas Tour

12:30-4:30 pm • \$75.00 • *Includes transportation, box lunch, guided tour, tax & gratuity.*

See description listed under Sunday tour.

## TUESDAY, OCTOBER 13

### History & Charm (LBJ Ranch & Fredericksburg)

9:30 am-4:30 pm • \$105.00 • *Includes transportation, admission to LBJ Ranch, lunch, tax & gratuity.*



Relax and enjoy the picturesque Texas Hill Country as we drive about 90 minutes to the homeland of President Lyndon B. Johnson. The ranch is now LBJ National Historical Park and you will see the President's birthplace, the Johnson family cemetery, and the Johnson's ranch house known as the Texas White House. Lunch will

be in a garden environment at the Farm House Bistro. After lunch, you will have a couple of hours to explore the shops and boutiques in Fredericksburg, a quaint town with a German heritage, which is also home to the National Museum of the Pacific War and the Admiral Nimitz Museum.