



2016 FISA ANNUAL CONFERENCE

# FACING THE FUTURE

SEPTEMBER 17-20, 2016  
SUN VALLEY RESORT › SUN VALLEY, IDAHO



NETWORKING › EDUCATION › CONNECTING

# FISA 2016 ANNUAL CONFERENCE

## WELCOME



*It is with great honor and privilege that I invite you to join my wife, Jennifer, and me for the 2016 FISA Annual Conference in Sun Valley, Idaho. This year's conference is located in what is considered to be a truly magical place. Located just north of Ketchum, Sun Valley Resort, which opened its doors in 1936, offers a wide variety of activities and breath taking views.*

*As times have changed, so have the needs of our membership. This year's program is designed around those changing needs. We will be looking at the economy and what lies ahead; what forces are changing the current business model; the Food Safety Modernization Act and how it will be affecting the end users; how the digital economy is changing the way distributors need to operate in order to be successful; and how the leadership of today needs to develop to be successful tomorrow.*

*FISA, at its roots, is an organization that focuses on promoting the distribution channel and strengthening relationships by bringing together the business leaders and key personnel of this industry. This program is not only informative but designed around offering ample, highly rewarding networking opportunities. If coming for the first time, be prepared to be welcomed and quickly become part of the group.*

*Based on last year's positive feedback, FISA will again be offering online registration for your convenience. The FISA App will also be available to help you keep connected throughout the conference and numerous networking activities.*

*This year's event will prove to be informative, energizing, and fun. So come say hello to old friends or develop some new relationships. We look forward to seeing you!*

*Chris Zoprast*

*Andron Stainless Corporation  
2016 Conference Chairman*

## REGISTRATION INCLUDES

- All Meeting Materials
- Three Breakfasts & Receptions
- Monday Evening Cocktails/Dinner
- One Guest Breakfast

## TRANSPORTATION

Sun Valley is served by Hailey's Friedman Memorial Airport (SUN) which is 14 miles from the Resort. Transportation from there to the Resort is complimentary for Resort guests. Boise, ID is about a two and a half hour drive and shuttle and van service is available by contacting Sun Valley Express at 800-622-8267.



## 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 at River Run Lodge is also casual; no dressy clothes needed. Temperature in September is around 70 in the day and drops to mid 40's in the evenings. Weather permitting, receptions will be outdoors so dress accordingly.

## 2016 FISA ANNUAL CONFERENCE AGENDA

### FRIDAY, SEPTEMBER 16

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

### SATURDAY, SEPTEMBER 17

- 7:00 – 5:00 pm Drift Fishing
- 10:00 am FISA Golf Tournament
- 10:00 – 2:00 pm Ketchum Overview Tour
- 1:30 – 4:30 pm Proctor Mountain Hike
- 2:30 – 4:30 pm Wheels & Wine Bike Tour
- 2:30 – 4:30 pm Trail Ride
- 4:00 – 5:00 pm Casting Clinic
- 5:00 – 6:00 pm First-Timer's Meeting
- 6:00 – 7:30 pm Cocktail Reception/Dinner on your own

### SUNDAY, SEPTEMBER 18

- 7:30 – 8:15 am Breakfast & Program
- 8:30 – 9:45 am Spouse/Guest Breakfast
- 8:30 – 10:00 am *The Economic Road Ahead* - Brian Beaulieu
- 10:00 – 11:00 am Ice Skating
- 10:15 – 11:00 am *The Confluence of Forces Changing Our Business Model* – Bob Weidner
- 11:00 – 12:00 pm *Calibrate Your Customer Service With FSMA* – Kimberly Bukowski
- 12:30 – 4:30 pm Fly Fishing
- 12:30 – 4:30 pm Sporting Clays
- 1:00 – 3:00 pm NFL Networking Tailgate Party
- 1:30 – 3:30 pm Corral Creek Mountain Biking
- 1:30 – 4:30 pm Proctor Mountain Hike
- 2:30 – 4:30 pm Wheels & Wine Bike Tour
- 6:00 – 7:30 pm Cocktail Reception/Dinner on your own

### MONDAY, SEPTEMBER 19

- 7:30 – 8:15 am Breakfast & Program
- 8:30 – 10:15 am *Playing the Game to Win: Emerging Distributor Best Practices for the Digital Economy* - Mike Marks
- 10:00 – 11:30 am White Clouds Hike
- 10:30 – 12:00 pm *Leading in the 21st Century: Powerful, Battle-Tested Strategies that Create Winning Organizations* – Colonel (Retired) Joe DeAntono
- 12:30 – 4:30 pm Fly Fishing
- 1:30 – 4:30 pm Proctor Mountain Hike
- 1:30 – 3:30 pm Corral Creek Mountain Biking
- 2:30 – 4:30 pm Wheels & Wine Bike Tour
- 2:30 – 4:30 pm Trail Ride
- 6:30 pm Cocktails/Dinner at River Run

### TUESDAY, SEPTEMBER 20

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

## ABOUT SUN VALLEY RESORT

The Sun Valley Resort first welcomed visitors in 1936. Originally, opened as a ski resort, Sun Valley has become a popular year-round destination. A total remodeling of the Lodge was completed in 2015 and a new 20,000 square foot destination spa was added. The Lodge has 108 rooms and the nearby Inn has 109 rooms. The Resort is nestled in the mountains and is a walk-around village complete with shops, golf, tennis, horseback riding, sporting clays, bowling and a year-round ice skating rink. Within the Resort, several dining options and two different bars are the perfect place to meet and network with fellow attendees. The colorful town of Ketchum is less than a mile away offering multiple dining options.



## The Economic Road Ahead – Brian Beaulieu

Mixed trends in the first half of 2016, domestically and globally, have created uncertainty about what lies ahead for 2017 and 2018. The trends are changing and the rate of growth in our industry is changing along with the external economic forces. The US consumer remains the undisputed king of economic swing. Therefore, we will take a look at what is happening for them and what it means for us and the rest of the world. Along the road we will look at interest rates, capital markets, and what, if any, signs there may be regarding the next recession.



*One of the country's most informed economists, Brian Beaulieu has served as CEO of ITR Economics™ since 1987 where he researches the use of business cycle analysis and economic forecasts to increase profitability. ITR Economics has a long-term 94.7% accuracy rating. Brian has been providing workshops and economic analysis seminars in seven countries to thousands of business owners and executives for the last 31 years. He is co-author of Prosperity in the Age of Decline, a powerful look at how to make the most of the US and global trends over the next 20 years and he co-authored Make Your Move, a practical and insightful guide on increasing profits.*

## The Confluence of Forces Changing Our Business Model – Bob Weidner

The confluence of forces is fundamentally disrupting manufacturing and the industrial metals supply chain. Globalization, consolidation, technology, changing demographics, and increased government intervention are driving structural changes in supply chains. Critical thinking and innovation are potential recipes for success that all businesses must contemplate. The industrial metals supply chain of tomorrow will undoubtedly be different than today.



*Bob Weidner is President and CEO of the Metals Service Center Institute (MSCII), a \$10 million, century-old trade association representing producers and distributors of aluminum, carbon and stainless steel. Prior to joining MSCII, he was a seasoned business executive with corporate turnaround experience in manufacturing, metals and food distribution. Bob is a past chair of the National Association of Wholesaler-Distributors (NAW) Association Executive Council and past chair of the National Association of Manufacturers (NAM) Council of Manufacturing Associations. In 2014, he was awarded the prestigious Council's Leadership Award for extraordinary leadership in advocating on behalf of U.S. manufacturing.*

## Calibrate Your Customer Service with FSMA – Kimberly Bukowski

Implementation of the Food Safety Modernization Act (FSMA) means changes for FISA end-user customers. Processors are currently preparing a Food Safety Plan within each facility where validated procedures and process controls will be documented for traceability and validation. Many of these changes include Systems and Equipment upgrades, seen as an opportunity for FISA Manufacturers and



Distributors alike. In this presentation, Kimberly Bukowski will discuss requirements for processing plants to meet the preventive controls for human food regulations, with an emphasis on how to best assist these customers.

*Kimberly Bukowski is part of the Dairy Food Science Extension team at Cornell University where she*

*provides leadership for the Dairy Foods Certificate Program, including program oversight, marketing, and development. Kim also provides Global Food Safety Initiative (GFSI) consulting and training to the industry. She is a certified Safe Quality Foods (SQF) auditor and trainer. Recently she became a lead instructor for FSPCA Preventive Controls. Kim's career in the dairy food industry includes working in dairy quality and processing, plant management, brand development, and building a facility to manufacture and sell ice cream.*

## Playing the Game to Win: Emerging Distributor Best Practices for the Digital Economy – Mike Marks

Not only won't the genie go back in the bottle, he has left the building. The B2B market has already past the tipping point and old school lifestyle distributors will fade away. This session is a hard look at what is next. Distribution as an industry is prospering and entering what will probably be a ten year renaissance. FISA distributors add significant value to the channel but the means of getting paid for value provided has changed. This session shares what many distributors have already started to implement. This includes multi-channel market strategies, unbundling services from gross margin on products, re-bundling to increase switching costs, and utilizing digital tools to improve customer intimacy. It is not about selling stuff on the web. Manufacturers will get a high level look into recent changes in regulatory practices and legislative changes with respect to resale price agreements.



*Mike Marks co-founded the Indian River Consulting Group in 1987. He began his consulting practice after working in distribution management for more than 20 years. Over the years, his narrow focus in B2B channel-driven markets has created a variety of executive relationships in many different areas. He has served multiple terms as a Research Fellow with the National Association of Wholesaler Distributors (NAW), is permanent faculty at Purdue University's University of Innovation Distribution and for eight years has been Graduate Adjunct Faculty in the Industrial Distribution Department at Texas A&M.*

## Leading in the 21st Century: Powerful, Battle-Tested Strategies that Create Winning Organizations – Colonel (Retired) Joe DeAntona

Maximizing the potential of the new generation workforce requires a contemporary, yet fundamentally grounded, leader who promotes and inspires excellence. This fast-paced, interactive session will lay the foundation for you to:

- Define and recognize key qualities of your highest potential leaders.
- “Grow” leaders with an optimized leader development program.
- Continue to be an effective leader as your organization gets larger.



*Colonel (Retired) Joe DeAntona is an award-winning leader, dynamic speaker, consultant, and active community servant. He owns a successful leader development and consulting company – The DeAntona Group, advises the U.S. Military on strategic matters in the Middle East, serves on the board of advisors for a non-profit, at-risk youth program, and speaks regularly on leadership and ethics. His development as a leader began at West Point and continued over a 30-year career of highly decorated service that included four combat deployments. His caring, no-nonsense approach to leadership combined with his signature charisma gives him an unforgettable presence that will surely inspire you toward excellence.*

# 2016 FISA CONFERENCE ACTIVITIES

**PLEASE NOTE:** When you see a number in parentheses after an activity, that number is the maximum capacity for that particular activity on that day. You have the option of the same activity offered on multiple days to accommodate everyone. The description is the same for each day.

## SATURDAY, SEPTEMBER 17

### DRIFT FISHING

7am-5pm • \$326.00 • Includes guide, transportation, license, lunch, flies and gratuity • (6) • Rentals are \$40 for rod and reel, boots and waders (if needed).

Saturday's float trips will be for six people, two to a boat on the Main Salmon River. Participants will be fishing for Rainbow and Cutthroat trout. Drive time to where the float trip starts will be about 1 hour, 15 minutes.



### FISA GOLF TOURNAMENT

10am • \$140.00 • Includes green fees, cart, box lunch, tax & gratuity.

The FISA scramble format tournament will be played on Sun Valley's signature course, Trail Creek, providing a challenging round of golf for every level of player. Sun Valley's golf course was most recently

recognized by *Golf Digest* as one of the top 75 resort courses in North America. Robert Trent Jones Jr. designed this traditional alpine course in 1980 with a full complement of stream carries and ominous bunkers well positioned to catch the errant shot.

### KETCHUM OVERVIEW TOUR

10am-2pm • \$60.00 • Includes transportation, guide, lunch, tax & gratuity • (33)

In this guided tour, led by the former City Administrator and his wife, Manager of the Chamber of Commerce, you will learn about Ketchum, Idaho and its legacy of mining and sheep herding. Hear anecdotes about some of the colorful townspeople and famous people who called Ketchum home including Ernest Hemingway. In 1936, the Union Pacific Railroad came to town attracting passengers to a destination ski resort called Sun Valley.



### PROCTOR MOUNTAIN HIKE

1:30pm-4:30pm • \$53.00 • Includes guide, tax & gratuity • (12)

Enjoy aspen groves and Basque sheep herder engravings from the past on this thigh burning hike. View the picturesque first chairlift in North America. Beautiful views are to be had on this favorite local's hike. The hike is

rated moderate to advanced with an elevation gain of 1000 feet.

### WHEELS & WINE BIKE TOUR

2:30pm-4:30pm • \$55.00 • Includes guide, bike rental, wine, tax & gratuity • (20)

A casual, easy ride around Sun Valley on comfort bikes, this tour gives you a great overview of the Resort – including a stop at the Hemingway Memorial. Conclude the tour with the perfect ending – a wine tasting.



### TRAIL RIDE

2:30pm-4:30pm • \$66.00 • Includes guide, tax and gratuity • (10)

Some landscapes were made to be explored on horseback and Sun Valley is one of those places. Enjoy the views as you ride along the trail on Dollar Mountain.

### CASTING CLINIC

4pm-5pm • \$25.00 • Includes instruction, equipment, tax & gratuity (30)

For those new to fly fishing, join the certified casting instructors from Silver Creek Outfitters for a hands-on demonstration of how to cast. This is a must for the inexperienced angler if you are planning to fish on Sunday or Monday. Silver Creek Outfitters is the only fishing outfitter in Sun Valley with casting instructors certified by the International Federation of Fly Fishers.

## SUNDAY, SEPTEMBER 18

### ICE SKATING

10am-11am • \$21.00 • Includes skates, instruction, tax & gratuity

Join FISA member and professional skating coach, June Clark, for a fun-filled hour on the ice – no experience needed. June has been teaching for 42

years and has experience with teaching all ages – from two-year-olds up to skaters in their 80's.



### FLY FISHING

12:30-4:30 • \$255.00 • Includes transportation, lunch, rental of all equipment, Idaho fishing license, tax & gratuity • (15)

Participants will be fishing for Rainbow or Brown Trout on the Bigwood River which is a short drive from the Resort.

### SPORTING CLAYS

12:30pm-4:30pm • \$140.00 • Includes transportation, lunch, 100 targets, ammunition, firearm rental, tax & gratuity

Hurtig Shooting Center is approximately six miles from the Resort, located just north of Hailey in Ohio Gulch. This year's event will include one round of 5 stand for 25 targets and a 75 round sporting clays event. Don't miss out on the fastest growing shooting sport in America.



### CORRAL CREEK MOUNTAIN BIKING

1:30pm-3:30pm • \$87.00 • Includes, guide, bike rental, tax & gratuity • (12)

The out-and-back Corral Creek trail winds through open sage benches, crosses the 2007 Trail Creek burn and traverses through dense forest to Uncle John's Gulch. It's a fun and fast bike ride of about

seven miles and if time permits, a White Cloud loop can be added for more miles and more vertical. Intermediate Level Biking.

### PROCTOR MOUNTAIN HIKE

1:30pm-4:30pm • \$53.00 • Includes guide, tax & gratuity • (12)

### TRAIL RIDE

2:30pm-4:30pm • \$66.00 • Includes guide, tax and gratuity • (10)

### WHEELS & WINE BIKE TOUR

2:30pm-4:30pm • \$55.00 • Includes guide, bike rental, wine, tax & gratuity • (20)

### FOOTBALL/NETWORKING TAILGATE PARTY

1pm-3pm • \$60.00 • Includes food, keg beer, big screens, tax & gratuity

Come cheer for your favorite NFL team on the big screen (at press time for this brochure, the NFL fall schedule is not available but we're hoping for the Packers) Enjoy a casual setting and networking with other FISA members. No matter who wins, you'll win with a menu of chicken wings, brats, crispy Idaho potato skins, dips and desserts.

## MONDAY, SEPTEMBER 19

### WHITE CLOUDS HIKE

10am-11:30am • \$53.00 • Includes guide, tax & gratuity • (12)

The White Clouds loop is a short series of switchbacks guiding you to the perimeter of Sun Valley's White Cloud golf course where you'll catch your first glimpse of the Ketchum landscape. You'll find an array of varying views as the trail continues to trace the bluff with perspectives up towards the north Valley, Trail Creek and Elkhorn. The home stretch is along the paved path north of the Resort. The hike is rated easy to moderate.

### FLY FISHING

12:30pm-4:30pm • \$255.00 • Includes transportation, one guide for every two people, lunch, rental of all equipment, Idaho fishing license, tax & gratuity • (15)

### PROCTOR MOUNTAIN HIKE

1:30pm-4:30pm • \$53.00 • Includes guide, tax & gratuity • (12)

### CORRAL CREEK MOUNTAIN BIKING

1:30pm-3:30pm • \$87.00 • Includes, guide, bike rental, tax & gratuity • (12)

### WHEELS & WINE BIKE TOUR

2:30pm-4:30pm • \$55.00 • Includes guide, bike rental, wine, tax & gratuity • (20)

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