



2017 FISA ANNUAL CONFERENCE

GET IN TUNE WITH THE FUTURE

OCTOBER 14-17, 2017
NASHVILLE DOWNTOWN HILTON
NASHVILLE, TN



NETWORKING › EDUCATION › CONNECTING

FISA 2017 ANNUAL CONFERENCE

WELCOME



It is with much excitement that I invite you to join my wife, Wendi, and me at the 2017 FISA Annual Conference in the Music City – Nashville, TN. You will be treated to warm Southern Hospitality at the Hilton Nashville Downtown, our host for this year's conference. The Hilton is located in the heart of downtown offering convenient access to a variety of activities, many within easy walking distance from the hotel.

*In our industry's continuously evolving landscape, the ability to understand and adapt to change is the key to future success. It was with that in mind and with input from our FISA members that our Conference, *Get in Tune with the Future*, was designed. Our program this year will take a look at the economic and cultural issues facing our industry and how they impact sanitary processing and manufacturing in North America; will define current trends in hygienic design and equipment certification; will educate you on maintaining profitability through value-added selling; and will discuss leadership development that will allow you to confidently direct your organization into the future. Additionally, FISA will be sponsoring a LinkedIn workshop for those looking to utilize this valuable resource.*

I encourage you to bring your spouse or guest along to experience all that FISA and the vibrant city of Nashville have to offer. The conference is a great place for those considering membership in our organization to find out more about FISA in a great atmosphere. Join us to gain valuable insight into topics that will help drive your future success, re-acquaint with old friends, develop new relationships and experience all the education and networking opportunities FISA has to offer.

This year's conference promises to not only be beneficial to your business, but also an entertaining time in the home of Country Music. I look forward to welcoming you in Nashville!

Chad Hawkins, SPX FLOW, Inc.
2017 Conference Chairman

REGISTRATION INCLUDES

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



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 Acme Feed & Seed is also casual; no dressy clothes needed. Nashville temperature in October is around 71° in the day and drops to an average of 48° in the evenings.

TRANSPORTATION

Parking at the hotel is \$32 per night plus tax. Uber is widely available and an estimated Uber charge from the Nashville International Airport is \$18.00.

2017 FISA ANNUAL CONFERENCE AGENDA

FRIDAY, OCTOBER 13

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

SATURDAY, OCTOBER 14

8:00 am FISA Golf Tournament
10:00 am – 3:30 pm Nashville City Tour
5:00 pm – 6:00 pm First-Timer's Meeting
6:00 pm – 7:30 pm Cocktail Reception/Dinner on your own

SUNDAY, OCTOBER 15

7:30 am – 8:15 am Breakfast & Program
8:30 am – 9:45 am Spouse/Guest Breakfast
8:30 am – 10:00 am **What in the World is Going On? A Global Intelligence Briefing**
– Herb Meyer
10:15 am – 11:15 am **Year of the Rooster – Time to Wake Up!**
– Dr. Chris Kuehl
11:15 am – 12:00 pm **Current Trends and Training in Hygienic Design and Equipment Certifications**
– Dr. Mark Morgan
12:30 pm – 4:30 pm Shotgun Extravaganza
12:30 pm – 2:00 pm One-on-One Lunch with Herb Meyer
12:30 pm – 4:30 pm Cheekwood Tour
2:30 pm – 4:00 pm LinkedIn Workshop
6:00 pm – 7:30 pm Cocktail Reception/Dinner on your own

MONDAY, OCTOBER 16

7:30 am – 8:15 am Breakfast & Program
8:30 am – 10:00 am **Value Added Selling in Disruptive Times**
– Paul Reilly
10:00 am – 11:00 am Spouse/Guest Program
10:15 am – 12:00 pm **Leaders Are Not Born. They Are Made!**
– Randy Disharoon
12:30 pm – 4:30 pm Belle Meade/Winery Tour
12:30 pm – 4:30 pm Hiking at Percy Warner Park
6:30 pm Cocktails/Dinner at Acme Feed & Seed

TUESDAY, OCTOBER 17

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

NASHVILLE NOTES

- The Hilton Nashville Downtown is Nashville's only AAA 4-Diamond all-suite full service property.
- The Hilton is located only 15 minutes from Nashville International Airport and is in the heart of Music City – within walking distance of many great sites to explore on your own: the Country Music Hall of Fame, the Johnny Cash Museum and the George Jones Museum, to name a few.
- If you want to attend the Grand Ole Opry, book your ticket online for the 7:00 pm performance on Tuesday, October 17.



OCTOBER 14-17 • GET IN TUNE WITH THE FUTURE



What in the World is Going On? – Herb Meyer

President Trump and his national security team are starting to implement a new set of foreign economic policies whose impact on global business will be enormous. Now, it's more important than ever to understand the key trends in global politics and economics. What is "the war" really about and why has the Mideast been set on fire by so many revolutions and insurgencies? Will Russia become a serious threat to global peace and stability? We will hear about the national security, economic and even cultural issues dominating the news and what we might expect in coming years.

Herb Meyer served during the Reagan Administration as Special Assistant to the Director of the Central Intelligence Agency and Vice Chairman of the CIA's National Intelligence Council. 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 – a forecast for which he later received the U.S. National Distinguished Service Medal, which is the Intelligence Community's highest honor. A former associate editor of FORTUNE, he has authored several books and been a guest on leading television and radio talk shows.



Year of the Rooster – Time to Wake Up? – Dr. Chris Kuehl

Thus far, the year has been tumultuous to say the least. The trends that started in 2016 are accelerating in 2017, affecting interest rates, inflation and the value of the dollar. There is widespread enthusiasm with both consumers and the business community but much of this is in anticipation of what might be coming as far as regulatory reform, taxation and infrastructure development. Much has to happen before these become reality. Where are we and where might we be headed given what we know so far?

Dr. Chris Kuehl is a Managing Director of Armada Corporate Intelligence. He provides forecasts and strategic guidance for a wide variety of corporate clients and is chief economist for several national and international associations. Prior to starting Armada in 1999, he was a professor of economics and finance for 15 years. He holds advanced degrees in economics, Soviet studies and East Asian studies. He serves as economic analyst for the local NBC, Fox and ABC affiliates in Kansas City as well as CNN. He is the chief economist for several associations and also makes close to one hundred presentations each year to business and industry associations in the U.S. and overseas.



Current Trends and Training in Hygienic Design and Equipment Certifications – Dr. Mark Morgan

Find out how food trends are changing the requirements for operations, maintenance, and process design. Learn what gaps may exist in the supply chain and how distributors and manufacturers can better support their customers. Hear how trends such as an increased focus on validation and sanitary design is affecting the current curriculum for students.

Dr. Mark Morgan is a professor of food engineering, Director of the

European Hygienic Engineering and Design Group (EHEDG) Authorized Test Institute, and Head of the Department of Food Science at the University of Tennessee (UT) in Knoxville, TN. He joined UT in 2013 after 21 years at Purdue University. Mark is a professional engineer, a graduate of LEAD21, and a graduate of Purdue's Entrepreneurial Leadership Academy. He is an active member of the IFT and is the current chair of the Higher Education Review Board (HERB). He is a member of the EHEDG training subgroup and currently directs the only EHEDG authorized test institute in the U.S. for certifying the hygienic design of equipment according to EHEDG guidelines.



Value Added Selling in Disruptive Times – Paul Reilly

FISA members are experiencing pressures such as commoditization, online ordering, and integrated supply. How can you sell value in this tough environment? What if I told you that you can compete aggressively and outsell the competition while

maintaining your profitability? It is possible through Value-Added Selling, a customer-oriented philosophy focused on adding value, not cost; and selling value, not price. In this session, Paul Reilly will introduce you to Value-Added Selling and give you tools that demonstrate how and why this is a viable go-to-market strategy. You will learn to sell to the customer's needs, not against the competition.

Paul Reilly is the owner of Reilly Sales Training, a St. Louis-based privately owned company that specializes in training business-to-business sales professionals and sales managers. Paul earned his undergraduate degree in Business Marketing from the University of Missouri-Columbia and an MBA from Webster University. He started his sales career at an early age and formerly sold tools and fasteners for the Hilti organization gaining recognition in Hilti's three million dollar sales club. A frequent writer for Industrial Distribution Magazine, he is also a faculty member of the University of Innovative Distribution (UID).



Leaders are not Born. They are Built! – Randy Disharoon

General Patton declared, "Lead me, follow me, or get out of my way!" Designed for company Executives and Emerging Leaders, this highly interactive session introduces the four phases of leadership development – Build Within, Build Around, Build

Up and Build Out. Participants will leave empowered to develop the leader within, to recruit and retain the dream team, to communicate a compelling vision, to create the high performance culture, and to effectively pass the baton to the next generation of leaders.

Randy's extensive background in both distribution and manufacturing makes him uniquely qualified to address the issues in today's market environment. Randy holds a B.S. in Engineering and two master's degrees, including an MBA. At age 23, he was certified as a nuclear engineer. At 25, he was leading training courses for officers in the nuclear Navy. He was soon promoted to manager, overseeing the development of new courses for the Pentagon. He entered the private sector at 27 and immediately made an impact as Director of Operations with a distribution company, where his team increased overall profitability by 31%. From there, he moved into a technical sales role with an industrial manufacturer and was promoted to Vice President – Global Accounts, where his team recently posted sales of 22% above budget.

2017 FISA CONFERENCE ACTIVITIES

PLEASE NOTE: The number in parentheses after an activity is the maximum capacity for that activity.

SATURDAY, OCTOBER 14

FISA GOLF TOURNAMENT

8:00 am • \$160.00 • Includes transportation, continental breakfast, green fees, cart, buffet lunch, tax & gratuity



Enjoy a continental breakfast at the lovely Hermitage Golf Club before your 9:00 am start on the President's Reserve. The President's Reserve trails through 300 acres of natural Tennessee wetlands and along the banks of the beautiful Cumberland River.

Playing up to 7200 yards, The President's Reserve can offer any golfer as much challenge as one might desire, yet be a pleasurable golfing experience for even the occasional golfer. The President's Reserve has been recognized by Golf Digest Magazine as one of the TOP 10 in TENNESSEE and you might even get to see the sheep who frequently roam the course.

NASHVILLE CITY TOUR

10:00 am – 3:30 pm • \$142.00 • Includes transportation, guide, admission to Ryman Auditorium, admission to the Parthenon, lunch at the Wildhorse Saloon, tax & gratuity • (54)



Explore Music City and enjoy the sights and sounds of this great city. You'll learn all about Tennessee's state capital and how it has become one of the most popular meeting destinations in the country. The tour includes admission to Ryman Auditorium, the home of country music,

and the Parthenon where you will have self-guided tours in both places. Lunch will be traditional Southern cuisine and music at one of the most popular "honky tonks", the Wildhorse Saloon. You can't leave without trying the world-famous fried pickles.

SUNDAY, OCTOBER 15

SHOTGUN EXTRAVAGANZA

12:30 pm • \$160.00 • Includes transportation, lunch, 100 targets, ammunition, tax & gratuity



Only minutes from downtown, The Nashville Gun Club (NGC) is Nashville's Premier Five Star Shotgun Shooting facility sitting on the banks of the Cumberland River. They are the only shooting facility East of the Mississippi that is 100% handicap accessible. Established in 1876, NGC has a history and legacy and

is always striving to offer the newest technologies for today's avid shooter. Once again, this year we want to do a variety of shooting events including sporting clays, trap, and 5-stand.

DEFINING ART & NATURE AT CHEEKWOOD

12:30 pm – 4:30 pm • \$134.00 • Includes transportation, guide, lunch in Pineapple Room Restaurant, tour of Cheekwood Botanical Garden & Museum of Art, tax & gratuity • (24)



Cheekwood Botanical Garden & Museum is an opulent 1920's mansion set among fifty five acres of botanical gardens, lawns and fountains. The former home of the family who brought us Maxwell House coffee, the estate includes a limestone man-

sion and extensive formal gardens inspired by the grand English manors of the 18th century. The museum houses three floors of 19th and 20th century American art as well as major traveling art exhibitions.

ONE-ON-ONE WITH HERB MEYER

12:30 pm – 1:45 pm • \$50.00 • (18)

Join speaker, Herb Meyer, for lunch and the rare opportunity to talk informally with him about his intelligence briefing on What in the World is Going On? Ask your specific questions in a casual setting and delve into the issues that interest you.

LINKEDIN WORKSHOP FOR BEGINNERS

2:30 pm – 4:00 pm • \$45.00 • (12)

If you've been wanting to know more about LinkedIn and learn how to create your profile, here's your chance. FISA member, Chris LoPresti, will lead a 90 minute workshop on the fundamentals of LinkedIn and reasons you should participate. You will hear an overview of the dropdown menus at the top of the screen, learn about groups and company pages and why more than 467 million people use LinkedIn as a professional business network. Best of all, you will leave the session with your own profile. In order to create your profile, please bring:

- A laptop computer
- A digital copy of your resume
- A professional-looking photo of yourself (ideally a headshot)

NFL/NETWORKING

(Time and place to be announced)

Check the FISA Conference app for a last-minute update on locations where FISA members are gathering to watch afternoon football.

MONDAY, OCTOBER 16

EXPERIENCE BELLE MEADE

12:30 – 4:30 pm • \$120.00 • Includes transportation, lunch in carriage house of Belle Meade Plantation, admission and docent tour of Mansion, tasting at the Winery at Belle Meade Plantation, tax & gratuity • (54)



Belle Meade, known as "Queen of the Tennessee Plantations" is located in one of the most affluent areas of Nashville. This fully restored Greek Revival mansion was completed in 1853 with the addition of the veranda and the signature limestone columns, quarried from the property. The

grounds include a large carriage house, stable, log cabin, winery, and several other original buildings. You will enjoy a southern lunch in the carriage house of the Plantation, and the final stop of the tour will be a sampling of wines in the winery, a tradition started on the plantation in 1820.

HIKING AT PERCY WARNER PARK

12:30 – 4:30 pm • \$110.00 • Includes transportation, guide, lunch at Table 3 Restaurant, tax & gratuity • (25)



After a delicious lunch at Table 3 Restaurant and Market, enjoy autumn in Middle Tennessee with a hike through Percy Warner Park. The park is one of the most beautiful parks in the country with a variety of trails, equestrian trails, athletic fields and golf courses. The Mossy Ridge Trail is

a lovely 4.5 mile ridge loop with varied elevations which makes this guided hike one of moderate intensity.