



2026 FISA ANNUAL CONFERENCE

THRIVE FORWARD

SEPTEMBER 17-20, 2026
LANSDOWNE RESORT & SPA
LEESBURG, VA



NETWORKING · LEARNING · CONNECTING

FISA 2026 ANNUAL CONFERENCE

WELCOME



It is with great excitement that I invite you to join us at the 2026 FISA Annual Conference in historic Leesburg, Virginia. Just 30 miles from Washington, D.C., this year's gathering aligns with an extraordinary milestone, the 250th Anniversary of the United States, making it a truly special time to come together.

Our theme, "Strive Forward," is more than a message—it's a momentum builder. It reflects where we are as an industry and where we're headed. Surrounded by the legacy of our nation's past, this conference offers a unique opportunity to connect that history with the innovation and leadership shaping our future.

We've assembled an outstanding lineup of speakers designed to inspire, challenge, and equip you:

- Tim Tebow will kick off the conference with a special Thursday evening dinner keynote on *Motivating Leaders*, encouraging us to lead with purpose and resilience.
- Mary Kelly will present *FutureNomics*, offering a practical, data-driven outlook on the economic forces shaping our industry.
- Mike Massimino will share powerful insights on *Embracing Change*, drawing from his experiences as a NASA astronaut.
- Casey Brown will deliver *Fearless Pricing*, helping you rethink value and strengthen your business margins.
- Mike Foster will guide us through *Staying AI Safe*, providing timely strategies to protect your organization in an evolving digital landscape.

We're also introducing a new optional workshop with Mike Foster for those who want to dive deeper into cybersecurity as an added opportunity to bring actionable insights back to your organization.

Of course, what truly sets FISA apart are the connections created during the conference. From conversations between sessions, to time on the golf course and our networking social events, this conference is designed to strengthen relationships and spark new ideas. Our closing dinner on Saturday night will be a memorable celebration—honoring both our nation's milestone and the relationships that make this association so strong.

We encourage you to bring a spouse or guest to share in the experience, and if this is your first conference, you can expect a warm welcome from the moment you arrive. I look forward to personally meeting you at our First Timer's gathering.

This is your invitation to step away from the day-to-day, invest in your future, and be part of something meaningful. Join us in Leesburg as we celebrate, connect, and most importantly, Thrive Forward together.

I look forward to seeing you there.

Devon Vogel, Nelson-Jameson, Inc.

NEW THIS YEAR!

Thursday – Special Dinner featuring Tim Tebow
(Included in Registration)

Friday – Cyber Security Lunch featuring Mike Foster
(Registration Required)

CONFERENCE AGENDA

WEDNESDAY, SEPTEMBER 16

- 4:00pm – 5:00pm Conference Committee
- 5:00pm – 6:30pm Board of Directors Meeting
- 6:00pm – 8:00pm NextGen Event

THURSDAY, SEPTEMBER 17

- 10:30am – 4:00pm Washington, DC Highlights Tour
- 9:30am – 3:00pm FISA Golf Tournament
- 5:00pm – 6:00pm First-Timer's Meeting
- 6:00pm – 7:00pm Cocktail Reception
- 7:00pm – 9:00pm **Dinner with Tim Tebow –**
Motivating Leaders: Live With Confidence to Build Strong Teams

FRIDAY, SEPTEMBER 18

- 7:30am – 8:15am Breakfast & Program
- 8:30am – 10:00am **Casey Brown – Fearless Pricing: How to Command the Prices You Deserve**
- 10:15am – 11:45am **Mike Foster – Staying AI Safe: What You Need to Know to Use AI Safely in Your Organization**
- 12:00pm – 1:00pm *Optional Cybersecurity Workshop With Mike Foster - Registration Required*
- 1:30pm – 4:30pm Stone Tower Winery Tasting & Tour
- 2:00pm – 4:00pm Leesburg Walking Tour
- 2:00pm – 4:00pm Croquet Tournament
- 2:00pm – 4:00pm Guac-Off Challenge
- 2:30pm – 4:00pm Volleyball
- 5:30pm – 6:30pm Cocktail Reception/Dinner on your own

SATURDAY, SEPTEMBER 19

- 7:30am – 8:15am Breakfast & Program
- 8:30am – 10:00am **Mary Kelly – FutureNomics: The Economic Snapshot You Need to Predict the Future and What to Do Next**
- 10:30am – 12:00pm **Mike Massimino – Be Ready for the Future: Change is Inevitable, Accept and Embrace It**
- 12:30pm – 4:00pm Udvar-Hazy Museum Tour
- 2:00pm – 4:00pm Paint & Pinot
- 2:00pm – 4:00pm Leesburg Walking Tour
- 2:00pm – 4:00pm Pickleball Tournament
- 6:30pm – 9:30pm Cocktails/Celebration Dinner & Annual Meeting

THINGS TO KNOW

During the Conference, dress in comfortable resort attire. Collared shirts for the men and shorts

or slacks; and for the ladies, shorts, slacks, or casual dresses will be appropriate. To facilitate networking, feel free to wear a company logo shirt to the meetings. Weather permitting, our cocktail receptions will be outside. Average high temperature in Leesburg in September is a high of 80 and a low of 60. **On Saturday night for the 250th Celebration dinner, plan to wear jackets for the men and dressy attire for the ladies.**

REGISTRATION INCLUDES

- All Meeting Materials
- 2 Breakfasts & 3 Cocktail Receptions
- Two Special Dinners
- Complimentary Professional Photos

OUTSTANDING SPEAKERS — THRIVE FORWARD

Motivating Leaders:

Live With Confidence to Build Strong Teams

As a speaker, entrepreneur, and former professional athlete, Tim knows what it takes to lead with purpose under pressure. From championship locker rooms to the boardroom, he challenges leaders and teams to rethink success - not by what they achieve, but by the impact they create. He brings the same mindset to every arena: develop confidence, create urgency, and maximize resiliency. When your team plays for the mission, your impact doesn't just grow - it multiplies.



TIM TEBOW

Tim Tebow is a speaker, entrepreneur, college football analyst for ESPN and SEC Network, the author of six New York Times bestsellers, and the founder of the Tim Tebow Foundation—dedicated to bringing Faith, Hope, and Love to those needing a brighter day in their darkest hour of need. Prior

to his current endeavors, Tim was an NFL quarterback, a two-time NCAAF national champion, Heisman Trophy winner, and College Football Hall of Fame inductee.

Fearless Pricing:

How to Command the Prices You Deserve

Do you price from fear or from confidence? Do you price to win business or do you price not to lose? Even with a perfect pricing strategy, margins still shrink in the face of out-of-control discounting and fear-based pricing. The biggest obstacle to pricing success isn't competition, customers, insufficient business knowledge, lack of strategy, or lack of sophisticated cost and pricing analysis. It's a set of self-limiting beliefs, habits, and behaviors that sabotage pricing success. In this fast-paced, engaging presentation, Casey will demystify the real causes of underpricing to launch you onto a path to improve pricing, command what you deserve, and dramatically increase profits.



CASEY BROWN

Casey Brown is a 25-year pricing geek with a passion to help leaders, entrepreneurs, and sellers command the prices they deserve. Her decades-long reputation as a pricing expert arose from pioneering innovative pricing content, formulating and executing pricing strategies, and driving dramatic, sustainable results.

Her TED talk has been viewed nearly 4 million times. Casey is fluent in Spanish, is a certified Six Sigma Black Belt, and holds degrees in Chemical Engineering, Spanish, and Business. She volunteers hundreds of hours per year in Guatemala supporting children born with cleft lip and palate.

Staying AI Safe: What You Need to Know to Use AI Safely in Your Organization

AI is transforming how businesses operate, opening doors, and creating risks that many owners and executives haven't had time to fully understand. This session isn't about the future of AI. It isn't about how to use AI. It's about the AI security risks affecting your business right now and what you can do about them. You will gain a clear, practical understanding of the AI security risks that are most relevant to companies like yours, from family-owned to large organizations, manufacturers and distributors, and leave with specific steps you can implement immediately, regardless of your technical background.



MIKE FOSTER

*Mike Foster is a cybersecurity and AI consultant who has spent decades helping organizations across North America secure their digital assets. He holds CISSP® and CISA® certifications and is the author of *The Secure CEO*. As the founder of *The Foster Institute*, he has delivered over 1,500 keynote presentations*

and consulting engagements — equipping executives and IT leaders to strengthen their cybersecurity posture and defend against evolving threats.

FutureNomics: The Economic Snapshot You Need Now to Predict the Future, and What to Do Next

In a climate of uncertainty and rapid change, understanding economic signals is essential for strategic decision-making and sustainable growth. FutureNomics delivers a data-driven, forward-looking economic briefing purpose-built for the leaders working with customers in food and beverage manufacturing, pharmaceuticals, and the dairy value chain. Mary brings clarity to economic complexity by connecting macroeconomic trends with industry-specific demand drivers, emerging cost pressures, and opportunities for innovation and resilience.



MARY KELLY

Mary Kelly is an internationally known economist and leadership expert specializing in the fields of leadership, productivity, communication, and business profit growth. A graduate of the United States Naval Academy, Mary spent over 20 years on active duty in intelligence and logistics and she retired from the Navy

as a commander. Mary has master's degrees in history and economics, and a PhD in economics. Drawing upon her 30 years as a professor, she loves helping others navigate the economy, build their businesses, become even better leaders, and accomplish more in less time. Mary speaks to 100+ organizations a year.

Be Ready for the Future: Change is Inevitable, Accept and Embrace It

Companies go through reorganizations and changes to grow their businesses and prepare for future opportunities in the changing marketplace. Mike relates changes in the space program to changes in today's business world, and encourages audiences to embrace change as an opportunity for future greatness and success. He is an in-demand speaker for audiences seeking a unique perspective on teamwork, innovation, and leadership from a down-to-earth spaceman.



MIKE MASSIMINO

*An astronaut, the first person to tweet from space, a recurring character on *The Big Bang Theory*, and now a New York Times bestselling author, Mike grew up a working class kid whose seemingly unreachable dream of becoming an astronaut and flying in space was realized in an unlikely journey that was driven*

by determination and commitment, and accomplished with hard work and humor. After two missions to the Hubble Telescope and four space walks to make critical repairs to the telescope, Mike is now a Columbia University professor, a television host, a frequent guest on morning shows, news programs, talk shows, and late-night television.

FISA 2026 ANNUAL CONFERENCE

TWO CLICKS WILL DO IT!

**CLICK TO REGISTER WITH FISA.
CLICK TO BOOK YOUR HOTEL ROOM.**

1

To register for the conference go to www.fisanet.org and click on Meetings tab, then click on To Register. Registration is online this year however you may pay by either credit card or check. Be sure to register yourself first and choose your activities; then register your spouse/companion and then if you want to be a sponsor of the 2026 Conference, include your sponsorship.

2

To book your hotel room, [CLICK HERE](#) or go back to the Meetings tab and click the link "TO BOOK" that takes you directly to the Omni Amelia Island Resort website.

ABOUT LEESBURG, VA

Founded in 1758, Leesburg has a rich history spanning three centuries from colonial times, to today. Leesburg is the seat of government for Loudoun County and is a charming, historic town known for its well-preserved downtown and deep roots in American history. The historic downtown retains architecture from the 18th and 19th centuries yet has a lively arts/cultural scene. In the heart of town, visitors can explore landmarks like Loudoun County Courthouse, one of the oldest courthouses still in use in the United States, and stroll along King Street, lined with locally owned boutiques, art galleries, and restaurants housed in 18th- and 19th-century buildings.

Loudoun County is known as DC's Wine Country with more than 40 wineries and vineyards in the area. It's one of the top wine regions on the East Coast. In addition to being known as a prominent wine region, Loudoun County also has a large portion of the world's internet traffic passing through Loudoun because of its massive concentration of data centers.

ABOUT THE RESORT



The Lansdowne Resort & Spa is a four-diamond property with 296 rooms, located on 500 acres and designed for both relaxation and productivity. The Resort has 45 holes of championship golf, a full-service spa

with indoor and outdoor pools, and a modern fitness center. Its extensive meeting and conference facilities include elegant ballrooms, flexible breakout spaces, and state-of-the-art technology, making it a premier destination for corporate events and retreats. FISA attendees will enjoy multiple on-site dining options ranging from casual fare to upscale cuisine, as well as scenic walking trails overlooking the Potomac River Valley. With tennis courts, fire pits, and beautifully landscaped grounds, the resort blends luxury amenities with a tranquil, resort-style atmosphere. Whether you choose to participate in one of FISA's organized activities during the Conference or simply explore the area on your own, you'll find an atmosphere conducive to relaxing with many places available to casually visit with other FISA members.

SPA RESERVATIONS

Advance Spa reservations are recommended. Guests can make an appointment online or by calling 703-729-4036. Online: <https://psmsspa-northcentral.azurewebsites.net/#/en-US/lansdowneSpa/SpaMinerale>. Identify yourself as a FISA member for 10% off Spa Minerale merchandise (services not included).

GOLF DISCOUNTS

Identify yourself as a FISA member for 10% off Golf Pro Shop and access to the golf driving range including range balls with rental clubs available for \$10. Proper golf attire is required.

RESORT LOCATION

The Lansdowne Resort and Spa is in Loudoun County in northern Virginia, overlooking the scenic Potomac River Valley. The Resort is approximately 30 miles northwest of Washington, D.C., making it about a 40–60 minute drive depending on traffic, and it is roughly five miles and, about a 10-minute drive, southeast of downtown Leesburg. This location places the Resort within easy reach of both the nation's capital and the historic charm, wineries, and attractions of Leesburg and the surrounding Virginia countryside.



AIRPORT TRANSPORTATION

Washington Dulles International Airport is only about 12 miles from Lansdowne Resort. The Resort partners with Connect BBC to provide a paid shuttle service from Washington Dulles International Airport (IAD) for \$35/person each way. Transportation to/from Reagan (DCA), which is about an hour from the Resort, is available for \$167 in Express Sedan (must call directly to reserve). All shuttles require advance reservations. For airport transportation arrangements, please schedule using booking code 2026RM1 HERE or call 703-707-2020. Taxis and Uber are both also convenient options from either airport.

PARKING

There is no charge for self-parking at the Lansdowne Resort & Spa and valet parking costs \$26.50 per night.

250TH ANNIVERSARY CELEBRATION

Saturday night is the closing night of the Conference with a special evening planned. We'll start with cocktails and then have a short Annual Meeting when we recognize retiring Board members and the Nominating Committee presents the slate of new directors for a vote. Dinner follows and a special celebration of the 250th anniversary of our country.

DRESS FOR DINNER: In honor of our nation's founding 250 years ago, we request appropriate attire for the evening will be jackets for the men and dressy attire for the ladies.

ACTIVITIES FOR 2026 FISA ANNUAL CONFERENCE

PLEASE NOTE: The number in parentheses next to a tour is the number of participants.

WEDNESDAY, SEPTEMBER 16

NEXTGEN NETWORKING

6:00pm – 8:00pm • \$40.00 per person • Includes cornhole contest, appetizers and two drink tickets, gratuity and tax.



If you are 40 or under, be sure to join us at the Pavilion for a fun gathering with cornhole competition, prizes, food,

beverages and best of all, the opportunity to circulate and enjoy meeting other NextGen members. If you are a first-time attendee, you will be warmly welcomed in this casual setting.

THURSDAY, SEPTEMBER 17

WASHINGTON, DC HIGHLIGHTS TOUR (54)

10:30am – 4:00pm • \$145.00 • Includes transportation, professional guide, box lunch, tax and gratuity.



It will take approximately an hour to arrive in Washington for the highlights tour. We'll eat box lunches underway, and first stop will be a brief stop at Iwo Jima Memorial where we meet our Licensed Certified Tour Guide. Next Stop is Lincoln Memorial, and a short five-minute walk from the Lincoln Memorial brings us to the powerful and moving Vietnam Veterans Memorial. Next, we see The

Korean War Veterans Memorial, and the tour will continue with a narrated driving tour down Constitution Avenue passing such locations as the Smithsonian Museums Complex of buildings, National Portrait Gallery, US Department of Justice, National Archives and, of course, the iconic US Capitol Building. We'll pass over the National Mall and enjoy views of the Washington Monument and the Jefferson Memorial, and pending traffic diversions, we'll stop at Lafayette Park to take photos of The White House.

FISA GOLF TOURNAMENT (80)

9:30am – 3:00pm • \$250.00 • Includes green fees, box lunch, tax & gratuity. Rental clubs are \$79.00.



The Robert Trent Jones Jr. course at the Lansdowne Resort is a classic, strategic 18-hole, par-72 golf course stretching about 7,063 yards from the longest tees. It blends thoughtful design with the natural contours of the Virginia countryside, making it enjoyable yet demanding for

golfers of all skill levels. The course showcases the designer's trademark strategy-oriented routing with thoughtful design, and natural beauty of the rolling hills and significant elevation changes. Club selection and shot placement often hinge on judging slope and downhill/uphill lies and the routing provides both beauty and challenge.

FRIDAY, SEPTEMBER 18

MIKE FOSTER WORKSHOP: STAYING CYBER-SAFE

12:00 – 1:00pm • \$50.00 • Includes box lunch, tax & gratuity.

In this one-hour presentation immediately following Mike Foster's

session on AI security, he will share what every leader needs to know about today's evolving threats. This session is for leaders who are past the basics and ready to understand, in plain English, what's happening at the next level. You will learn about today's sophisticated attacks, why even well-protected companies are being successfully breached, and what the smartest organizations are doing differently to stay ahead.

STONE TOWER WINERY (54)

1:30pm – 4:30pm • \$140.00 • Includes transportation, wine tasting and winery tour, all taxes and gratuity.



Stone Tower Winery specializes in premium estate wines with an emphasis on classic French and European grape varieties grown right on the property. You will enjoy a roving wine tasting and tour

of the beautiful winery. Stone Tower Winery was started by the Huber family, long-time residents of Hogback Mountain in Loudoun County, Virginia, who wanted to preserve agricultural land and share the beauty of the site through wine making. They planted their first vines in 2009 on what is now a 300+-acre estate with more than 95 acres currently under vine.

WALKING TOUR OF LEESBURG (12)

2:00pm – 4:00pm • \$85.00 • Includes transportation, historical guide, all taxes & gratuity. Wear comfortable shoes.



This informative and entertaining outdoor guided walking tour includes a combination of history, architecture, and lore to learn about the historic gems that Leesburg offers. The itinerary includes 18th century structures preserved in their

original form, an art deco movie theater, historical churches and taverns, and Civil War meeting places. The tour lasts about 80 minutes and is approximately a mile of walking with stops made at over a dozen historic sites in downtown Leesburg. At each stop, owner/guide Carla Mueller shares the history and local lore, and points out details from a variety of architectural styles, including Romanesque Revival, Georgian, Italianate, Gothic Revival, Federal, and Classical.

CROQUET TOURNAMENT (24)

2:00pm – 4:00pm • \$70.00 • Includes instructor, equipment, two drink tickets, tax & gratuity.



Come for the fun whether you are a seasoned player or new to the game of croquet. Playing croquet blends friendly competition with relaxed, outdoor socializing in a beautiful setting. Players take turns navigating the course and striking the ball through a series of wickets set into the grass. You'll enjoy the networking, and our recreation department

leader will explain the rules and tally the scores.

ACTIVITIES FOR 2026 FISA ANNUAL CONFERENCE

PLEASE NOTE: The number in parentheses next to a tour is the number of participants.

GUAC-OFF CHALLENGE (20)

2:00pm – 4:00pm • \$95.00 • Includes all ingredients, tax & gratuity.

Teams are given basic guacamole ingredients. Then to add a little spice to the mix, each team selects additional ingredients to jazz up the guacamole before being judged by the hotel's culinary experts.

VOLLEYBALL

2:30pm – 4:00pm • No Charge and includes water.

Meet on the volleyball court and join Jeff Heerema for a fun afternoon of pick-up volleyball. Everybody will get to play and spectators are welcomed. Register so we have an idea how many to expect.

SATURDAY, SEPTEMBER 19

UDVAR-HAZY MUSEUM TOUR (54)

12:30pm – 4:30pm • \$120.00 • Includes transportation, box lunch, taxes & gratuity.



The Udvar-Hazy Museum is a major aviation and space museum operated by the Smithsonian Institution as part of the National Air and Space Museum. It's located in Chantilly, Virginia, adjacent to

Washington Dulles International Airport. Because the main Air and Space Museum on the National Mall could only display a small fraction of its vast collection, the Udvar-Hazy Center was built with large, hangar-style spaces to showcase aircraft and spacecraft that are too big for the downtown building. It opened in 2003. The museum's displays fill two enormous hangars and include hundreds of historically important aircraft and space artifacts. Among the rare and one-of-a-kind aircraft on display are the Space Shuttle Discovery, the first Concorde to fly to America, the Enola Gay, the art deco Stratoliner passenger jet, and the prototype for the military's most advanced, modern airplane – the Joint Strike Fighter.

PAINT & PINOT (30)

2:00pm – 4:00pm • \$120.00 • Includes art instruction, all art materials, wine paired with charcuterie board, all taxes & gratuity.



No previous painting experience needed. Sip, create and have fun as you follow the lead of local Loudoun County artists and create your own acrylic masterpiece to take home. And to enhance your painting experience, enjoy a premium local wine paired with a charcuterie board

featuring Chef's selection of meats, cheese and artisan breads.

PICKLEBALL TOURNAMENT (40)

2:00pm – 4:00pm • \$70.00 • Includes instructor, equipment, water, tax & gratuity. Wear tennis shoes.



Whether you are new to the game or an experienced player, enjoy a round of Pickleball. It is fast-paced, easy to learn, great exercise and fun for all ages. Participants will learn the fundamentals of the

game and then a pro will pair players up for coached Round Robins. This is a fun way to meet new people while playing this popular sport.

WALKING TOUR OF LEESBURG (12)

2:00pm – 4:00pm • \$85.00 • Includes transportation, historical guide, all taxes & gratuity. Wear comfortable shoes.

This informative and entertaining outdoor guided walking tour includes a combination of history, architecture, and lore to learn about the historic gems that Leesburg offers. The itinerary includes 18th century structures preserved in their original form, an art deco movie theater, historical churches and taverns, and Civil War meeting places. The tour lasts about 80 minutes and is approximately a mile of walking with stops made at over a dozen historic sites in downtown Leesburg. At each stop, owner/guide Carla Mueller shares the history and local lore, and points out details from a variety of architectural styles, including Romanesque Revival, Georgian, Italianate, Gothic Revival, Federal, and Classical.

SPONSORSHIPS

Promote your company at the same time you support FISA and its mission by becoming a sponsor of the 2026 FISA Annual Conference. Sponsors are recognized in multiple ways: verbal announcements during the Conference and signage as well as in the FISA Distributor News. When you register online for the Conference, you may include your sponsorship with your registration fee/fees and your payment for optional activities. Or if you prefer, you may separate your sponsorship from your registration and pay by check.

Please email the sponsor form to stella@fisaset.org and mail checks to FISA at 1207 Sunset Drive, Greensboro, NC 27408.

If you have questions, please phone FISA at 336-274-6311. FISA very much appreciates your support.