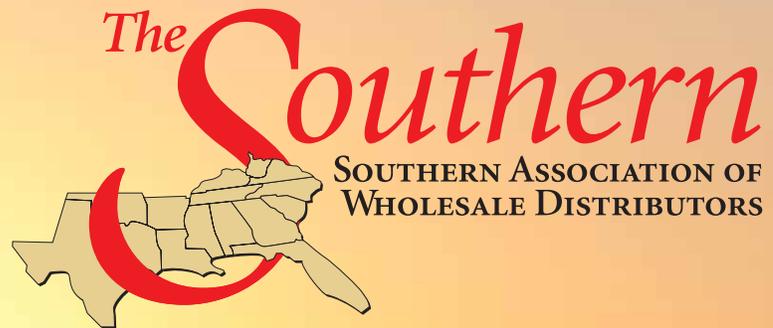


**GROUNDING IN THE PAST.
FOCUSING ON THE FUTURE.**



94TH ANNUAL MEETING

Sheraton New Orleans Hotel, New Orleans, LA

June 13-16, 2017 • (Event Dates June 15 and 16)

www.the-southern.org • Phone/Text/Fax: 770-932-3263

REGISTER NOW!

SAWD 94th Annual Meeting

Note: This is a tentative schedule of events. All details subject to change. www.the-southern.org will always have the latest information. The on-site program supersedes all pre-printed materials.

TUESDAY, June 13

2:00 PM - 5:30 PM

Registration Desk Open

2:15 PM - 3:30 PM

Chair/Vice Chair Meeting

3:30 PM - 4:30 PM

Committee Meetings

4:30 PM - 5:30 PM

Finance & Budget Committee

5:30 PM - 6:30 PM

Executive Committee Meeting

7:00 PM - 9:30 PM

Chairman's Reception & Dinner

Antoine's

For members of the Board of Directors and Past Presidents.

WEDNESDAY, June 14

8:00 AM - 1:00 PM

Golf Tournament **T**

Lakewood Golf Club

<http://www.lakewoodgolf.com/>

Register for golf via online registration.

9:00 AM - 5:00 PM

Registration Desk Open

9:45 AM - 2:00 PM

Cooking Creole **T**

Cooking Creole is one of the hottest rages in the country. Enjoy a guided tour through some of the oldest streets in the United States as you make your way to and from delicious New Orleans Cooking. You'll stroll through romantic courtyards, past charming antique shops, galleries and elegant homes. Once at the cooking school, you will enjoy a blend of comedy and cooking when the chef prepares several delicacies such as jambalaya and bread pudding in front of your very eyes—and lets you be the judge—you'll get to eat everything that is prepared.

2:30 PM - 4:00 PM

SAWD Meetings with a Mission

Meetings with a Mission is a Southern initiative designed to encourage connections between attendees and those in the community for the purpose of doing good. We will be partnering with a local charitable

service organization, allowing us to roll-up our sleeves and work alongside one another for a worthy cause. Join us for a different kind of experience at the Southern's 94th Annual Meeting.

4:15 PM - 5:15 PM

SAWD Board of Directors' Meeting

4:15 PM - 5:15 PM

SLD Board Meeting

5:30 PM - 6:00 PM

New Vendor Reception

All Buyers and First-time Vendors

6:00 PM - 7:00 PM

Welcome Reception

All invited

7:15 PM - 9:00 PM

Dinner & Industry Awards

Dinner and awards done "Nawlin's style."

After Dinner - Until

Hospitality Suite - Open to All

THURSDAY, June 15

7:30 AM - 5:00 PM

Registration Desk Open

7:30 AM - 8:30 AM

Kick-Off Breakfast (Continental)

8:00 AM - 10:30 AM

Education Sessions

8:00 AM - 9:10 AM

Session 1



"The Paradox of Potential"

Thom Singer, CSP

Having "high potential" does not mean performing at maximum capability. While many believe they

are doing all they can, a huge number of professionals are frustrated because they are coming up short of their personal expectations (and the expectations of others). Beyond excuses and finger pointing, this interactive presentation gets to the heart of how people can accomplish more and enjoy their work. As more organizations focus on the "future of work," this is about more than telecommuting and stand up desks. It is about getting excited about goal setting, realistic assessments, teamwork, successful human engagement, cross-selling, and other skills to help every-

one in your organization reach their highest potential.

Thom Singer, CSP, has more than 25 years of sales and marketing experience with firms such as RR Donnelley, Brobeck Phleger & Harrison LLP, Andrews Kurth LLP, Marsh Inc., and Wells Fargo Bank. He is an expert in human engagement and has trained thousands of professionals in the art of building professional contacts that lead to increased business. He has authored twelve books on the power of business relationships, sales, networking, presentation skills and entrepreneurship, and regularly speaks to corporate, law firm and convention audiences.

9:20 AM - 10:30 AM

Session 2

"Safeguarding Your People and Your Stuff"



Facilitated Panel Discussion

Risk reduction often takes a back seat to profit generating activities, yet millions of dollars are lost each year - in our region alone - from illegal activities such as:

- Cyber-attacks hijacking companies' AR and demanding ransom payments,
- Sophisticated warehouse break-ins or simple hijacking of trucks to steal cigarettes,
- "Trusted" employees caught keeping a second set of books, or
- Drivers using company gas cards to fill up their personal vehicles.

Not only can inventories and profits be put at risk but often your most valuable asset—your employees—can find themselves in harm's way as well.

We will discuss a variety of real-life examples from Southern members and industry friends that touch on fleet, facility, data, personnel, and inventory safety and security and explore:

ing — Schedule of Events

- What happened?
- How did it happen?
- How was it discovered?
- How was it handled initially? Ultimately?
- What changes were put in place to avoid it happening again?

10:45 AM – Noon
General Session

“Cooperative Significance: Being an Influential Leader at Work (and Beyond)”
Thom Singer, CSP

Most people want to feel significant: at home, at work, in their community, etc. But you cannot feel significant alone in a field. You need others. A person can fake success, but they cannot fake significance. Discovering what is important and interesting to other people is more important now than ever before. This program is designed to educate and inspire anyone to make relationships a priority while learning to lead and influence others.

10:00 AM – 11:30 AM
First Lady's Social
Open to All Spouses and Guests

12:30 PM – 1:45 PM
State Association Executives & Political Affairs Luncheon

1:30 PM - 5:00 PM
Ten-2-Profit
Individual appointments between buyers and sellers

6:00 PM - 7:00 PM
“Get Acquainted Reception”

7:00 PM - 9:00 PM
Awards Banquet
This evening is an opportunity to recognize some of the Southern's award recipients... people who have each demonstrated extensive commitment to service and achievement in the industry.

After Dinner – Until
Hospitality Suite - Open to All

FRIDAY, JUNE 16

9:00 AM – 2:00 PM
Registration Desk Open

7:30 AM – 8:00 AM
Industry Breakfast (Continental)

8:15 AM – 8:50 AM
Second Line Parade to “House of Deals”

9:00 AM – Noon
“House of Deals” (Includes Brunch)
Hightop table show being held at the New Orleans House of Blues.

12:45 PM – 1:00 PM
General Membership Meeting

1:00 PM – 2:00 PM
Keynote Address



Bryan Dodge
Owner
Dodge Development, Inc.

“Taking Your Business to the Next Level”

Bryan Dodge is one of the nation's leading educators. Dedicated to empowering companies and people to be their best, Bryan is an expert on the topics of upward career growth, awakening potential, building loyal and committed teams, developing sales savvy, win-win negotiating, and balancing work and family. This keynote session is customized specifically for The Southern and will include the best of the best of Bryan's material including:

- **Winning in a Competitive Market**
- **Details That Set You Apart**
- **Time Control**
- **Enemies That Take Away Opportunity**
- **Responsive Goal Setting and**
- **How to Expand Your Market**

Bryan's engaging personality and masterful delivery make this a must see program!

Bryan Dodge's 27 years of experience teaching and inspiring people of all walks of life to reach their full potential has made him one of the nation's leading choices as a professional speaker/trainer for corporate events, conferences, and conventions. He incorporates experiences from his professional and personal life into each one of his presentations. Bryan has authored multiple books, hosted a weekly radio program for 8 years and includes as a part of his client list: 7-11 Corporation, Allstate Insurance, American Airlines, Bank of America, Hilton, Kraft Foods, and more. Bryan has been happily married for over 30 years and a dedicated father for 35 years of three wonderful children and definitely understands the need for professional and personal life balance.

2:15 PM – 3:15 PM
Distributors Forum
Representatives of All Distribution Companies are encouraged to attend. This meeting is open to Distributors only.

2:15 PM – 3:15 PM
Vendors Forum
Representatives of all vendor companies are encouraged to attend.

3:30 PM – 4:30 PM
Board of Directors Meeting

4:30 PM – 5:30 PM
Executive Committee Meeting

6:30 PM - 8:30 PM
SLD Social
“Party at Pat O'Brien's”
(Open to All)



Join us for a private party at a location that is world renowned as the hospitality spot of New Orleans—Pat O'Brien's! Established in the early 1900's, Pat O'Brien's is known the world over as the most popular and fun-filled establishment anywhere. We will enjoy our party in a private room, located on the second floor complete with full bar, dinner, copper grand piano and a private Bourbon Street balcony where some beads will be thrown! A piano player will entertain us on the baby grand piano as we enjoy plentiful drinks as well as an authentic New Orleans style dinner.

Pre-purchase your raffle tickets for a chance to win one of two \$1,000 cash prizes. Proceeds will go to support the Education Fund. For your convenience, we have included a space for you to order your tickets right on the convention registration form. SAWD members have been sent tickets to pre-sell and tickets will be sold on-site as well.

T = Ticket Required

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Established in 1922, the Southern Association of Wholesale Distributors is a 14-state regional trade association representing the interests of corporations and individuals involved in the manufacturing, sales and distribution of tobacco, candy and convenience products. Member states include: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia and West Virginia. Contact us today to find out more about becoming a member of this elite group.

Some of the companies you may expect to see at the 94th Annual Meeting

VENDORS AS OF FEBRUARY 8, 2017

Alligator Ice
Altria Group Distribution Co.
Burdette Beckmann
Cheyenne International
Creative Data Research
Dot Foods
Farmers Tobacco
Galactic Performance Solutions
Golbon
Great Midwest Tube
Imageworks Displays
Inter-Continental Cigar
ITG Brands
Jack Links Beef Jerky
Java Classics
Penguin Ice
Victory Energy
JRS Ventures, Inc.
King III Solutions
Kretek International
KT&G USA

Liggett Vector Brands
Lil Drug Store Products
Lynco Products
Master Creations Inc.
Matchmg
Matrix Brokerage
Mrs. Wheats Foods
National Tobacco
Nestlé USA
Novelty Inc.
Novex Software Development
Pocas International
ProCat Distribution Technologies
RAI Trade Marketing Services
Republic Tobacco
Scandinavian Tobacco Group - Lane
Selection Unlimited
Swedish Match
Swisher International
The Hershey Company
Tell Industries
Tillamook Country Smoker
Warren Oil Company

The Southern's Annual Meeting is open to members only. If you have questions about becoming a member, or need to confirm your membership status, please call us at 770-932-3263, or email us at info@the-southern.org.