



*Meet us at the Sweetest  
Place on Earth!*

**2017 Southern Leadership Division  
Business Resource Meeting**

**The Hotel Hershey  
Hershey, PA • November 8-10, 2017**





## WEDNESDAY, NOVEMBER 8

8:30 AM **Breakfast**

9:45 AM

**Depart Hotel Hershey to GCIC Building** —  
(Customers & Non-competitors of Hershey)

10:00 AM – 12:15 PM

**Tour of the Global Customer Innovation Center (GCIC)** —  
(Customers & Non-competitors of Hershey)

The Hershey Companies' Global Customer Innovation Center (GCIC) is a state-of-the-art facility that serves as a destination for their strategic customer planning sessions. The GCIC has a tasting room, where corporate scientists discuss trends and distributors can sample products under development and offer feedback. It also has a mock convenience store where Hershey will illustrate merchandising ideas for our distributors. (Lunch at GCIC).

10:00 AM – 11:45 AM (Hershey Competitors)

**Hotel Hershey — Free Time (Lunch at Hotel Hershey)**

12:00 PM – 12:30 PM

**Transportation** — Competitors depart Hotel Hershey, travel to GCIC Building to pickup group of Non-competitors. Full group transfer to Kinderhaus building & MHS Campus.

12:30 PM – 2:00 PM

Full group will break into two smaller tour groups to tour the Kinderhaus Building and the MHS Campus. Each tour will last approximately 40 minutes, and then groups will switch.

### **Kinderhaus Building**

Originally constructed circa 1817, Kinderhaus is the oldest building on the campus of the School and now serves as home to the Department of School History. Kinderhaus (German for children's home), was originally a stone farmhouse built by Isaac Hershey, Milton Hershey's great-grandfather. Milton Hershey purchased the home and surrounding farm in 1906 and used the property to house students beginning in 1912.

### **MHS Campus Tour**

Milton Hershey School is a cost-free, private, coeducational school in Hershey, PA. We offer state-of-the-art facilities, advanced technology and hundreds of extracurricular activities. Milton and Catherine Hershey established the school in 1909 to provide a positive, structured home life year-round to help children gain the skills to be successful in all aspects

of life. Today, more than 2,000 students from across the U.S. attend Milton Hershey School. They have access to unique award-winning programs, experienced teachers and caring adult mentors.

2:00 PM – 3:30 PM

### **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.



Randy Emanuelson  
SAWD President

4:00 PM – 5:00 PM

### **Advice from the "Corner Office"**

Whether you have recently entered into a leadership role or are a seasoned leader, looking for new and fresh insights, this session will inspire you to lead with a greater sense of passion and purpose. Randy Emanuelson, current SAWD President, will share his expertise on a variety of topics including leadership, the importance of involvement, and what it takes to be successful in this ever-changing marketplace.

6:00 PM – 6:30 PM

### **Reception & Registration**

6:30 PM – 8:30 PM

### **Dinner**

8:45 PM – 12:00 AM

### **Hospitality Suite**

Join us for an opportunity to network with fellow attendees in a relaxed, fun environment. Stop by to just say hello or plan on staying the whole time. Either way, it is a great opportunity to wind down after a full day.

## THURSDAY, NOVEMBER 9

8:00 AM – 9:00 AM

### **Breakfast & Registration for General Attendees**

8:00 AM – 9:00 AM

### **Working Breakfast & Committee Meetings**



9:15 AM – 12:15 PM

**Everything You Always Wanted to Know About Candy & Snacks**

This program will be led by a number of experts from the Confectionary College and will include a Category Overview, Current Confection Performance and Trends, the 5 Key Elements That Drive Confection Sales, Merchandising Effectiveness & Best Practices, Consumer Landscape and Snack Segmentation Study (CLASS), Innovation & Growth Category Growth, the New Item Funnel and What it takes to be a Top Performer.



12:30 PM – 1:30 PM

**Lunch at Hotel Hershey**

2:00 PM – 3:30 PM

**Education Session—Bryan Dodge**

**How Successful Businesses Think and Grow Part 1 (Day One)**

**Taking Ownership of Leadership** — This one of a kind message is life-changing and will alter how you view your responsibilities. Bryan will teach what is necessary for long term sustainability when it comes to great leadership. He will reveal the intangible quality that will take your leadership skills to higher levels, and how you can help the people that you lead overcome the challenges that inhibit their success.

**Building an Unstoppable Team**—Bryan will energize you to unleash your full potential by teaching you how to lead and how to be a part of a team. People do not want to be managed; they want to be coached and mentored in these ever-changing times. The goal of this training is to create a culture that stands strong during tough times. You will learn effective team-building skills that will form the chemistry needed to be a part of a cohesive unit. The end result is creating the momentum needed to succeed in the marketplace today.

4:00 PM – 5:00 PM

**Tour of Chocolate World**

It's time to let our hair down and have a little fun. Discover all things chocolatey and fun when we tour Hershey's Chocolate World. Learn and see how chocolate is made, share and savor delicious Hershey's-inspired drinks and treats, and shop for one-of-a-kind souvenirs and gifts.

6:30 PM – 8:30 PM

**Reception & Dinner**

8:45 PM – Midnight

**Hospitality Suite**

**FRIDAY, NOVEMBER 10**

8:00 AM – 9:00 AM

**Breakfast for General Attendees**

8:00 AM – 9:00 AM

**Working Breakfast & Board Meeting**

9:15 AM – 10:45 AM

**Education Session—Bryan Dodge**

**Part 2 (Day Two)**

**How to Attract and Keep Top Talent**—You can't succeed as an organization if you're constantly addressing turnover. Bryan will lay out some proven fundamentals, that not only will be conducive to an attractive job environment, but that will include your team members in the company's growth. Bryan will demonstrate a proven way to address all your employee retention challenges.



Bryan Dodge

**Develop Balance Between Work and Home**—Bryan will talk about the ever important balancing act necessary to succeed not only at work, but at home as well. He'll also talk about the distinct ways successful people communicate, and how important it is to master the "gift of gab."

**The Circle of Trust**—The most important part of any successful business. Learn where your closest confidants should be and how to delegate responsibilities based on where they are in your trust circle.

11:00 AM - Noon

**Roundtable Discussion**

This is an opportunity for attendees to get together in an informal setting to examine issues related to the industry and/or a specific business process. There will be no formal agenda. Each attendee will be given the opportunity to provide discussion points ahead of time.

**End of Program.**

**For more information, go to [www.the-southern.org](http://www.the-southern.org)**



## How to Register

Go to [www.the-southern.org](http://www.the-southern.org) and click on the "SLD Business Resource 2017" button to be taken to the meeting website. Online registration is fast and easy and opens no later than **September 1, 2017**. Early-bird and preferred room rate deadline: October 6, 2017.

## About the Hotel

### The Hotel Hershey

100 Hotel Road  
Hershey, PA 17033

**Phone: 717-533-2171**

**Reservations Toll Free: (800) 437-7439**

Check them out on the web at **[www.thehotelhershey.com](http://www.thehotelhershey.com)**. This is an outstanding website and will give you a great feel for the property as well as answer any questions not covered herein.

At a time when the nation was gripped in the throes of the Great Depression, Milton S. Hershey decided to build a magnificent hotel atop Pat's Hill overlooking his chocolate factory in Hershey. Mr. Hershey faced the decision of providing welfare for his town or employing them. Thankfully, he chose the latter and his dream of building The Hotel Hershey commenced. The hotel takes pride in their historic roots and makes a point to share their rich history with guests through artwork, photographs, and authentic Hershey experiences.

## Hotel Rooms & Group Room Rate

### \$179 Single or Double Occupancy

The above rate is per room per night and does not include state and local taxes of 11%. You can register for a hotel room by calling the hotel directly at **844-330-1711**. The deadline for the group rate of \$179 is October 6th.

Be sure to identify yourself as part of **The Hershey Company / SLD Midyear Group**. The hotel will confirm your hotel room; the Southern will confirm your meeting registration.

## Hotel Highlights

The Hotel Hershey offers 276 rooms complete with full-service amenities. Outside, panoramic views of the gardens and the Hershey valley punctuate this world-class resort experience. The Hotel Hershey offers year round indoor swimming, plus free admission to Hershey Gardens and the Hershey Story Museum. The Hershey Park Christmas Candylane opens on November 10th.

## Questions/Attire/Guests

**Weather:** Average temperature in November is a high of 53 and a low of 33 degrees.

**Attire:** Good quality casual attire that you would feel comfortable wearing to a golf club or country club. This could

include nice jeans or slacks, button and polo shirts, skirts, sweaters, boots and newish sneakers.

**Guests:** Spouses are welcomed and encouraged to attend.

**Questions:** Should you have any questions at all, please do not hesitate to contact us at 770-932-3263.

## Getting There

Hershey is located in Central Pennsylvania, just 90 minutes from Baltimore, 2 hours from Philadelphia, 2-1/2 hours from Washington, DC and 3 hours from New York City.

*Driving Directions:* Enter The Hotel Hershey, 100 Hotel Rd., Hershey, PA 17033 into your GPS.

### Air Travel:

The nearest major airport is Harrisburg International Airport (MDT / KMDT). This airport has international and domestic flights from Harrisburg, Pennsylvania and is 11 miles from the center of Hershey, PA.

### Ground Transportation:

#### From Harrisburg International Airport:

You can arrange rental cars, taxis, limos, hotel shuttles and public transportation in our transportation center, located on the first floor of our parking garage. The garage is connected to the terminal via a climate-controlled Skybridge.