

95TH ANNUAL MEETING

IMPROVING THE QUALITY OF WHOLESALERS PROGRAMS, SERVICES & OPERATIONS

IT *Starts*
WITH *Us.*

JUNE 12-15, 2018

MYRTLE BEACH, SC

Sheraton Myrtle Beach Convention Center Hotel

VENDOR EVENT DATES JUNE 14 & 15



REGISTER NOW

THE-SOUTHERN.ORG

95TH ANNUAL MEETING

• SCHEDULE OF EVENTS •

Note: This is a tentative schedule of events. Details are subject to change. For the latest information, visit the-Southern.org. The on-site program supersedes any preprinted material.

TUESDAY, JUNE 12

2:00 - 5:30pm	Registration Desk Open
2:15 - 3:15pm	Chair/Vice Chair Meeting
3:30 - 4:30pm	Committee Meetings
4:30 - 5:30pm	Finance & Budget Committee Meeting
5:30 - 6:30pm	Executive Committee Meeting
7:00 - 9:30pm <i>(Depart hotel at 7:00pm)</i>	Chairman's Reception & Dinner at Thoroughbred's <i>For members of the Board of Directors & Past Presidents</i>

WEDNESDAY, JUNE 13

8:00am - 1:00pm	Golf Tournament Myrtlewood Golf Club	
<i>For more, please visit myrtlewoodgolf.com.</i>		
9:00am - 5:00pm	Registration Desk Open	



11:30am - 2:30pm	Lunch and Art Class <i>(Optional event)</i>	
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The salt waters of South Carolina are populated with oysters and the state has more than its fair share of oyster festivals, oyster roasts and now...

oyster art! We'll begin with an oceanfront lunch at Sea Captain's House, Myrtle Beach's most iconic seafood restaurant, serving fresh off-the-boat catches since the 1930s. Following lunch, a local oyster artist will share information on the new craze and coach everyone to make an oyster art creation of their own.

3:00 - 4:00pm	Board of Directors Meeting
3:30 - 4:30pm	Family Club Get ready to interact with others, compete, and have a lot of fun during our Family Club!
4:15 - 5:15pm	SLD Board Meeting
5:30 - 6:00pm	New Vendor Reception <i>All Buyers and First-time Vendors</i>
6:00 - 7:00pm	Welcome Reception <i>Open to All</i>

7:00 - 9:00pm Southern Shindig
Come join us as we celebrate everything "Southern." Dubbed the Southern Shindig, this celebration will showcase the South's best attributes: great food, great friends and great fun for the whole family!

After Dinner - Until Hospitality Suite
Open to All
Continue our Southern-themed evening with dancing and entertainment at our Hospitality Suite. Shop our Silent Auction whose proceeds fund annual scholarships given out each year to deserving member students, as well as funding education sessions and more.

THURSDAY, JUNE 14

7:30am - 5:00pm	Registration Desk Open
7:30 - 8:30am	Kick-Off Breakfast
8:00 - 10:30am	Education Sessions

8:00 - 9:10am Session 1
"Leading Change in the Rapidly Evolving Wholesale Distribution Industry"
Spencer C. Taylor, MBA and Principal Lumen Leadership



SPENCER TAYLOR began working in the convenience industry as a VP of Marketing in 1999. After serving in the active Military

as an All-Source Intelligence Analyst and deploying 3 times to Iraq, he completed his undergraduate and graduate work in Business. He has served in leadership roles for over 15 years and has focused his last several years on building great leaders in Business. His current company, Lumen Leadership, helps companies build effective leadership development programs that drive results.

Over the last several years we have experienced one of the largest economic swings in our nation's history. When the economy shifts, we must be ready to change our approach to doing business. In this dynamic session, business change expert Spencer Taylor, MBA will present the following powerful tools you can take and apply in your company to ensure you are ready:

- 8-Step Harvard approach to leading change
- 4 Principles of Innovation
- 2 Turn-Around Case Studies
- 3-year Leadership Roadmap
- 7 Elements of Breakthrough leadership

 Tickets are required for events marked with the ticket icon.

THURSDAY, JUNE 14 • CONTINUED

9:20 - 10:30am Session 2

"Amazon: Predator, Partner or Role Model Catalyst?"

D. Bruce Merrifield, Jr., President
Merrifield Consulting Group



BRUCE MERRIFIELD started his consulting practice for independent distribution channels in 1980, after

having spent eight years working for a growth-by-acquisition chain of distribution companies. He has given speeches to 100+ trade associations and many global 1000 corporations, written countless articles for trade publications, and authored a book entitled "Electronic Commerce for Distribution Channels." Many will remember him as a long-time faculty member with Bantle Institute.

Amazon's ambition to sell any physical or digital product knows no bounds. Millennials, our next generation of customers (and customers' customers), are digital natives and Prime addicts. The product information, availability, and pricing from Amazon will continue to explode. What does this mean for Convenience Store Distributors? How can we minimize Amazon's hit to our channel?

Bruce Merrifield with Merrifield Consulting positions it this way: "Amazon is inventing a disruptively-different channel. This channel has new capabilities and value that will steal varying amounts of sales, but especially on the most profitable commodity SKU rebuys from B2B distributors." Bruce will discuss:

- Understanding the ascending threats of Amazon
- How to defend against encroachments
- How to partner with them as a reseller in experimental ways; to
- Perhaps be part of a channel/vertical marketplace that could out-perform



10:00 - 11:30am First Lady's Social
Join The Southern's First Lady, Cathy Emanuelson, when she hosts a lovely brunch for all spouses and guests.

10:45 - Noon General Session

"Ignite Your Goals"

Gerry O'Brion, CSP, What Big Brands Know



GERRY O'BRION is a nationally recognized speaker, author, and marketing expert who helps companies

thrive in good times and bad.

What do you want for your business? For your life? The most successful people don't leave accomplishment to chance. Learn simple steps to achieve more in your business and your life. This fun, engaging, interactive session has you immediately implementing the ideas you learn.

What you'll get:

- An easy, free technique that 96% of us don't use
- Simple and effective practices to achieve more today and every day
- How to accelerate your success by 77%
- A fully interactive, participatory experience
- Leave the session with clear goals and a new commitment to accomplishing them

Who is this for? Anyone who is interested in increasing their momentum, accelerating their progress, and advancing their success.

12:30 - 1:45pm State Association Executives & Political Affairs Luncheon

1:30 - 5:00pm Ten-2-Profit
Fast-paced and full of energy, these 10-minute "appointments" with top buyers and convenience store manufacturers, can be used to showcase new products or services, conduct a mini-business review, or introduce anticipated program changes.

2:00 - 4:00pm Family Club
We are extending the time and adding even more fun to Thursday's Family Club. Get ready to interact with others, compete, and have a lot of fun!

6:00 - 7:00pm "Get Acquainted Reception"

7:00 - 9:00pm Awards Banquet
This evening is an opportunity to recognize some of the Southern's best – those who have demonstrated extensive commitment to service and achievement in the industry.

After Dinner - Until Hospitality Suite
Open to All

FRIDAY, JUNE 15

8:30am - 1:00pm Registration Desk Open

8:30 - 11:00am "House of Deals"
Use this time to review and discuss "show deals," write orders, share samples, or simply use it to catch up with your business partners. In an environment that is fun and relaxed, this event is a great way to discuss next steps and finalize opportunities.

11:15 - Noon Distributors Forum
Representatives of all distribution companies are encouraged to attend. *This meeting is open to distributors only.*

11:15 - Noon Vendors Forum
Representatives of all vendor companies are encouraged to attend.

12:15 - 1:00pm Board of Directors Meeting

1:00 - 2:00pm Executive Committee Meeting

8:00 - 9:00pm "One more thing..."
"One more thing..." is a new way to end our busy week with something fun and entertaining. This year we are taking it to Broadway...at the Beach, that is. Join us for an evening of music, shopping, and just plain fun at one of Myrtle Beach's most popular venues.

REGISTER NOW

Visit

prereg.net/2018/sawd

DEADLINE

June 4, 2018

HOTEL RESERVATIONS

To make hotel reservations, visit

[starwoodmeeting.com/
Book/2018wholesaledist](http://starwoodmeeting.com/Book/2018wholesaledist)

or call 888-627-8203



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the-southern.org

The Southern is managed by RAM, LLC.
ramamc.com



Vendors at this Year's Event Include

Alligator Ice	ITG Brands	Scandinavian Tobacco Group
Altria Group Distribution Co.	Jack Links Beef Jerky	Seneca
Associated Distributors	Java Classics, Penguin Ice,	Shamrock Farms
Burdette Beckmann	Victory Energy	Smokey Mountain Chew
Caribbean Creme	JRS Ventures, Inc.	Spotlight Innovations
Cheyenne International	King III Solutions	Surprise Drinks
Colibri Firebird	Kretek International	Swedish Match
Consolidated Sales Network	Liggett Vector Brands	Swisher International
Convenience Valet	Lil' Drug Store Products	The Hershey Company
Creative Data Research	Logic	Tell Industries
Davison Fuel & Oil	Lynco Products	Turkey Creek Snacks
Dot Foods	Matrix Brokerage	Uncle Ray's Potato Chips
Fun Factory Candy	National Tobacco	Velociti Alliance
Golbon	Novelty Inc.	Warren Oil Company
Golden West Food Group	Prestige Brands	Wind River Tobacco
Great Midwest Tube	PFS Brands	Xcaliber International
Halpern Imports	ProCat Distribution	Warren Oil Company
Imageworks Displays	Technologies	Ziiware
Inter-Continental Cigar	RAI Trade Marketing Services	
Inventure Foods	Republic Tobacco	

Vendor list is current as of February 26, 2018.

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 (770) 932-3263 or email info@the-southern.org.

WE LOOK FORWARD TO SEEING YOU.

THE-SOUTHERN.ORG

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.