

**REGISTER
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AND SAVE
BIG!**

JOIN US ON THE

Wild Side

SOUTHERN LEADERSHIP DIVISION

2018 BUSINESS RESOURCE MEETING

November 13-15, 2018

Loews Minneapolis | Minneapolis, MN

Hosted by



THE-SOUTHERN.ORG • PHONE/TEXT/FAX (770) 932-3263



TUESDAY, NOVEMBER 13

7:45 AM – 8:45 AM
Registration and Breakfast

9:00 AM – 11:30 AM
Meetings with a Mission



In honor of Veterans Day, we will be partnering with

Operation Gratitude through our member partner Altria to develop care packages filled with entertainment, hygiene, handmade items, non-perishable snacks and personal letters of appreciation to U.S. Troops, 1st Responders, Veterans, Military families and wounded Heroes. Activities include stuffing teddy bears for soldier kids who are deploying, creating goody boxes, making paracord bracelets, and writing letters to the deployed.

11:45 AM – 12:45 PM
Lunch

1:00 PM – 3:00 PM
Team Building Activity

Team building activities are an essential part of the SLD meeting in order to build effective working relationships, to foster trust among members, to understand and improve skills or just to have fun! We have partnered with Lock and Key Escape to provide an afternoon of escape games that involve problem-solving, creative and logical thinking as well as teamwork in a fun and challenging environment.

3:15 PM – 5:15 PM
“Strategic Thinking: Making Yourself Valuable to Your C-Suite”

Jill J. Johnson, MBA, President and Founder of Johnson Consulting



Your C-Suite is under tremendous pressure to perform in today's challenging economic environment. Senior executives need to ensure that all of their

team members and corporate assets are in proper alignment to meet operational and financial needs. This workshop will help you identify the critical strategic information your C-Suite needs from you to help you focus your critical

thinking and efforts on the things they value - no matter what level you are at in your organization. You will learn how to leverage your technical knowledge to provide strategic insight. This focus on bigger picture issues will shift your role in your organization from a support function to a true business asset. You will also learn how to more effectively shape your communication in the language of the C-Suite about the issues that matter the most to them.

Jill J. Johnson, MBA, is president and founder of Johnson Consulting Services – a management consulting firm specializing in strategy development. She assists clients in evaluating critical decisions and assessing the impact of market forces to develop strategic and business plans. Jill is also a 4th generation entrepreneur who grew up in a family-owned business.

5:30 PM – 6:15 PM
“Advice from the ‘Corner Office’”
Steve Douglas, President/CEO, Douglas Companies



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. Steve Douglas, President/CEO of the Douglas Companies, and the Southern's current 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.

6:30 PM – 7:00 PM
Reception & Registration

7:00 PM – 9:00 PM
Dinner

9:30 PM – Midnight
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.

YOU'RE INVITED TO THE *Wild Side*

The Southern Association of Wholesale Distributors cordially invites you to the SLD's 2018 Business Resource Meeting.

This annual conference is designed specifically for emerging leaders and provides an excellent educational format that focuses on leadership skills, management training and business planning.

HOSTED BY



WEDNESDAY, NOVEMBER 14

8:30 AM – 9:30 AM
Breakfast

8:30 AM – 9:30 AM
Working Breakfast &
Committee Meetings

9:45 AM – 12:15 PM
"How to Create a
High-Performance Organization"
Terry McKenna, Principal, Employee
Performance Strategies, Inc.



Talent and skills shortages make up the #2 risk facing organizations today right after loss of customers. The ability to attract, retain and optimize employee job performance is the key differentiator that separates the great organizations from the pack. Top performers propel organizations on the fast track. You can't build a winning organization with slackers. Organizations must be ruthless in getting the right people, with the right skills, in the right roles, and the wrong people out of them. Talent is the driver of organizational success. Leveraging that talent demands new ways of thinking about how to transform human capital into financial capital.

Participants Will Learn: (Attendees will receive a complimentary copy of "How to Become a High-Performance Organization")

1. Strategies for becoming a High-Performance Organization.
2. 250 characteristics of a High-Performance Organization.
3. A 100-point organizational assessment.

Terry McKenna is an internationally acclaimed author, speaker and consultant to Fortune 500 companies as well as

smaller regional chains. He is principal and co-founder of Employee Performance Strategies, Inc. (EPS), the leading authority on helping organizations maximize their financial results. He is the author four books: What Great Leaders Do, How to Become a High-Performance Organization, Customer Service – The Ultimate Differentiator, and, Hire the Best C-Store Employees. Terry is also the author of Terry's Blog (www.terrymckenna.typepad.com), with 1,400+ daily posts to date.

12:30 PM – 1:30 PM
Lunch

2:00 PM – 5:00 PM

Jack Link's R&D/Test Kitchen Tour



Everyone is welcome to join us for the Jack Link's R&D/Test Kitchen Tour.

Recently opened, this is a fully integrated development kitchen and pilot plant located in the heart of downtown Minneapolis. This space provides Jack Link's with the capabilities to design, develop and commercialize the most innovative new products as well as open up opportunities in new categories. We will have the opportunity to meet with key personnel and experience firsthand how Jack Link's products are developed.

6:00 PM – 10:00 PM
Timberwolves Game



Our host, Jack Link's, invites all attendees to join them in the Jack Link's box at the nearby Target Center to see the Minnesota Timberwolves play the New Orleans Pelicans.

10:30 PM – Midnight
Hospitality Suite

THURSDAY, NOVEMBER 15

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
"Take Change by the Hand Before
It Takes You by the Throat"
Terry McKenna, Principal, Employee
Performance Strategies, Inc.

Change brings both promise and peril. Organizations need to be quicker and more agile, because in a faster-moving, more complex and uncertain world, success has never been more fleeting. Organizations must change before it becomes obvious. The most successful way to change is to create it. But to do so, organizations must be organized to position themselves out in front of the change curve otherwise they will be forced to change on their competitor's terms, which is competitive suicide. The key to success is to tilt the playing field to your advantage, and you do that by changing the rules of engagement.

Participants Will Learn:

1. How to develop a culture of change agents.
2. Strategies for get you out if front of the change curve.
3. A battle-plan for Amazon.

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.

This is the end of the official program.

REGISTER NOW

www.prereg.net/2018/sidbr

Register now!

HOW TO REGISTER

Online registration is fast and easy. Early-bird and preferred room rate deadline: **October 2, 2018. Visit:**

www.prereg.net/2018/sldbr

ABOUT THE HOTEL

Loews Minneapolis Hotel
601 First Avenue North
Minneapolis, MN 55403
612-677-1100

Reservations: 877-878-5670

Visit loewshotels.com/minneapolis-hotel

Their website will give you a great feel for the property as well as answer any questions not covered herein.

Named by U.S. News and World Report as one of the top luxury hotels in the country for 2017, the Loews Minneapolis is located in the heart of downtown Minneapolis, minutes from the city's best shopping and entertainment.

Hotel Rooms & Group Room Rate

\$169 Single or Double Occupancy
The above rate is per room per night and does not include state and local taxes of 13.15%. You may register for a hotel room by calling the hotel directly at (877) 878-5670. **The deadline for the group rate of \$169 is October 19, 2018.**

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

Hotel Highlights

Located in the heart of downtown Minneapolis, the Loews has 251 newly renovated guestrooms and suites that are accented with chic, comfortable linens. Their restaurant Cosmos offers sophisticated dining. Other options include Apothecary Bar & Lounge, serving small plates and classic cocktails, plus their Relevé Champagne and wine bar. Their Embury Spa, offering a range of treatments.

QUESTIONS/ATTIRE/GUESTS

WEATHER: Average temperature in November is a high of 41 and a low of 26 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

Minneapolis is located in eastern Minnesota, where I-94 and I-35 intersect, 9 miles from Saint Paul, 2-1/2 hours from Duluth, MN and 4-1/2 hours from Green Bay, WI.

Driving Directions: Enter the Loews Minneapolis Hotel, 601 First Avenue North, Minneapolis, MN 55403 into your GPS.

Air Travel: The nearest major airport is Minneapolis-Saint Paul International Airport (MSP). This airport is 22 miles from the Loews Minneapolis Hotel.

Ground Transportation: From Minneapolis-Saint Paul International Airport: You can arrange rental cars, taxis, limos, Uber/Lyft, van and hotel shuttles.

For more information, visit the-southern.org or call 770-932-3263

