Finish First in Profits, Sales, and Opportunities!

93rd Annual Meeting & Trade Show
Hilton Daytona Beach / Ocean Center • Daytona Beach, FL • June 14-17, 2016
(Show Dates June 16 and 17)

Register Now at www.the-southern.org

REGISTER NOW!
SAWD 93nd Annual Meeting and Trade Show – Schedule of Events

TUESDAY, June 14
2:00 PM - 5:30 PM Registration Desk Open
3:00 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

The Hyde Park Steakhouse
For members of the Board of Directors and Past Presidents.

WEDNESDAY, June 15
8:00 AM – 1:00 PM Golf Tournament
LPGA International Golf Course
Register for golf during the online registration process: www.the-southern.org

9:00 AM – 5:00 PM Registration Desk Open
11:30 AM - 2:30 PM Lunch and Wineglass Painting
Come and enjoy lunch and libation before you learn to paint wineglasses. Each person will use their imagination, or you can copy from several examples and designs that will be on hand. You will be able to sign your masterpieces and take them home to enjoy or to give as gifts.

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. SAWD will be partnering with a local charitable service organization this year in a half-day of service, allowing us to step away from the hustle and bustle, 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 93rd Anniversary & Trade Show.

4:15 PM – 5:15 PM SAWD Board of Directors’ Meeting
4:15 PM – 5:15 PM SLD Board Meeting

THURSDAY, June 16
6:00 PM - 7:00 PM Welcome Reception
All invited

7:15 PM - 10:00 PM Dinner & Industry Awards
After Dinner – Until Hospitality Suite - Open to All

THURSDAY, June 16
7:15 AM - 5:00 PM Registration Desk Open
7:00 AM - 8:30 AM Kick-Off Breakfast (Continental)
7:30 AM - 8:45 AM General Session

“The Heart Led Leader”

Tommy Spaulding has been teaching heart led leadership and the art of developing successful, authentic and lasting relationships that build businesses and brand loyalty for over 20 years. A world-renowned inspirational speaker on leadership, Spaulding speaks to hundreds of corporations, associations and organizations around the globe. Currently, Tommy is the president of the Spaulding Companies Corporation, an international leadership development and training organization.

Prior to founding his own company, Spaulding was the Business Partner Sales Manager for IBM/Lotus, and in 2005, Tommy was named the fifth President and CEO of the renowned international leadership organization, Up with People. Tommy earned his MBA from Bond University in Australia, and in 2007 he received an Honorary PhD in Humanities from the Art Institute of Colorado.

His first book, It’s Not Just Who You Know, released and published by Penguin Random House in August 2010, hit #2 on the New York Times, #2 on the Wall Street Journal, and #1 USA Today national bestsellers lists. His latest book, The Heart Led Leader is a New York Times and #1 Wall Street Journal bestseller and was named as a Top 100 Business Books of 2015 by INC.com. In September 2012, Tommy was named by Meetings & Conventions Magazine as one of the BEST KEYNOTE SPEAKERS in the nation. Ken Blanchard, author of The One Minute Manager and who wrote the foreword to It’s Not Just Who You Know, says, “Tommy Spaulding is one of the most inspirational and talented speakers in the country.”

9:00 AM – Noon Education Sessions
9:00 AM - 10:30 AM Session 1

“The Real Profit Drivers: An In-depth Review of What Really Impacts Profit”

Dr. Albert D. Bates is founder and Director of Research for the Profit Planning Group

Distributors have a decision to make as to whether they want to base their actions on profit anecdotes or profit facts. This session will focus on the real keys to profit improvement.

This convention session will present the results of largest sample of distributor profitability ever undertaken. It will reveal what actually drives profit across a wide range of distribution industries. The conclusions shatter much of the conventional wisdom in distribution.

Firms that employ the right combination of the Critical Profit Variables produce a Return on Assets and a Pre-tax Profit Margin that is twice as high as the typical distributor. It is a massive difference.

Key attendee takeaways:
• Does size matter?
• How fast does the firm have to grow?
• Can gross margin be too high as well as too low?
• Is cost control an out-of-date concept as some consultants suggest?
• Should firms to continue to try to lower investment levels?

Dr. Albert D. Bates is founder and Director of Research for the Profit Planning Group, a benchmarking and executive education firm headquartered in Boulder, Colorado. He is also a Principal in the Distribution Performance Project, a research group devoted to distribution issues. Al makes approximately 100 presentations each year on topics such as Improving the Bottom Line, Getting Serious About Profit, Doing More with Less, and Pricing for Profit. He is also a featured speaker at the University of Innovative Distribution. He has written extensively in both the professional and trade press, including the Harvard Business Review, the California Management Review and Business Horizons. In addition he writes the quarterly Profit Improvement Reports for the firm’s trade association clients. Al received his undergraduate degree from the University of Texas at Arlington and his MBA and doctorate from Indiana University. While at Indiana he was one of the first recipients of the Ford Foundation Fellowships in Business Education.

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.
Trade Show – Schedule of Events

10:45 AM - Noon
Session 2
“Dynamic Communication – Maximizing Customer Interaction and Engagement”

Steve Gavatorta, Owner
Steve Gavatorta, Group

In today’s fast-paced, high tech, low touch world, the art of effectively connecting, interacting and communicating with others is becoming a lost art. Leaders/Managers that can effectively connect with their teams and customers through tailored communication will indeed differentiate themselves and create a competitive advantage for their company.

Effective communication includes understanding how people behave, communicate, make decisions, and deal with change, risk and conflict. Using a proven behavioral model, we will enable participants to understand various communication styles and how best to connect, interact and communicate with each for maximum success, driving sales, managerial effectiveness and team work.

Participants will:
• Learn the skill set of reading communication styles of their key customers
• Gain introspective knowledge about their own style to be applied for self-development
• Develop specific action plans to better communicate, interact and engage with their key customers

Who should attend:
• Salespeople
• Buyers
• Management/Leadership
• Customer Service

Steve Gavatorta (owner of Steve Gavatorta, Group), is a Certified Professional Behavioral Analyst (CPBA), Certified Professional Values Analyst (CPVA), Myers-Briggs Certified Practitioner, and accredited coach and trainer for Emotional Intelligence (EQ). He is a consultant, trainer, coach, and speaker who conducts workshops and speaks on the topic of effective communication and how it is a catalyst for personal development, success in sales, management, leadership, team-building and dealing with change. He works with large corporations, small businesses, entrepreneurs and individuals. He is also author of The Reach Out Approach: A Communication Process for Initiating, Developing & Leveraging Mutually Rewarding Relationships.

10:00 AM - 11:30 AM
President’s Social
Open to All Spouses and Guests

12:15 PM – 1:30 PM
State Association Executives & Political Affairs Luncheon

1:30 PM - 5:00 PM
Grand Opening of Exposition

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

7:15 PM - 10:00 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 17

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

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

7:15 AM - 8:30 AM
General Membership Meeting

Jamie Notter,
Founding Partner
WorkXO

“The Power of Millennial Alignment”

It’s time we change the conversation about Millennials—from one of complaining, to one of curiosity and learning—because when we do, we uncover the tremendous power that exists when we align our organizations with where the Millennial generation is already heading. In this session, Jamie explores research from his latest book (When Millennials Take Over) that illustrates the more important role Millennials play as decoders of the key changes that are happening in the business world today.

Citing case studies from organizations that have cracked the code on both performance and employee engagement, Jamie will explore the four key capacities organizations need to succeed in this new normal and how to build them inside your organization, attracting Millennials as both employees and customers along the way.

Jamie began his career in the international conflict resolution field, designing and delivering conflict resolution training programs in areas of ethnic conflict in the 1990s. He transitioned into organizational work, initially as a diversity trainer and consultant, and later leading his own management consulting practice where he specialized in helping systems work through the most difficult conversations. Before founding WorkXO, Jamie provided consulting through Culture That Works LLC.

8:45 AM - 9:45 AM
Distributors Forum
Representatives of All Distribution Companies are encouraged to attend. This meeting is open to Distributors only.

This session will include a case study from a key player in our community of C-store distributors whose computer system was hacked and his company held ransom to regain access to his own business data. What happened, how it happened and how to avoid it happening to you.

8:45 AM - 9:45 AM
Exhibitors Forum
Representatives of All Exhibiting Companies are encouraged to attend.

10:00 AM - 10:45 AM
Board of Directors Meeting

10:45 AM - 11:45 AM
Executive Committee Meeting

11:00 AM - 2:00 PM
Exposition Open

6:30 PM - 8:30 PM
Raising the Roof at Joe’s
Hosted by the members of the Southern Leadership Division (Open to All)

Come and join us for a party where you can enjoy the sunset, a view of the beach, a great buffet, an open bar and some live entertainment. Your ticket will include dinner, beverages and entertainment.

T = Ticket Required

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 added the purchase of these tickets to the online registration process. Tickets will be sold on-site as well.

The Southern
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Suwanee, GA 30024-6427
Ph) 770-932-3263
Fax) 800-601-4659
Register Now at: www.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.

Some of the companies you may expect to see at the 93rd Annual Meeting & Tradeshow!

| Exhibitors as of February 25, 2016 | Matrix Brokerage  
| A&T Tobacco Marketers  
| Alligator Ice  
| Altria Group Distribution Co.  
| American Snuff Company  
| Associated Distributors  
| Boulder International, Inc.  
| Burdette Beckmann  
| Calbee North America  
| Cheyenne International  
| Creative Data Research  
| Daughters & Ryan Inc.  
| Davison Fuels & Oil  
| Dot Foods  
| Farmer’s Tobacco Co. of Cynthiana KY.  
| Galactic Performance Solutions  
| Golbon Convenience Store Services  
| Great Midwest Tube  
| Hy-Tek Material Handling, Inc.  
| Imageworks Tobacco Displays  
| InfoMetrics  
| Inter-Continental Cigar  
| ITG Brands  
| Jack Links Beef Jerky  
| Jamison Computer Systems, Inc.  
| Java Classics/Penguin Ice/Victory Energy  
| JRS Ventures, Inc.  
| Kellogg’s  
| King III Solutions  
| King Maker Marketing  
| Kretek International  
| Liggett Vector Brands  
| Lil Drug Store Products  
| National Tobacco  
| Nestle USA  
| Novelty Inc.  
| Novex Software Development  
| P4 Technologies, LLC  
| Premier Manufacturing  
| ProCat Distribution Technologies  
| R. J. Reynolds Tobacco  
| Republic Tobacco  
| Rudolph Foods  
| Scandinavian Tobacco Group- Lane  
| Smokey Mountain Snuff  
| Snyder’s - Lance, Inc.  
| Southern Beverage Packers, Inc.  
| Stewart Candy Co.  
| Swedish Match  
| Swisher International  
| Tantus Tobacco  
| The Hershey Company  
| Thomas M. Williams & Associates  
| Tillamook Country Smoker  
| Trackmax Solutions  
| Treat Planet  
| Tsunami Electronic Cigarettes  
| Turkey Creek Snacks  
| USA Sales  
| Van Holten’s  
| Velociti Alliance North America, Inc.  
| Warren Distribution  
| Warren Oil Company  
| Wind River Tobacco Company LLC  
| Xcaliber International LTD  |