



*"The best prophet
of the future
is the past."*
-LORD BYRON

96TH ANNUAL MEETING

IMPROVING THE QUALITY OF WHOLESALE DISTRIBUTORS PROGRAMS, SERVICES & OPERATIONS



JUNE 11-14, 2019 • WILLIAMSBURG, VA
VENDOR EVENT DATES JUNE 13 & 14 • COLONIAL WILLIAMSBURG LODGE



REGISTER NOW

FOR MORE INFORMATION, VISIT THE-SOUTHERN.ORG

96TH ANNUAL MEETING

• SCHEDULE OF EVENTS •

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

TUESDAY, JUNE 11

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

WEDNESDAY, JUNE 12

- 8:00AM - 1:00PM** Golf Tournament Williamsburg Gold Course

(Depart hotel at 6:30AM for breakfast and practice time at the course) **Separate registration fee applies.**

- 9:00AM - 5:00PM** Registration Desk Open
11:30AM - 2:30PM Optional Event – Craft Cocktails

Join us at the Taste Studio for an in-depth look and taste of some of today's most trending cocktails. The Williamsburg Inn's knowledgeable Chef will guide you through the tastings and food pairings while sharing information, taking questions and enjoying fun conversation. **Separate registration fee applies.**

- 3:00PM - 4:00PM** Board of Directors' Meeting
4:15PM - 5:15PM SLD Board Meeting
5:30PM - 6:00PM New Vendor Reception *All Buyers and First-time Vendors*
6:00PM - 7:00PM Welcome Reception *All invited*

7:00PM - 9:00PM Southern Dinner
Come join us for an evening of great food, great friends and great fun for the whole family!

After Dinner-Until Hospitality Suite
Open to All

THURSDAY, JUNE 13

- 7:30AM - 5:00PM** Registration Desk Open
7:30AM - 8:30AM Kick-Off Breakfast (Continental)

Join us for a fresh breakfast and plenty of coffee to help get ready for a jam-packed schedule.

8:00AM - 10:30AM Education Sessions

8:00AM - 9:10AM SESSION 1

"How to Turn Your Existing Software Systems and Data into a Competitive Advantage"

Adam Burke, Co-Founder, Nowsight



ADAM BURKE is an experienced leader focused on rapidly growing businesses, radically enhancing team performance and solving problems in competitive industries. An

MBA and engineer by training and serial entrepreneur by choice, his current company, Nowsight, combines Business Intelligence and Artificial Intelligence to unlock insights within your own operating business.

You probably have a hunch where your company and operations may be inefficient. But how do you quantify those hunches into actionable information and bottom-line performance? Hear how real-time, powerful, and easy-to-read dashboards with real-time alerts can help transform your CStore Distribution company.

Adam will discuss:

- How you are sitting on the data you need—it just may not be accessible in real-time on your factory dashboard.
- What a morning report is, and how you'll never again wonder what happened in your business overnight.
- Savings and efficiencies other Southern members have discovered and implemented.
- Motivational strategies to unleash record-

breaking performance in productivity, output, and uptime.

9:20AM - 10:30AM SESSION 2

"Catching the CBD Wave...What you Need to Know"

Colin Gallagher, Founder and COO of Solari and Kelly Michols, CEO of Solari



COLIN GALLAGHER is founder and the Chief Operating Officer of Solari. Prior to founding Solari, he was the Director of Operations and Business Development for Smoker Friendly International

and focused on private label brands and the expansion of the Smoker Friendly Authorized Dealer Program. Before joining Smoker Friendly in 2017, Colin spent seven years in PwC Denver's International Tax Services group.



KELLY MICHOLS, Chief Executive Officer of Solari, has over 20 years of senior executive experience developing world-class sales and marketing teams in start-up and scaled growth stages. Prior to Solari, Kelly

was President of Scandinavian Tobacco Group (STG) Lane Ltd.'s U.S. cigar and pipe tobacco division, leading the company's U.S. Regulatory and Governmental Affairs functions.

4th tier cigarettes, e-cigs, and vaping products all contributed to profits in wholesale distribution in the recent past...yet all are on the wane. Meanwhile, a new and potentially profitable opportunity has emerged with awareness fueled by Altria's recent investment of \$1.8 billion in Canadian cannabis producer Cronos Group. Distributors are casting a cautious eye on hemp and CBD products while

trying to gauge risk vs. reward in this emerging category that most predict has extraordinary market potential.

Attendees will learn:

- What is Hemp? What is CBD? How is Hemp different from Marijuana?
- What is the difference between CBD and other Hemp-based products?
- What is legal and not legal (federally) regarding Hemp and CBD? What is the "Farm Bill" and what does it mean to my business? What does the FDA think about Hemp and CBD?
- What should you require from a Hemp/CBD supplier?

10:00AM - 11:30AM First Lady's Social
Join the Southern's First Lady, Anne Douglas, when she hosts a lovely brunch for all spouses and guests.

10:45AM - NOON GENERAL SESSION
"Hurdling Adversity- Creating the New Normal"
John Register, Founder and CEO, Inspired Communications International, LLC



JOHN REGISTER is the President and CEO of Inspired Communications International, LLC, an experiential professional speaking company showing businesses how to hurdle adversity and create the

new normal to win the medals in their life. From four-time track and field all-American to Gulf War Army veteran to amputee to Paralympic silver medalist, John has never allowed adversity to hold him back. John founded the United States Olympic Committees Paralympic Military sport program and served in a variety of capacities including special advisor to two U.S. Secretaries of State on disability foreign policy and a U.S. Sports Diplomacy Ambassador (Envoy).

Motivation is fleeting because it is primarily rooted in emotion. Inspiration is the mental stimulation to create something different or new for us or for others. This session will motivate audience members to become more engaged at work and walk away with the necessary tools to strike a healthy work life balance by learning four ways to overcome life's challenges. Participants will be encouraged to take ownership of their adverse situation (control what they can control) and be motivated to adopt "deer-like" qualities to hurdle their adversity, empowering them to create a new normal in their lives.

1:30PM - 5:20PM Ten-2-Profit
Fast-paced and full of energy, these 10-minute "appointments" with buyers and vendors can be used to showcase new products or services, conduct a mini-business review, or introduce anticipated program changes.

6:00PM - 7:00PM Get Acquainted Reception
7:00PM - 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 14

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

"CBD FOMO (Fear of Missing Out)"
Jonathan Havens, co-founder/co-chair of the Cannabis Law Practice at Saul Ewing Arnstein & Lehr LLP



JONATHAN HAVENS is the co-founder and co-chair of the Cannabis Law Practice at Saul Ewing Arnstein & Lehr LLP. He counsels state cannabis license applicants and awardees, ancillary service and product providers, investors, management companies, and various other entities that are affected by federal and state marijuana laws, such as long-term care facilities and higher education institutions. Before entering private practice, Jonathan served as a regulatory counsel with the U.S. Food and Drug Administration (FDA).

Are you afraid of missing out on the CBD craze? Before jumping in to any business related to cannabis or CBD products, it is vital that you understand the legal aspects of this explosive category.

8:30AM - 1:00PM Registration Desk Open
8:45AM - 11:15AM "House of Deals"
Use this additional 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.

11:30AM - 12:30PM Vendors Forum
Representatives of all vendor companies are encouraged to attend.

11:30AM - 2:30PM Distributors Forum
Representatives of all distribution companies are encouraged to attend. This meeting is open to distributors only.

12:45PM - 1:30PM Board of Directors Meeting

1:45PM - 2:45PM Executive Committee Meeting

5:00 PM - 6:30 PM One More Thing...Come Crawl like a Colonial

Experience a historical pub crawl filled with drinks and revelry, where the stories of a libation's origins are paired with pours of the drinks themselves. For an hour and a half, you'll follow an experienced interpreter down DoG St., experiencing tavern debauchery, and re-living what it was like to walk in the sloshy shoes of our forefathers in days of yore. This event is only for those 21+ years of age. Includes (3) 8 oz. glasses of assorted beverages (sangria, brandy punch, beer). **Separate registration fee applies.**

REGISTER NOW

Visit

prereg.net/2019/sawd

Deadline is June 3, 2019

HOTEL RESERVATIONS

Colonial Williamsburg Lodge
310 South England St.
Williamsburg Virginia 23185

To make hotel reservations, visit
book.passkey.com/event/49867898/owner/31621/home

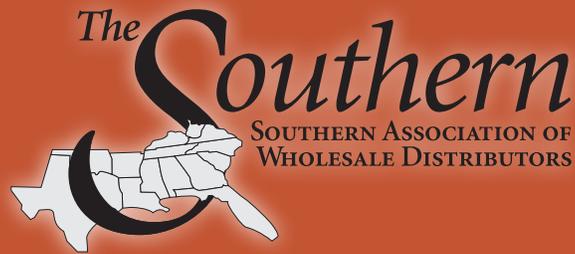
Or call 1-800-261-9530

Deadline for group rate is May 10, 2019.



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The Southern is managed by RAM, LLC.
See us at ramamc.com



Vendors at this Year's Event Include

Alligator Ice	Harbor Industries	Red Stamp
Altria Group Distribution Co.	Imageworks Displays	Republic Tobacco
AutoFry, MTI	Inter-Continental Cigar	Ronnoco Coffee Company
Better Made Snack Foods	ITG Brands	Scandinavian Tobacco
Bongards Premium Cheese	Jack Links Beef Jerky	Group - Lane
Burdette Beckmann	King III Solutions	Smokey Mountain Chew
Car Freshener Corporation	Kretek International	Snee Chemical
Cheyenne International	Liggett Vector Brands	Spotlight Innovations
Colibri Firebird	Lil Drug Store Products	Swedish Match
Consolidated Sales Network	Lynco Products	Swisher International
Creative Data Research	Matrix Brokerage	The Hershey Company
Dot Foods	MSA/InfoMetrics	Trackmax Solutions
Farmers Tobacco	National Tobacco	Warren Oil Company
Galactic Performance Solutions	Premier Manufacturing	Zander-Greg
Golbon	Prestige Brands	Ziiware
Golden West Food Group	ProCat Distribution	
Great Midwest Tube	Technologies	
Handy Store Fixtures	RAI Trade Marketing Services	

Vendor list is current as of February 25, 2019.

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.

WE LOOK FORWARD TO SEEING YOU.

THE-SOUTHERN.ORG

Established in 1922, the Southern Association of Wholesale Distributors, "the Southern" is a 14-state regional trade association representing the interests of corporations and individuals involved in the manufacturing, sales, and distribution of 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.