

service

customer

2019

Business Resource Meeting

SOUTHERN LEADERSHIP DIVISION

November 5-7, 2019

Sonesta Resort

Hilton Head, SC



*Focusing on leadership skills, management training
and business planning.*

**REGISTER
EARLY
AND SAVE
BIG!**



YOU'RE INVITED

The Southern Association of Wholesale Distributors cordially invites you to the SLD's 2019 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.

**TUESDAY,
NOVEMBER 5**

7:45 AM – 8:45 AM

Registration and Breakfast

9:00 AM – 10:00 AM

**Advice From the Corner Office
Scott McPherson, President/CEO,
Core-Mark & President, SAWD**



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, purpose, and direction. As the leader of Core-Mark, a publicly traded convenience distribution company, Scott McPherson is ideally suited to talk about what it takes to deliver industry-leading category management solutions to retailer partners. Core-Mark is one of the largest marketers of fresh and broad-line supply solutions to the convenience retail industry in North America. Scott will share a 5-year look forward at convenience distribution focusing on what it will take to survive and thrive in our changing marketplace.

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, purpose, and direction. As

10:10 AM – 12:10 PM
**"Optimize Your People and Add
7-Figures to Your Bottom Line"**
Spencer Taylor, The Lumen Group



Ask any senior leader or entrepreneur what their #1 challenge is today and many will say something like, "Finding and keeping great people!". The people in your business truly represent the lifeblood of your company and enabling them to maximize their impact every day and remain with you for the long-term is a vital element of your sustainability. During this session, Spencer Taylor will take a hands-on approach in walking you through how to execute the three powerful steps to optimize your workforce that will lead to a substantial increase to your bottom line.

Step 1: Listen Up! It is critically important that you ask your employees for feedback. Learn a highly efficient method for understanding the current level of engagement among your employees and how to sustain ongoing feedback over time so you can maintain a healthy company culture.

Step 2: Make the Vision Connection. Every person who works for your company has hopes and dreams that get them out of bed every morning. By clearly understanding and then integrating these dreams into the daily operations of your business, you will awaken a powerful giant inside any employees who are currently coasting.

Step 3: Present the Challenge! This is where the rubber meets the road in terms of achieving your 7-figure improvement to the bottom line. Spencer will share a recent real-world example of how one wholesale distribution client achieved a dramatic cost savings by empowering people to present ideas that were then acted upon.

About the Presenter: Spencer 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 three times to Iraq, he completed his undergraduate and graduate work in Business. He has served in leadership roles for over 16 years and has focused his last several years on helping companies optimize people in business. His current company, The Lumen Group, helps industrial companies streamline their people to maximize profitability.

12:20 PM – 1:15 PM
Lunch

1:30 PM – 3:30 PM
Meetings with a Mission



Altria

Altria Group
Distribution Company

Together We Rise is a non-profit organization that works with thousands of volunteers, social workers, CASA advocates, and other partners to transform the way kids experience foster care. All attendees are invited to participate in creating "boxes, bikes and boards" for this special group of children. www.togetherwerise.org. Thanks to Altria for their generous sponsorship of this worthwhile event.

3:45 PM – 5:45 PM
Team Building Activity

Team building activities are 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!



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

7:00 PM – 9:00 PM
Dinner

9:15 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.

WEDNESDAY, NOVEMBER 6

8:15 AM – 9:15 AM
Breakfast for General Attendees

8:15 AM – 9:15 AM
Working Breakfast & Committee Meetings

9:30 AM – 10:15 AM
Delivering World Class Customer Service – Part 1
Evan Carroll and Stan Phelps



Today's connected customers expect every company to understand their individual needs and be more responsive than ever. No industry is immune to the increasing curve of customer expectations. To help us get ahead of the curve, Evan Carroll and Stan Phelps will present a three-part workshop focused on delivering world-class customer service.

In a world where commoditization is the norm, differentiation is key. The kind of differentiation customers will notice doesn't come from what you say, it comes more from what you do.

As a result of this workshop you and/or your team will be better able to:

- Drive differentiation by understanding the attributes customers value the most.
- Reduce attrition by learning how to measure customer loyalty and ways to reduce defection.
- Increase efficiency by understanding the different touchpoints in the customer journey.

10:15 AM – 10:30 AM
Break

10:30 AM – Noon
Delivering World Class Customer Service – Part 2

During the second portion of the workshop, you will learn how to study your customer's experience with journey mapping. Journey maps will help you understand each touchpoint in your customer's experience. You will learn how to:

- Complete a journey map of your customer's experience today
- Identify gaps and opportunities to improve the experience
- Brainstorm ideas to address your gaps and opportunities

12:15 PM – 1:15 PM
Lunch

1:30 PM – 4:30 PM
Delivering World Class Customer Service – Part 3

During the final portion of the workshop, you will uncover ways to improve your customer experience and create 90-day plans you can use to roll out changes inside your organization. During this segment you will:

- Identify specific ideas to improve your customer experience
- Understand how to evaluate and measure new initiatives
- Create a 30-90 day plan to roll out customer experience improvements

About the Presenters:

Evan Carroll is the author of three books, Evan has appeared in major news outlets including The New York Times, CBS Sunday Morning, NPR's Fresh Air, The Atlantic, and Popular Science. With a career spanning roles in user experience design,

marketing, and product management, Evan has contributed to the success of leading agencies and technology companies, including IBM, Ketchum, and ChannelAdvisor. Evan holds MS and BS degrees in Information Science from UNC-Chapel Hill, where he now serves as an adjunct professor.

Stan Phelps, is the Founder of PurpleGoldfish.com. He is a TEDx speaker, Forbes contributor and IBM Futurist that focuses on customer experience and employee engagement. Throughout his career Stan held many marketing leadership roles with Adidas, International Management Group, PGA of America and Synergy. He's the author of ten books all focusing on the little ways to drive differentiation, increase loyalty, and promote positive word of mouth. Stan holds a JD/MBA from Villanova University and a Certificate in Achieving Breakthrough Service from Harvard Business School.

6:00 PM – 6:45 PM
Reception

7:00 PM – 9:00 PM
Dinner

9:15 PM – Midnight
Hospitality Suite

THURSDAY, NOVEMBER 7

8:00 AM – 8:45 AM
Breakfast for General Attendees

8:00 AM – 8:45 AM
Working Breakfast & Board Meeting

9:00 AM – 10:30 AM
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. Facilitated by the SLD President, each attendee will be given the opportunity to provide discussion points ahead of time.

10:30 - END OF MEETING

REGISTER NOW!



HOW TO REGISTER

Go to the-southern.org and click on the "Southern Leadership Division/2019 SLD Business Resource Meeting" tab to be taken to the meeting website. Online registration is fast and easy. Early-bird rate deadline: October 4, 2019.

HOTEL ROOMS & GROUP ROOM RATE

\$139 Single or Double Occupancy

The above rate is per room per night and does not include state and local taxes. You may register for a hotel room by calling the hotel directly at 843-842-2400. The deadline for the group rate of \$139 is October 4, 2019. Be sure to identify yourself as part of Midyear Meeting of the Southern Leadership Division. The hotel will confirm your hotel room; the Southern will confirm your meeting registration.

COST TO ATTEND

Our cost to hold this conference with all of the meals, speakers, social functions, etc. that are included exceeds \$900 per person. However, through the assistance of our sponsors, we are pleased to be able to offer significantly reduced rates for our members.

EARLY BIRD SAVINGS!

Deadline: October 4, 2019!

Special Discounted Rates for

For SAWD/AWMA Members.....	\$500
Spouses.....	\$300
Non-Members.....	\$700

Standard Registration Fees

After October 4, 2019

SAWD/AWMA Members.....	\$550
Spouses.....	\$350
Non-Members.....	\$750

ABOUT THE AREA

Hilton Head Island is the largest barrier island on the southern Atlantic seacoast. More than just 12 miles of beach, the island is consistently listed as an award-winning family destination. With over 250 restaurants, 24 golf courses, spectacular beaches, and in excess of 200 shops, the Hilton Head Island offers something for everyone.

HOTEL HIGHLIGHTS

The hotel features a heated shade pool and hot tub, a zero-entry lagoon swimming pool (seasonal) and children's area. The full-service Arum Spa also offers guests the opportunity to experience a true Lowcountry spa experience. Located within the Shipyard Plantation includes easy access to tennis, golf, beach, and bicycle rentals. Check them out on the web at sonesta.com/us/south-carolina/hilton-head-island/sonesta-resort-hilton-head-island.

QUESTIONS/ATTIRE/GUESTS

Weather: Average temperature in early November is a high of 73 and a low of 52 degrees.

Attire: Good quality casual attire that you would feel comfortable wearing to a nice beach resort or country club. This could include nice shorts, 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

Sonesta Resort Hilton Head Island
130 Shipyard Drive
Hilton Head Island, SC 29928
800-SONESTA or 843-842-2400

Driving Directions: I-95 to exit 8 (Highway 278), cross the bridge and stay left onto the Cross Island Parkway which becomes Palmetto Bay Road. Follow this to Sea Pines Circle and exit the Circle onto Highway 278 (third exit). The Shipyard Plantation and the Sonesta Hilton Head Island Resort itself are on your right at the third light.

Air Travel: Savannah/Hilton Head International Airport (SAV) is served by most major airlines and is located 48 miles from the Sonesta Resort Hilton Head Island.

Hilton Head Airport (HHH) has commuter air service from US Airways and is located on the Island just 7 miles from the resort. Private air service is also available.

Ground Transportation:

From the airport you choose you can arrange rental cars, taxis, limos, Uber/Lyft, van and hotel shuttles.

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

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