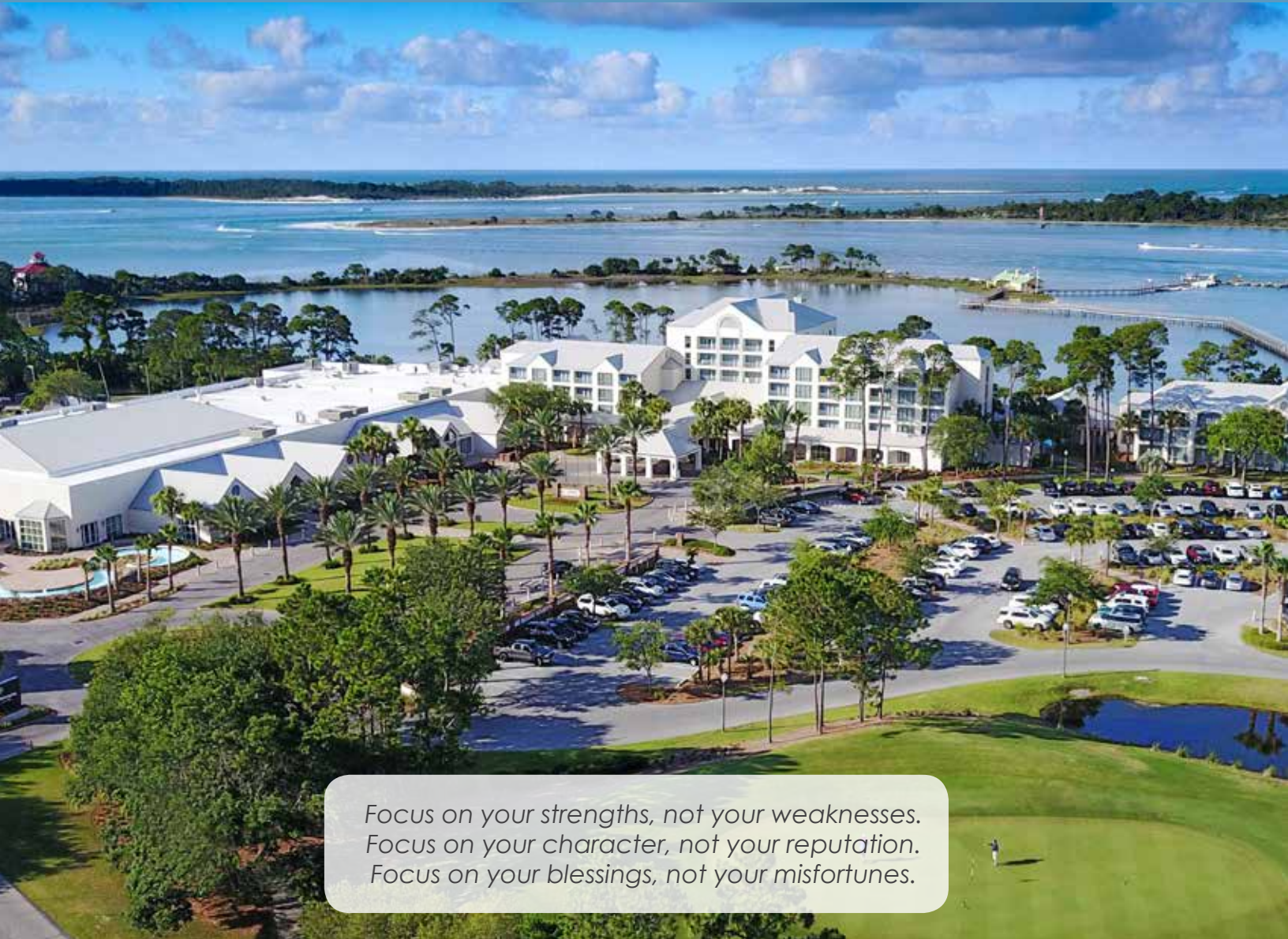


SOUTHERN ASSOCIATION OF WHOLESALE DISTRIBUTORS

97th ANNUAL MEETING



*Focus on your strengths, not your weaknesses.
Focus on your character, not your reputation.
Focus on your blessings, not your misfortunes.*

REGISTER NOW

August 17-20, 2020 | Show Dates August 19 & 20
Sheraton Panama City Beach Golf & Spa Resort
Panama City, Florida

THE-SOUTHERN.ORG • 770-932-3263

97TH 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.

MONDAY, AUGUST 17

- 2:00PM - 5:30PM** Registration Desk Open
2:15PM - 3:15PM Chair/Vice Chair Meeting
3:30PM - 4:30PM Committee Meetings Convention, Education, Government Affairs
4:30PM - 5:30PM Finance & Budget Committee Meeting
5:30PM - 6:30PM Executive Committee Meeting
7:00PM - 9:30PM Chairman's Reception & Dinner at Firefly Inn

(Depart hotel at 7:00PM) *For members of the Board of Directors and Past Presidents*

TUESDAY, AUGUST 18

- 8:00AM - 1:00PM** Golf Tournament
Nicklaus Course
(Depart hotel at 6:30AM for breakfast and practice time at the course)
9:00AM - 5:00PM Registration Desk Open
11:30AM - 2:30PM Optional Event – Painting Party

Join us for cocktails, lunch and a painting party. Marie Smithpeter, the resident artist at Sun Bear Gallery and Studio, will lead a painting class at the Sheraton in using subject matter associated with her love of the beach. She enjoys helping others to bring out the "little artist" in them and spending time talking shop with fellow art lovers. All levels of painters are invited.

- 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

Continue our Southern themed evening with cocktails, dancing and entertainment at our Hospitality Suite. Shop our Silent Auction, whose proceeds fund the \$22,000 in annual scholarships given out each year to deserving member students, as well as funding education sessions and more.

WEDNESDAY, AUGUST 19

- 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 you get ready for a jam-packed schedule.

- 8:00AM - 10:30AM** Education Sessions
8:00AM - 9:10AM SESSION 1
"Identify & Develop Your # 2 in Command"
Terry McKenna, Principal, Employee Performance Strategies, Inc.

This 70-minute session will provide business owners with a process for protecting their legacy should something unexpectedly happens to them or they choose to work less or retire, while at the same time preparing the next generation of workers for an unexpected future.

You will learn:

- How to define and develop #2 in command.
- How to effectively navigate family dynamics of next generation of ownership.
- How to develop a succession plan for key mission critical leadership positions.



TERRY MCKENNA is an internationally acclaimed speaker, author, coach, and consultant on the topics of human capital optimization and organizational design: people and systems. He is principal and co-founder of

Employee Performance Strategies, Inc. (EPS), the leading authority in helping organizations maximize their financial results by maximizing their workforces. Terry 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*. Before co-founding EPS, Terry worked with ExxonMobil for seventeen years, where he led the development and implementation of a national customer service strategy.

9:20AM - 10:30AM SESSION 2

- "State of the Industry Report - Straight from Changemakers"**
Scott McPherson – President & CEO, Core-Mark
Jessica Hendrickson – Altria Group Distribution Group
Andy Jones - President and CEO of Sprint Food Stores, MB Jones Oil Company, and Town and Country Gas
Facilitator – John Lofstock, CStore Decisions

This is not your typical State of the Industry report from a panel filled with stock analysts, economists and lawyers. The people on this panel are making things happen and are known for their forward-thinking as industry executives. Our panelists are the "changemakers", the leaders that are actually moving the needle on industry-wide innovation and change.



SCOTT MCPHERSON has served as President and Chief Executive Officer of Core-Mark since July 2018. Prior to that he served as President and Chief Operating Officer, Senior Vice President- Business Operations and Strategic Opportunities, Senior Vice President

– Corporate Development and Director of Corporate Marketing.



JESSICA HENDRICKSON is the Vice President, Region Sales for Altria Group Distribution Company, a service organization providing centralized sales and distribution support to Altria's tobacco operating companies. She leads

the Western Region sales team including over 400 employees, responsible for supporting retail and wholesale accounts located across 14 states. Jessica joined Philip Morris USA in 2005 as a Sales Intern and then accepted a full-time position as a Territory Sales Manager in 2006. She has held a variety of leadership positions in the Field Sales and Headquarter Trade Marketing Departments. Most recently, Jessica served as a Senior Director of Accounts,

overseeing a multi-level team of Senior and Key Account Managers servicing top retail and wholesale customers in the Midwest Region.



ANDY JONES is the third generation in the family business. He began working at the full-service gas station at the age of 10. After graduating college, he worked for Georgia Pacific in Atlanta for a couple of years. In 1991,

Andy returned home and started learning all aspects of the business. In 1997, Sprint Food Stores was formed. Currently, Andy is President and CEO of Sprint Food Stores, MB Jones Oil Company, and Town and Country Gas. He is on the NACS Board of Directors and Executive Committee and is Vice Chairman of the Research Committee. Also, he is on the Executive Committee of both Georgia Oilmen's Association and Augusta Tomorrow. Andy is on the Board of Governors of Augusta Country Club. He is also Past Chairman of the Board of Trustees for the Episcopal Day School of Augusta.



JOHN LOFSTOCK is Executive Director of The National Advisory Group (NAG), a convenience store trade association focused on small, mid-sized and family-owned businesses. In this role, he oversees all of NAG's educational content,

membership, the group's annual conference and the Young Executive Organization (YEO). Lofstock will also continue to serve as Editor-in-Chief and Vice President, Editorial for The Convenience Store Decisions Group, directly responsible for the day-to-day operations of this multimillion-dollar magazine including financial budgets, editorial direction, trade show content and the online division.

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

10:45AM - NOON GENERAL SESSION
"Hurdling Adversity- Creating the New Normal"

Joey Jones, Founder and CEO, Inspired Communications International, LLC

Combat-wounded Staff Sergeant (Ret.) Johnny (Joey) Jones turned a traumatic, life-changing disability into a personal mission to improve the lives of all veterans. Now serving as the spokesperson and Chief Operating Officer of the national non-profit Boot Campaign, Joey is key to educating the civilian public and corporate America on issues concerning veterans and their families in a nonpartisan, inspiring way.



JOEY JONES Known to his friends as "Triple J," Jones was raised in Dalton, Georgia and enlisted in the Marine Corps after high school. During his eight years of service, he worked as an Explosive Ordinance Disposal (bomb) Technician, deploying to both Iraq

and Afghanistan on three combat tours. It was during that tour on August 6, 2010, when he stepped on and initiated an IED, resulting in the loss of both of his legs above the knee and severe damage to his right forearm and both wrists. He then spent two grueling years in recovery at Walter Reed National Military Medical Center in Washington, D.C.

1:30PM - 5:00PM 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

THURSDAY, AUGUST 20

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

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 - 12:30PM 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
6:30 PM - 8:00 PM One More Thing...Sunset Dolphin Sail

Sail into the sunset aboard the Footloose Catamaran! This 2-hour sail along the Gulf of Mexico offers a great opportunity to relax and leave your worries behind. Listen to tropical music and enjoy a complimentary glass of wine, Sangria, cold beer, or non-alcoholic beverage aboard Panama City Beach's best sunset cruise. Just relax on the deck and look for Flipper and his friends!

REGISTER NOW
prereg.net/2020/sawd

Deadline is August 3, 2020.

1st Distributor Attendee: \$700
Each Additional Distributor: \$500
Spouse and Children are FREE.

HOTEL RESERVATIONS

Sheraton Panama City Beach Spa and Resort
4114 Jan Cooley Drive
Panama City Beach, FL 32408

To make hotel reservations, visit
<https://tinyurl.com/yaeg8eoa>

Or call 1-866-912-1042
Deadline for group rate is July 20, 2020.

COVID-19 NOTICE

We are committed to your health and well-being while hosting the world-class event you have known for years. The Southern is taking every possible step to ensure the Annual Meeting follows all the recommended guidelines, including social distancing, as it pertains to events in the wake of COVID-19. The Sheraton Panama City Golf & Beach Resort, a Marriott property, has adopted new protocols to ensure guests have safe, clean and healthy hotel stays.



The Southern
P.O. Box 2289, LaGrange, GA 30241
770-932-3263 | the-southern.org

The Southern is managed by Association Services Group. See www.associationservicesgroup.net



VENDORS AT THIS YEAR'S EVENT INCLUDE

Alligator Ice	Imageworks Displays	Reliva CBD
Altria Group Distribution Co.	ITG Brands	Republic Tobacco
Barnes Paper	Jack Links Beef Jerky	Ronnoco Coffee Company
Bedrock Manufacturing	Joshen Paper	Seneca/Everything Tobacco
Boulder International	JRS Ventures	Smokey Mountain Chew
Burdette Beckmann	Kellogg Co.	Snee Chemical
Checked Flag Sports	King III Solutions	Summitt Labs
Cheyenne International	Kretek International	Swedish Match
Colibri Firebird	Liggett Vector Brands	Swisher International
Consolidated Sales Network	Lil Drug Store Products	Texas Tito's
Creative Data Research	Matrix Brokerage	The Hershey Company
Davison Fuels & Oil	National Retail Solutions	The Miller Group
Dible Dough LLC	National Tobacco	Trackmax Solutions
Dot Foods	Novelty Inc.	Trend Sales
Doublewaves	Old Trapper Smoked Products	Turkey Creek/Evans Food Group
Farmers Tobacco Co.	Premier Manufacturing	VAM Tobacco
Frontier Cigars	Prestige Brands	Warren Oil Company
Galactic Performance Solutions	ProCat Distribution	Weaver Nut
Golbon	Technologies	Wind River Tobacco
Goodwest Industries	RAI Trade Marketing Services	Xcalibur International
Great Midwest Tube	Red Diamond Coffee	Ziiware
Ignite Distribution	Red Stamp	

Vendor list is current as of May 20, 2020.

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.