

2020 REGISTRATION

SOUTHERN LEADERSHIP DIVISION



# THE CHANGING LANDSCAPE OF LEADERSHIP

2020 VIRTUAL BUSINESS RESOURCE MEETING  
TUES., NOV. 10, 2020 • 1:00 PM ET – 5:45 PM ET



THE-SOUTHERN.ORG



# SCHEDULE OF EVENTS

## TUESDAY, NOVEMBER 10, 2020

The Southern Association of Wholesale Distributors cordially invites you to the SLD's 2020 Business Resource Meeting. This annual conference is designed specifically for current and emerging leaders and provides an excellent educational format that focuses on leadership skills, management training and business planning.

**1:00 – 1:45 pm ET**

### **Leadership in the New Normal**

Terry McKenna, Employee Performance Strategies, LLC

*Sponsored by RAI*

The obvious question is, if this is the New Normal, how is it different from the Old Normal, and how does that change the role of leadership? Let's start with just a few examples of what's different in this New Normal:

- Personal safety is now a top-of-mind issue for both customers and employees.
- Online sales increased 42% with 40% of those purchases coming from first-time online shoppers.
- Customers have redefined the definition of convenience.
- New business models have been created like DOORDASH's Virtual Convenience Store.
- While not COVID-19 related, but certainly a key element in this "new normal", is heightened racial unrest, deep political ideology divide and social friction among many groups.

Regardless, of this New Normal, and what remains to come, the one constant is leadership; leadership in terms of guiding our organizations

through the sea of changes. There are certain fundamental leadership precepts that will never change, and then there are new leadership responsibilities that are created when the world changes. When the world changes, there's no going back. The million-dollar question is: Is your organization prepared not just to survive this "new normal", but to seize it as an opportunity and thrive?

What You Will Learn:

- Leadership Fundamentals
- Driving Organizational Change
- Creating a High-Performance Organization

Who Should Attend:

Organizational leaders at all levels



Terry McKenna is an internationally acclaimed speaker, author, executive coach and consultant on the topics of leadership, human capital optimization and organizational design: people and systems. He is owner and founder of Employee Performance Strategies, Inc. (EPS), the leading authority on helping organizations maximize their financial results by optimizing their workforces. 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](http://www.terrymckenna.typepad.com)), with 1,400+ posts to date.

## 2:00 – 2:30 pm ET Insights from The Southern President

Marty Howell, The H.T. Hackney Company  
*Sponsored by The Hershey Co. and Swedish Match*

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. For over 100 years, H.T. Hackney has made it their business to provide customers with everything they need from one reliable source. As one of the largest wholesale distributors in the United States, Hackney services over 20,000 retail locations and stocks over 30,000 products. After a brief overview of Hackney, Marty Howell, The Southern President, will field questions from Morgan Allain, SLD President, on communicating effectively, solving problems and developing leadership skills.

## 2:45 – 3:30 pm ET Get Rid of the BS

Risha Grant, Founder & CEO of Risha Grant LLC  
*Sponsored by Altria Group Distribution Company*



For many years, companies considered diversity a “nice to have”—something important to focus on but only after mission-critical business objectives were taken care of. Studies and statistics, however, have shown the undeniable link between diversity and financial success for all types of businesses has changed the game. While there are many conversations surrounding inclusion and diversity, few of them focus on what companies can actually do and how to get that work done. In this session you will hear

from an expert in Inclusion and Diversity on the importance of an inclusive culture for the wholesale distributor industry, your company and community.

Whether implicit or conscious, bias is the number one threat to humanity and any company’s success. We all have unconscious bias and understanding why, how that influences our perception, and the impact that has on our business is essential. Throughout this session, Risha has attendees authentically express their experiences that can influence biases, while giving them easily applicable tools to dig deeper and push through stereotyping and assumption. Although

diversity can often be an uncomfortable topic, Risha’s enthusiastic approach helps attendees to easily understand the concept, staying engaged without feeling judged.

Attendees will leave this talk with:

- An understanding of Inclusion & Diversity
- Awareness of unconscious bias
- Tools to address bias internally and externally
- Tips to navigate workplace diversity

Risha is the founder & CEO of Risha Grant LLC, an award-winning diversity consulting and communications firm. Their mission is to utilize diversity communication strategies, tactics and training as a catalyst to create an inclusive culture in every company and community. Additionally, Risha created DiversityConneX.com, a highly successful online recruitment tool to connect diverse professionals with careers, internships, and non-profit and corporate board positions.

Using passion, persistence and knowledge, she has worked with governors, NBA teams, mayors, CEO’s of Fortune 500 companies and other business and community leaders to reduce bias and further the understanding of Diversity & Inclusion. As an international speaker, Risha teaches and empowers attendees with D&I tools to increase their bottom line and permission to get rid of their BS.

## 3:30 – 4:30 pm ET Virtual Roundtable Discussion *Sponsored by Swisher and National Tobacco*

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.

## 4:45 – 5:45 pm ET Happy Hour

*Sponsored by Creative Data Research, Jack Link’s and ITG Brands*

Bring your own drink, catch up with industry peers and meet new ones. A casual way to cap off the SLD Virtual Business Resource Meeting, the happy hour will utilize software that will allow members to network in a fun, easy-to-use format. It’s an opportunity connect in a new and unique way!





# HOW TO REGISTER

**Cost to attend is \$175 per COMPANY for Members  
(and \$300 per company for non-members) and registration is easy.**

**GO TO [PREREG.NET/2020/SLDBR](http://PREREG.NET/2020/SLDBR) AND SIGN UP YOUR COMPANY TODAY.**

Then, forward this information to those employees that don't typically get to attend this meeting, but would benefit from learning new leadership skills. There is no limit on how many can attend from each company.

A link to the meeting will be sent out to all registered attendees closer to the actual meeting date.

**Should you have any questions, please call 770-932-3263.**

**THANK YOU TO OUR MANUFACTURER MEMBERS  
FOR THEIR GENEROUS SUPPORT OF THE  
SLD BUSINESS RESOURCE MEETING:**



**Altria**  
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For more information, visit [the-southern.org](http://the-southern.org)  
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