

SOUTHERN ASSOCIATION OF WHOLESALE DISTRIBUTORS **98TH ANNUAL MEETING**

**2021 • POINT CLEAR, AL**



**REGISTER NOW**

**June 15-18, 2021 | Show Dates June 17-18, 2021**

Grand Hotel Golf Resort and Spa  
Point Clear, Alabama

THE-SOUTHERN.ORG • 770-932-3263

# 98TH 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 15

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

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

### WEDNESDAY, JUNE 16

**8:00AM - 1:00PM** Golf Tournament  
Azalea Course  
(Depart hotel at 6:30AM for breakfast and practice time at the course)  
**9:00AM - 5:00PM** Registration Desk Open  
**3:00 - 4:00PM** Board of Directors' Meeting  
**4:15 - 5:15PM** SLD Board Meeting  
**5:30 - 6:00PM** New Vendor Reception  
*All Buyers and First-time Vendors*  
**6:00 - 7:00PM** Welcome Reception  
*All invited*  
**7:00 - 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.

### THURSDAY, JUNE 17

**7:30AM - 5:00PM** Registration Desk Open  
**7:30 - 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.

**8:00 - 10:30AM** Education Sessions  
**8:00 - 9:10AM** **SESSION 1**  
**"How to Become a High Performance Organization"**  
**Terry McKenna, Principal, Employee Performance Strategies, Inc.**

Why should you care about becoming a high-performance organization? You should care because high-performance organizations produce results that are triple to quadruple the levels of their competitors! The post-Coronavirus Pandemic provides an opportunity for those organizations that are prepared to seize it. Is your organization prepared to seize this opportunity or become a casualty of the crisis? Organizations must become bigger, better, and bolder in how they organize, strategize, and go to market. To do this, they must think strategically and plan systematically.

What You Will Learn:

1. Top-10 characteristics of a high-performance organization.
2. The five key building blocks of a high-performance organization.
3. Ten step action plan for beginning the process.

*"Control your destiny or someone else will."*  
-Jack Welch, former GE CEO



**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.

**9:20 - 10:30AM** **SESSION 2**  
**"State of the Industry Report - Straight from the Changemakers"**  
**Featuring Scott McPherson, President & CEO, Core-Mark and other industry executives**

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.

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

**10:45AM - NOON GENERAL SESSION**  
"Overcoming Adversity"

**Joey Jones, retired United States Marine, Fox News Contributor and a Motivational Speaker for Team Never Quit**



Combat-wounded Staff Sergeant (Ret.) Johnny (Joey) Jones turned a traumatic, life-changing disability in to 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.



**JOHNNY "JOEY" JONES** is a retired United States Marine and Fox News Contributor and a Motivational Speaker for Team Never Quit. Enduring two combat deployments (Iraq

and Afghanistan) and eight years of active service in the Marine Corps; Staff Sergeant Jones suffered a life-changing injury while deployed to Afghanistan as an Explosive Ordnance Disposal (EOD/Bomb) Technician. The 2010 IED-related incident resulted in the loss of both of his legs above the knee and severe damage to his right forearm and both wrists. Since his recovery, Jones has dedicated his work towards improving the lives of all veterans and their families. Currently, Jones serves as a senior policy advisor to many military initiatives and VSOs. He also shares his experiences as a motivational speaker and leadership consultant. Most recently Jones co-designed and piloted a Warrior Week military transition program as the senior advisor to military programming at Zac Brown's Camp Southern Ground.

**1:30 - 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.

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

**7:00 - 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 18**

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

**8:30AM - 1:00PM** Registration Desk Open

**8:45 - 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.

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

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

**6:30 - 8:00PM** One More Thing...  
Eastern Shore and Mobile Bay Boat Tour

Join us Friday evening for a 2-hour boat tour of the Eastern Shore of Mobile Bay. Enjoy complimentary snacks and beverages as you learn more about this beautiful area. We will end the tour with a gorgeous view of the sunset on the water. We will board the boat directly from the Grand Hotel dock.

## HOTEL RESERVATIONS

Grand Hotel Golf Resort and Spa  
One Grande Blvd.  
Point Clear, AL 36564

To make hotel reservations, visit <https://book.passkey.com/go/southernassnofwholesale2021>  
Deadline for group rate is May 17, 2021.

### 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 Grand Hotel Golf Resort, a Marriott property, has adopted new protocols to ensure guests have safe, clean and healthy hotel stays.

## REGISTRATION OPENING SOON!

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



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

*The Southern is managed by  
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## VENDORS AT THIS YEAR'S EVENT INCLUDE

Alligator Ice	Lil Drug Store Products
Altria Group Distribution Co.	Matrix Brokerage
Argent Productivity Optimization Solutions	National Tobacco
Barnes Paper	Novelty Inc.
Benestar Brands	Old Trapper Smoked Products
Boulder International	Premier Manufacturing
Burdette Beckmann	ProCat Distribution Technologies
Candy Treasure	Reynolds
Cheyenne International	Red Stamp
Colibri Firebird	Reliva CBD
Creative Data Research	Republic Tobacco
Dot Foods	Ronnoco Coffee Company
Doublewaves	Smokey Mountain Chew
E-Alternative Solutions	Snee Chemical
Farmers Tobacco Co.	Swedish Match
Frontier Cigars	Swisher International
Galactic Performance Solutions	Texas Tito's
Golbon	The Argent Consulting Group
Goodwest Industries	The Hershey Company
ITG Brands	Warren Oil Company
Jack Links Beef Jerky	Weaver Nut
Kellogg Co.	Wind River Tobacco
King III Solutions	Xcaliber International
Kretex International	

*Vendor list is current as of March 22, 2021*

*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](mailto: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.*