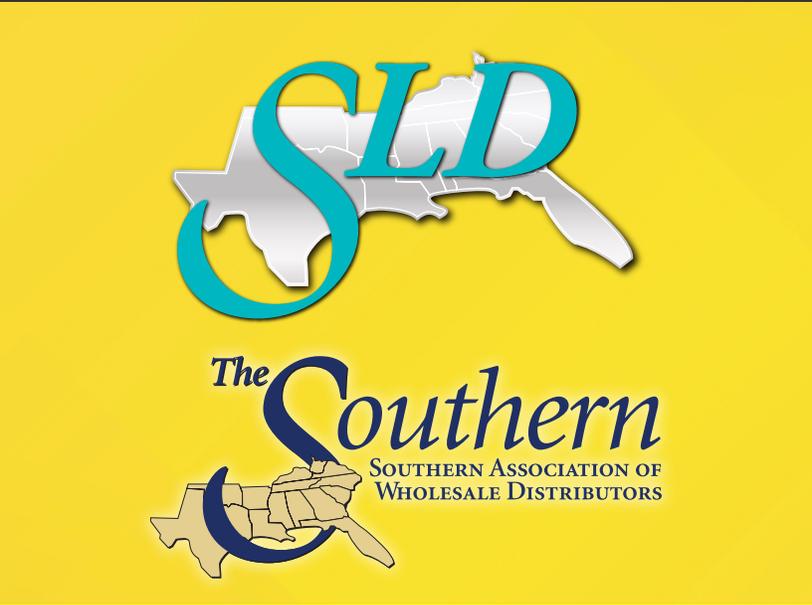


SOUTHERN LEADERSHIP DIVISION



Gather knowledge, share ideas,
be change agents.

2021

BUSINESS RESOURCE MEETING

NOVEMBER 16-18 • AMWAY GRAND PLAZA • GRAND RAPIDS, MI



THE-SOUTHERN.ORG

SCHEDULE OF EVENTS

YOU'RE INVITED

The Southern Association of Wholesale Distributors cordially invites you to the SLD's 2021 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 16

7:45 AM – 8:45 AM

Registration and Breakfast

9:00 AM – 10:00 AM

Advice from the Corner Office

Hugh Raetzsch, President, The Southern



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. Hugh Raetzsch, current President of The Southern, is the third-generation family member serving as Lyons' President and CEO. He began his career

with Lyons at a young age learning many different roles throughout the company, which makes him the perfect person to speak on communicating effectively, solving problems and developing leadership skills.

10:10 AM – 12:10 PM

"Leading Change: 9 Principles for Leader Development During Transition"

Kurt David, Author, speaker, former NBA player

We are all called to lead at some point in our lives, whether at work, at home, or in the community. How we develop as leaders is the first step to bringing legacy leadership principles to those around you. This presentation teaches principles acclaimed by the Wall Street Journal, Forbes, and New York Times, and can be duplicated to grow your leadership.



Kurt A. David is armed with many unique experiences. Holding an advanced degree, he has lived a life many might envy ... as a professional athlete, counselor, consultant to world-class athletes and executives, and creator

of the acclaimed book and EMMY Nominated TV Show, "From Glory Days", which features the personal stories of Hall of Fame, All-Star, and World Champion former professional athletes following their professional sports careers.

As a masterful storyteller, Kurt relates to his listeners with accounts and stories easily transferable to their lives. By entertaining them, he offers unparalleled life lessons that are meaningful and long-lasting on overcoming failure, gaining success, and leading a life meant to be. Kurt draws you in, makes you think, inspires you, and brings you to a new level of success you desire and deserve.

12:20 PM – 1:10 PM

Lunch

1:30 PM – 5:30 PM

Tour – RedStamp Plant

RED Stamp is the premiere provider of specialty automation equipment for innovative distribution and manufacturing companies. They are the industry leader in delivering and supporting excise tax stamping systems, automated case cutting machinery, and unique material handling solutions.





6:00 PM – 6:30 PM
Reception

6:30 PM – 9:00 PM
Dinner

8:45 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 17

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

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

9:15 AM – 12:15 PM
Meetings with a Mission and Team Building Activity

Meetings with a Mission is a Southern initiative designed to encourage connections between attendees and those in the community for the

purpose of doing good. We will be partnering with a local charitable service organization, allowing us to roll-up our sleeves and work alongside one another for a worthy cause. Join us for a different kind of experience at the Southern's 94th Annual Meeting.

Team building activities are essential part of the SLD meeting in order to build effective working relationships, foster trust among members, understand and improve communication skills or just to have fun! Attendees will be split into teams and tasked with a project to complete as a team.

12:30 PM – 1:30 PM
Lunch

1:30 PM – 5:30 PM
Dematic Automated Systems Tour

6:30 PM – 7:00 PM
Reception

7:00 PM – 9:00 PM
Dinner

9:15 PM – Midnight
Hospitality Suite

THURSDAY, NOVEMBER 18

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.

END OF MEETING

ABOUT THE SLD

The SLD is a community of emerging leaders within The Southern. Established in 1979, the SLD allows organizations to leverage the knowledge and resources of their fellow southern distributor, wholesale and manufacturer leaders. Members are offered a unique opportunity to participate in educational programs and networking events throughout the year that drive business opportunities and develop their leadership skills.

What is the mission of SLD?

- Provide educational programs through seminars, hands-on workshops and speakers
- Provide training for emerging leaders
- Improve lines of communication among distributors, suppliers and manufacturers
- Foster clear understanding of industry problems
- Become active in legislative activities
- Share views and ideas
- Promote common goals
- Provide a communications network among members



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2021

HOW TO REGISTER

NOVEMBER 16-18 • AMWAY GRAND PLAZA • GRAND RAPIDS, MI

[CLICK HERE TO REGISTER NOW.](#)

Online registration is fast and easy.

Early-bird rate deadline: October 19, 2021.

HOTEL ROOMS & GROUP ROOM RATE

\$149++ 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 visiting: book.passkey.com/e/50199200.

The deadline for the group rate is October 16, 2021.

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

Special Discounted Rates | Deadline: October 19, 2021

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

Standard Registration Fees: After October 19, 2021

SAWD Members	\$600
Spouses	\$400
Non-Members.....	\$800

ABOUT THE AREA/HOTEL HIGHLIGHTS

Recognized by Historic Hotels of America, the Amway Grand Plaza preserves its 1916 details, including original ironwork and our 29-story glass tower. They are next to DeVos Place Convention Center and connected to Van Andel Arena by a network of skywalks.

QUESTIONS/ATTIRE/GUESTS

Weather: Average temperature in early November is a high of 47 and a low of 32 degrees.

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

Amway Grand Plaza

187 Monroe NW, Grand Rapids, MI 49503

Air Travel: The Amway Grand Plaza is 13 miles from Gerald R. Ford International Airport.

Ground Transportation: On the first level of the airport parking garage, you will find Avis, Budget, Enterprise, Hertz and National/Alamo.

At the Gerald R. Ford Airport (GFIA), both Uber and Lyft provide rideshare services. To catch a rideshare at GFIA, exit the terminal through door #2 (across from the Delta ticket counter), and go to the Rideshare Shelter on the boulevard.



the-southern.org | P.O. Box 2289, LaGrange, GA 30241