

SOUTHERN LEADERSHIP DIVISION



Gathering knowledge
and sharing ideas

2023

BUSINESS RESOURCE MEETING

NOVEMBER 14-16, 2023 • SHERATON GRAND NASHVILLE • NASHVILLE, TN



THE-SOUTHERN.ORG

SCHEDULE OF EVENTS

YOU'RE INVITED

The Southern Association of Wholesale Distributors cordially invites you to the SLD's 2023 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 14

7:45 AM – 8:45 AM

Registration and Breakfast

9:00 AM - 10:00 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.

10:10 AM – 12:15 PM

Meetings with a Mission 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.

12:30 PM – 1:30 PM

Lunch



Altria

Altria Group
Distribution Company

1:30 PM – 5:30 PM

Tour: Attendees will tour the USSTC Manufacturing Plant, one of the most profitable smoke-free companies in the U.S., providing strong contributions to Altria's financial results. Copenhagen

leads their smokeless tobacco product portfolio and in 2022 was the number one premium moist smokeless tobacco brand in the country. Skoal, the company's other leading brand, was the number two premium brand.

6:30 PM – 7:00 PM

Reception

7:00 PM – 8:30 PM

Dinner

8:45 PM – 11:00 PM

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 15

7:45 AM – 8:45 AM

Breakfast



9:00 AM - 12:30 PM

Angela Garmon

The Power of a Leader's Vision

A leader's vision is a powerful force that can ignite, empower, and transform

teams. Your vision should be so clear that everyone around you is able to live it out whether you are present or not. This workshop will take you from vision to action.

Attendees will learn how to:

- Ignite and maximize the potential of your team by inspiring a shared vision.
- Establish strong sales goals and accomplish those goals through your team.
- Connect with and build a strong team that will in return connect with customers, driving revenue growth.
- Create a strong culture that cultivates continuous success and results.





Angela Garmon is an award-winning business owner and philanthropist, who has been recognized as a Top 100 Women to Know across America in the Spring 2022 issue of *Know Magazine*. She is the Founder and CEO of ARG Coaching & Consulting Group LLC, a strategic change management consulting firm that supports diverse teams nationwide as they conquer change and cultivate results.

12:30 PM - 1:30 PM
Lunch



1:45 PM - 2:45 PM
Jack Beadle
Key Account
Manager, SSI
Schafer
Automation
for Long-Term
Growth and
Success

Evaluating and executing automation projects can seem like a daunting task for any company. However, the cost of inaction in a competitive market often demands the effort for change. In this talk, Jack will discuss how operations can be evaluated for scoping projects at companies of any size, the different approaches and effects of project scale, how to prepare for and what to expect in a project, and how partner

selection and continuous automation efforts lead to long-term growth and success.

Jack Beadle is a Key Account Manager at SSI Schaefer with automation project experience ranging from small part sales through enterprise project sales with fortune 50 companies. With a degree in mechanical engineering and business certification from the University of Texas, Jack is an engineer at heart and sales executive in trade. His industry experience in equipment distribution, collaborative and industrial robotic system design, R&D autonomous mobile robot sales, and greenfield logistic system project development credits him in partnership and automation implementation with companies of any size.

3:00 PM – 5:30 PM
Team Building

Team building activities are an 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.

6:30 PM – 7:00 PM
Reception

7:00 PM – 8:30 PM
Dinner

8:45 PM – 11:00 PM
Hospitality Suite

THURSDAY, NOVEMBER 16

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
Debrief
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.

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sharing ideas

2023

HOW TO REGISTER

NOVEMBER 14-16, 2023 • SHERATON GRAND NASHVILLE • NASHVILLE, TN

[CLICK HERE TO REGISTER NOW.](#)

Online registration is fast and easy.

Early-bird rate deadline: October 19, 2023.

HOTEL ROOMS & GROUP ROOM RATE

\$319++ 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 1 (888) 236-2427 or (615) 259-2000. It is important that everyone identify themselves as part of the SLD and provide guest name, requested type of room, requested bed type (i.e. king, double/double, queen or suites), check-in and check-out dates. [Click here to reserve your room.](#)

The deadline for the group rate is October 16, 2023.

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, 2023

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

Standard Registration Fees: After October 19, 2023

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

ABOUT THE AREA/HOTEL HIGHLIGHTS

The Sheraton Grand Nashville Downtown Hotel was conceptualized by New York-based designer Anna Busta and is the 12th tallest building in Nashville, with 27 stories and 482 guest rooms. It is notable on the Nashville skyline for its prominent rooftop.

QUESTIONS/ATTIRE/GUESTS

Weather: Average temperature in early November is a high of 61 and a low of 40 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

Sheraton Grand Nashville Downtown

623 Union St., Nashville, Tn 37219

Nashville International Airport is 9.6 miles/16 minutes away.





THE POWER OF A LEADER'S VISION

**2023 SOUTHERN LEADERSHIP DIVISION
BUSINESS RESOURCE MEETING
NOVEMBER 15, 2023**

A leader's vision is a powerful force that can ignite, empower, and transform teams. Your vision should be so clear that everyone around you is able to live it out whether you are present or not. This workshop will take you from vision to action. You will learn how to:

Ignite and maximize the potential of your team by inspiring a shared vision.

Connect and build a strong team that drives revenue growth.

Establish strong sales goals and accomplish those goals through your team.

Create a strong culture that cultivates continuous success and results.

This workshop is interactive and engaging. It will leave you ready to take action!

Facilitated by Angela Garmon • ARG Coaching & Consulting Group LLC • www.argccgroup.com

1 Ignite

- Short and long term goals based on specific sales and marketing campaigns
- The best results for your team by identifying categories that addresses your customer needs
- A plan that will optimize results and execution based on the market you service
- Your sales team by implementing incentive programs

2 Establish

- A campaign timeline that identifies all key areas that need to be addressed prior to launching a campaign
- Training that meets the needs of your team prior to launching a sales campaign
- Ways to engage your team and keep them informed of their individual progress as well as the team's progress
- Technology that allows the team to monitor results and maximize opportunities
- Best practices that will allow your team to build time management skills along with other necessary skills

3 Connect

- By reviewing data regularly with your team, determining if adjustments are needed within the campaign period to ensure a successful campaign and also member's success
- With your team, providing them with performance evaluations and allow them to be part of the process
- And grow your team, by creating a plan for each team member, identifying strengths, weaknesses and plan of action to help them improve.

4 Create

- A learning environment, ensuring that your team is proactively looking at future trends and industry changes
- An engaging space where the team can maximize their potential
- A thriving culture through incorporating coaching, mentoring and follow through as key components of success