

October 2018 Newsletter - Last Chance for Room Block! New Speaker Idea!

To fiae@listserve.com <fiae@listserve.com>



October 2018



FIAE 91st Annual Convention * November 11-14, 2018

**LAST CHANCE TO REGISTER ... Room Block ends
October 19!**

Register on line at www.fiae.net

Make your travel plans to arrive on Sunday and participate in our charitable event to serve the boys of the Casa Manuel Fernandez Juncos...And consider staying through Wednesday to tour the supermarkets of Puerto Rico.

And don't forget about your contribution to the FIAE Silent Auction, this year benefiting the good work going on in Puerto Rico to recover from the Hurricane. Thanks go to co-chairs Rob Ikard and Cailey Locklair Tolle for their hard work in pulling this event together!

We look forward to welcoming you to beautiful San Juan on the island of Puerto Rico!



MARK your calendar...for these upcoming FIAE events!

November 29 @ 1 pm EST

Webinar featuring Dave Crenshaw, Keynote Speaker at the 2018 Convention

December 7 @ 1 pm EST

State Lobbying Call

Variety of legislative topics on the agenda

More information on these events, and information on how to participate, is coming soon!

FIAE Mentoring Program Unveiled

Food Industry Association Executives Board of Directors has adopted a new policy establishing a two-tiered mentoring program for new executives of FIAE members and for member organizations that seek to change top management of their organization.

FIAE will ask individuals who have been active participants and supporters of FIAE to serve as mentors to the new members or executives. Many times these new companies or individuals do not know others in the food industry or the FIAE organization. They may have questions about association management issues or may not know about the many valuable resources available through FIAE, including who to call with questions. The new person may be uneasy about attending their first FIAE or other national organization's convention or conference. They need a place to turn to learn or ask questions about procedures or protocols.

Feel free to check out the new policy on www.fiae.net, and please let us know if you hear about an executive change in any of our state members! We will reach out immediately.

MORE Fresh Ideas for Programs and Speakers!

In last month's newsletter, I shared speaker information on three great presenters for you to consider as you plan your annual conventions. I also asked for your ideas for other speakers to solicit. Many of you suggested we contact Michael Sansolo and ask for his information. Michael was pleased to comply.....

Michael Sansolo, Food Retail Industry Researcher and Presenter

As my bio shows, for 35 years, I have been an active participant in the industry helping retailers, wholesalers and suppliers make sense of changing trends in competition, consumers, demographics, personnel, technology and more. Through my roles as editor of Progressive Grocer (1983-1994), senior vice president of FMI (1994-2007) and now as research director for the Coca-Cola Retailing Research Councils, blogger (Morningnewsbeat.com).

What my bio cannot show is that thanks to my work with the retailers on the Coca-Cola councils, I am able to stay current on trends and industry concerns, plus I believe I have a demonstrated ability to walk audiences through complex topics to help provide a sense of the enormity of current challenges plus offer thoughts on a path to success.

My most recent topics include: understanding the changes impacting retail in the electronic commerce environment; mapping a path to omni-channel operations; and building employee engagement. The Coca-Cola Councils of North America will be releasing new studies by January 2019 examining how to re-create the supermarket experience and how to better understand the changing need states of customers and how that impacts their use of convenience stores.

You can find information about me at:

www.michaelsansolo.com for bio, photos, contact information

www.morningnewsbeat.com for regular blogs-appearing each Tuesday

www.ccrcc.org for the complete library of retailer driven studies made available freely to all.

Through the years, I've had the great honor of working with council members of FIAE and I continue to welcome and appreciate those opportunities. For that reason, I try to work with state associations to make my fees fit what I know are tight budgets. My rate for company meetings is \$9,500 for a presentation, plus coach class travel from Washington, DC. I will be flexible on costs for FIAE members.

Among the states/regions that have used me most recently and can speak to my current presentations are: Minnesota, Alabama, Puerto Rico, Ohio, Illinois and Iowa. My thanks to Beverly for sharing this information with all of you.

Michael

Again, if you have a recommendation for a speaker for our members to engage, please forward the information to me and we will feature them in upcoming issues!

**Webinar Ideas? Newsletter Article Submissions?
Send them our way!**

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