



**LOUISIANA  
WHOLESALERS  
ASSOCIATION OF**

**2011 Annual Convention  
November 9-11, 2011**



Royal Sonesta Hotel  
300 Bourbon Street  
New Orleans, LA 70130

# Tentative Agenda

## Wednesday, November 9, 2011

- 4:00 p.m.- 6:00 p.m.      **Membership Meeting**
- 6:00 p.m. - 7:30 p.m.      **Welcome Reception** with hors d'oeuvres
- 7:30 p.m. - until      **Hospitality Suite** at the Royal Sonesta

## Thursday, November 10, 2011

- 8:30 a.m. - 9:30 a.m.      **Registration and Breakfast**
- 9:00 a.m. - 9:45 a.m.      Illicit Trade and Impact  
**Thomas Hirshfield**, Director of Corporate Affairs and Communications ,  
JT International USA Inc.
- 9:45 a.m. - 10:30 a.m.      Legislative Update and Opportunities  
**Stephen Kottak**, Director of External Relations, RJ Reynolds
- 10:30 a.m. - 11:30 a.m.      State Regulatory Update  
**Commissioner Troy Hebert**, Louisiana Alcohol & Tobacco Control
- 11:30 a.m. - 12:30 p.m.      **Lunch**
- 12:30 p.m. - 2:30 p.m.      How to Build a Better You  
**Bryan Dodge**, Dodge Development, Inc.
- 6:00 p.m. - 9:00 p.m.      **Cocktail Reception & Dinner at Galatoire's Restaurant**  
*209 Bourbon Street, New Orleans, LA*
- 9:30 p.m. - until      **Hospitality Suite** at the Royal Sonesta

## Friday, November 11, 2011

- 9:00 a.m.      **Breakfast**

## Additional Information

### Who should attend?

This conference will be open to all wholesalers, vendors and manufacturers.

### Hotel Accommodations

**Royal Sonesta Hotel**  
**300 Bourbon Street**  
**New Orleans, LA 70130**



The room block discounted rate at the Royal Sonesta Hotel for the nights of Nov. 8 - Nov. 12 is **\$139** for a single or double room. Reservations can be made by calling (504) 586-0300 or (800) 766-3782. Be sure to mention the Louisiana Association of Wholesalers Convention when making your reservations. The deadline to receive this rate is **October 11, 2011**. Reservations made after this date will be accepted based on hotel availability.



*The Royal Sonesta Hotel is a Grand Hotel in the French Quarter, located on world-famous Bourbon Street. The 500-room hotel is within steps of New Orleans unique restaurants, antique shops, jazz clubs and premier tourist attractions. Its atmosphere reflects a blend of European flair and Southern charm. The hotel surrounds a tropical courtyard, just off an elegant marble lobby. The guest rooms offer unique views of the beautifully landscaped pool, secluded patios or French Quarter life.*

# Sponsorship Opportunities

## Platinum Level - \$2,000 and above

- Full page ad in the convention program
- Recognition in the LAW newsletter
- Two convention registrations
- Logo on all printed materials
- Associate membership for 2012
- Recognition throughout the convention

***Plus one of the following designations:***

- A) **Welcome Reception Sponsor:** Sign placed at entrance and on tables at the Welcome Reception on Wednesday designating the company as the Reception Sponsor and recognition in the convention program.
- B) **Thursday Hospitality Suite Sponsor:** Sign placed at the hospitality suite on Thursday night designating the company as the Hospitality Suite Sponsor and recognition in the convention program.
- C) **Friday Hospitality Suite Sponsor:** Sign placed at the hospitality suite on Friday night designating the company as the Hospitality Suite Sponsor and recognition in the convention program.
- D) **Welcome Gift Sponsor:** Sign placed with welcome gifts designating the company as the Welcome Gift Sponsor and recognition in the convention program.

## Gold Level - \$1,500

- 1/2 page ad in the convention program
- Recognition in the LAW newsletter
- One convention registration
- Logo on all printed materials
- Recognition throughout the convention

***Plus one of the following designation:***

- A) **Lunch Sponsor:** Sign placed in the lunch area on Thursday designating the company as the Lunch Sponsor and recognition on the convention program

# Sponsorship Opportunities Cont.



- B) **Keynote Sponsor:** Sign placed in speaker room recognizing the company as the keynote sponsor.
- C) **Thursday Night Cocktail Reception Sponsor:** Sign place by the bar for Thursday night reception preceding dinner and recognition in the convention program.

## Silver Level - \$1,000

- 1/4 page ad in the convention program
- One convention registration
- Recognition in the LAW newsletter
- Listing on all printed materials
- Recognition throughout the convention

### *Plus one of the following 2 designations:*

- A) **Thursday Breakfast Sponsor:** Sign placed in the breakfast area on Thursday designating the company as the Breakfast Sponsor and recognition in the convention program
- B) **Friday Breakfast Sponsor:** Sign placed in the breakfast area on Friday designating the company as the Breakfast Sponsor and recognition in the convention program

## Bronze Level - \$500

- 1/8 page ad in the conference program
- Recognition in the LAW newsletter
- Listing on all printed materials
- Recongnition throughout the convention



## Speakers

### Keynote Speaker:



#### **Bryan Dodge Dodge Development, Inc.**

Professional speaker, radio personality, and author Bryan Dodge probably holds the record of being the busiest communicator in America. For over 20 years, he has been a popular choice for corporate events, conferences, and conventions. Last year alone he made well over 250 speaking appearances all across the United States and Canada. His inspirational keynotes are on the subjects of personal and professional development, success habits of the wealthy, and leadership principles. The underlying thesis of all of Bryan Dodge's teachings is that "Life is too short not to be happy, and life is too long not to do well." His programs are designed to accelerate your personal and professional growth and produce the favorable results you're looking for in life.

**"The Good Life Rules: Eight Keys to Being Your Best at Work and at Play"** is his latest book, and is published by McGraw-Hill. He is also the author of three professional development audio programs, **"How to Build a Better You, How to Build a Complete Sales Person,"** and **"How to Build a Purpose Guided Life"** as well as being the co-author of the book, **"Becoming the Obvious Choice"** which has sold over 200,000 copies. Bryan is also the host of the "Build a Better You" Radio Show on Dallas/Fort Worth's premier Radio Station, WBAP 820 AM.

At all of his events, he continually stresses the importance of keeping you professional life and personal life in balance. Bryan practices what he teaches when he says that he goes home to his most important job: being an involved and dedicated husband and father. Bryan and his wife, Margaret, have three children: Nicole, Johnathan and Zachary.

#### **Presentation Topic: "How to Build a Better You"**

Thursday, November 10, 2011, 12:30 p.m. - 2:30 p.m.

Dodge will open your mind and heart to help you focus on the most essential aspects of life. Most importantly, he will inspire you to reach your full potential with your family and your career. To accomplish this goal, Bryan teaches a stair-step method on how top producers and effective leaders keep on the cutting edge and achieve excellence. Bryan's message on professional growth and personal development focuses on three key areas. First, he will coach you on how to create consistent upward growth in your life. Second, he will reveal the three main laws of leadership. Third, he concludes with goal-setting in a way you have never heard before including key factors to maintaining work and home balance. Bryan touches his audiences through his own gift of inspiration and encouragement that helps give a clearer vision to make right choices. The best part of his message is that his delivery style makes learning fun and memorable!



**Stephen Kottak**  
**Director of External Relations - Trade Marketing,**  
**RJ Reynolds**

Steve Kottak is director external relations-trade marketing for R.J. Reynolds Tobacco Company, the second-largest tobacco company in the U.S. and makers of Camel and Pall Mall cigarettes, Camel Snus and other tobacco products.

Kottak joined Brown & Williamson Tobacco Corporation in 1988 as a sales representative in Virginia. He held various trade marketing management positions, including director of military sales, division sales manager and key accounts manager, prior to his promotion in 1996 to the government relations department at the company's Louisville, Kentucky corporate headquarters.

Following positions of increasing responsibility, Kottak was promoted to the position of corporate and regulatory affairs director for British American Tobacco in Sydney, Australia, where he led a team to engage the retail and wholesale trade on legislative industry issues.

Following the merger between Brown & Williamson Tobacco Corporation and R.J. Reynolds Tobacco Company in 2004, Kottak returned to the company's headquarters in Winston-Salem, North Carolina to join the public and government affairs department.

He assumed his current position in 2008.

A native of Louisville, Kentucky, Kottak earned an MBA degree from the University of Louisville in 1998 and a bachelor's degree in Marketing from the University of Dayton in 1988.

**Presentation Topic: Legislative Update and Opportunities**

Thursday, November 10, 2011, 9:45 a.m.—10:30 a.m.

## **Thomas Hirshfield**

### **Director of Corporate Affairs and Communications, JTI USA**

Tom was born in Japan, raised and educated in US Army bases in the Tokyo area. His family moved to California, where Tom attended UCLA and then received his JD from the University of West Los Angeles.

Since joining JT International USA in the mid-eighties, at its then headquarters in Torrance, California, Tom has held various positions in the Company, ranging from sales and marketing to administration and general management. Currently, Tom is the Director of Corporate Affairs and Communications, responsible for the formulation and execution of programs to analyze and ensure compliance with regulatory requirements. This background gives Tom a unique perspective in evaluating the commercial implications of industry regulations, both globally and in the US.

In 2011, Tom was elected to the Tobacco Merchants Association (TMA) Board of Directors.

Tom lives in New Jersey with his wife; he has two sons, one a recent graduate of Boston College and the other a freshman at UCLA.

#### **Presentation Topic: "Illicit Trade and Impact"**

Thursday, November 10, 2011, 9:00 a.m. - 9:45 a.m.

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## **Commissioner Troy Hebert**

### **Louisiana Office of Alcohol and Tobacco Control**

Troy Hebert was appointed by Governor Bobby Jindal to serve as Commissioner of the Louisiana Office of Alcohol and Tobacco Control on November 23, 2010. Hebert is a native of Jeanerette, LA and a graduate of Jeanerette Senior High. He also attended Teche Area Vocational Technical School and the University of Louisiana – Lafayette. Commissioner Hebert is the owner of a real-estate construction and development business. Hebert became a public servant at the age of 25 when he was elected to serve on the Iberia Parish Council. He was elected to the Louisiana State House of Representatives in 1996 where he served until elected to the State Senate in 2008.

As a legislator he was recognized as one of the youngest representatives elected to serve in LA, was the recipient of the 1993 Louisiana Guardsman Award for his efforts in assisting the community during Hurricane Andrew, and was named Outstanding Legislator of 2000 by the Louisiana Board of Regents for Higher Education. Hebert served as Chairman of the Senate Insurance Committee and also sat on the Environmental Quality, Natural Resources, and Retirement Committees. He was a member of the Acadiana Delegation, the Democratic Caucus, and the Louisiana Rural Caucus. Commissioner Hebert is a former member of the Jeanerette Jaycees, Kiwanis, and Volunteer Fire Department. He is married to Dr. Dawn Vick of Baton Rouge and they have six children.

#### **Presentation Topic: "Louisiana Regulatory Environment"**

7 Thursday, November 10, 2011, 10:30 a.m. - 11:30 a.m.

# Sponsors

As of Oct. 6, 2011

## PLATINUM LEVEL SPONSORS



**Altria**  
Altria Client Services



## GOLD LEVEL SPONSORS



## BRONZE LEVEL SPONSORS



*Join the Louisiana Association of Wholesalers for dinner at  
the world famous, award winning Galatoire's Restaurant!*

**Thursday, November 10, 2011**

**6:00 p.m. - 9:00 p.m.**

*Galatoire's  
Restaurant*

209 Bourbon Street  
New Orleans, LA 70130

***Dress Code:***

Business attire. Jackets are  
required for men.



***Register Now! Limited seating available!***

**Included with you convention registration fee!  
Please RSVP on the registration form on page 10**

*And please join us  
for cocktails at*



**Royal Sonesta Hotel  
Hospitality Suite with  
Bourbon Street Balcony**

**Wednesday, November 9  
7:30 p.m. - until**

**Thursday, November 10  
9:30 p.m. - until**

We will have drinks, beads and  
a balcony overlooking the sights  
and sounds of Bourbon Street!

*Laissez Les Bon Temps Roulez!*

# Registration

Name: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Registration Type	Amount	Total
Member registration	\$350	\$ _____
Additional registrants from member company Name: _____ Name: _____	\$250 x _____ =	\$ _____
Non-member registration Name: _____ Name: _____	\$400 x _____ =	\$ _____
Spouse registration <i>(includes all convention functions)</i> Name: _____	\$175	\$ _____
Sponsorship amount <i>(see page 3-4)</i>		\$ _____
Thursday Night Dinner - <i>Please RSVP:</i> <i>@ Galatoire's Restaurant</i>	_____ person(s)	FREE
<b>Registration total</b>		<b>\$ _____</b>

## Payment Information

**Method of payment:**

\_\_\_\_ MasterCard    \_\_\_\_ Visa    \_\_\_\_ AMEX    \_\_\_\_ Discover    \_\_\_\_ Check

**Amount Enclosed:** \$ \_\_\_\_\_

CC Account Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ V-Code \_\_\_\_\_ (3-5 digit number on the back of your credit card)

Signature: \_\_\_\_\_

**Submit completed form to:**

Mail: LAW, P.O. Box 82531, Baton Rouge, LA 70884

Fax: 225-767-7648

Questions? Contact Kimberly Abide at the LAW Office, 225-767-7640



Louisiana Association of Wholesalers  
P.O. Box 82531  
Baton Rouge, LA 70884