



# 120th Annual Convention

## March 18th – 22nd, 2009



MYRTLE BEACH  
RESORT & SPA AT GRANDE DUNES



8400 Costa Verde Drive • Myrtle Beach, South Carolina



ONLINE REGISTRATION AVAILABLE AT [WWW.REGONLINE.COM/SIE09](http://WWW.REGONLINE.COM/SIE09)

# SOUTHERN ICE EXCHANGE, INC. 120th Annual Convention Schedule Myrtle Beach, South Carolina

*Dress resort casual for all convention functions*

## **WEDNESDAY, MARCH 18, 2009**

2:30pm - 5:00pm Board Meeting  
6:30pm - 10:00pm Board Dinner

## **THURSDAY, MARCH 19, 2009**

10:00am - 5:00pm Registration Open  
9:00am - 4:30pm Fishing trip (Optional Activity)  
3:00pm - 5:00pm Set up for exhibitors  
7:00pm - 10:00pm Welcome Reception/Dinner

## **FRIDAY, MARCH 20, 2009**

8:00am - 9:30am Registration Open  
8:30am - 9:45am Continental Breakfast with Exhibitors  
9:45am - 10:30am Supplier Introductions  
Lisa Jones, SIE Supplier Representative  
10:30am - 10:45am Break  
10:45am - 12:00pm Keynote Session "The Daily Six"  
John Chappellear, Speaker/Author  
12:00pm - 1:15pm Lunch – on your own  
12:00pm - 4:30pm Ladies Luncheon/Shopping (Optional)  
1:15pm - 2:15pm Anti-trust Seminar  
Jim Buxton, Attorney  
2:15pm - 3:00pm SIE Business Meeting  
3:00pm - 5:30pm Afternoon on your own  
5:30pm - 6:00pm Silent Auction Preview  
6:00pm - 7:30pm Supplier Cocktail Party – Silent Auction  
Dinner on Your Own

## **SATURDAY, MARCH 21, 2009**

8:00am Supplier meeting  
8:00am - 9:15am Continental Breakfast with Exhibitors  
9:15am - 10:30am Program – Insurance Options for the Ice Man  
10:30am - 10:40am Break  
10:40am - 12:00am Roundtable Discussions  
• Off Season Survival Tips  
• Company vehicles – lease vs purchase  
• Fuel Saving  
• Sanitation  
12:15pm Golf Tournament (Optional Activity)  
Afternoon free for others  
7:00pm - 7:30pm Cocktails  
7:30pm - 10:30pm President's Closing Banquet

## **SUNDAY, MARCH 22, 2009**

9:30am - 12:00pm SIE House of Blues "Gospel Brunch" (Optional)  
**Departures – Safe Travels Home!**

# CONFERENCE HIGHLIGHTS

## EDUCATION

### Keynote Speaker- John Chapplear

#### Innovative Solutions for Positive Change – “The Daily Six”

With over 30 years of experience, John Chapplear shares his knowledge as a business executive and entrepreneur through motivation speaking, strategic planning and executive coaching. John will discuss the struggles we all face today in trying to create balance for our over extended and over committed lives. John has developed his six simple, seamless steps for attaining greater peace of mind and for developing and setting priorities for work, family, community and self. This is something we all need to hear in these challenging times!



### Anti-Trust Seminar

This session will educate our members on current legal issues in the ice industry specifically focusing on Antitrust. This is a session that no iceman should miss!

### Insurance Options for the Ice Man

This session will highlight the most current insurance options for the Ice Industry. The focus is to share information with members that could reduce costs and offer alternatives to your current insurance plan.

### Roundtable Discussions

This is one of our most popular sessions. We will offer a series of roundtable discussion topics including:

- Off Season Survival Tips
- Fuel Saving Measures
- Company Vehicles – Lease vs. Purchase
- Sanitation

## OPTIONAL ACTIVITIES

### SIE FISHING TRIP



**Thursday, March 19, 2009**

**9:00am – 4:30pm**

Back by popular demand; the SIE Deep Sea Fishing Trip. We will be going out on a 40' fishing boat out of Little River, South Carolina. This will include sandwiches/drinks (transportation will be on own – members will carpool). **IMPORTANT** – max capacity is 15 people – please book early!

**Cost: \$125 per person**

### LADIES OF SIE SHOPPING TRIP



**Friday, March 20, 2009**

**12:00pm – 4:30pm**

The ladies of SIE will head over to the Tanger Factory Outlet Center – only 10 minutes from hotel! Some of the stores include Coach Factory, Nine West Outlet, Clark Bostonian, Easy Spirit, and Polo Ralph Lauren Factory Store. Transportation will be on own – we will carpool where possible. There is no charge as lunch and transportation are on own.

### SIE GOLF TOURNAMENT



**Saturday, March 21, 2009**

**11:30am – 5:00pm**

Arrowhead Country Club is Myrtle Beach's premier 27 Hole Golf Complex in Myrtle Beach. With a canvas of Bermuda fairways and bent grass greens, the team of Ray Floyd and Tom Jackson have created a 27 hole masterpiece along the scenic intercoastal waterway. Come join your SIE friends for an afternoon of golfing & fun.

**Cost: \$125.00 per person**



### SIE HOUSE OF BLUES GOSPEL BRUNCH

**Sunday, March 22, 2009**

**9:30am – 11:30am**

This is an authentic “Soul Food” Gospel Brunch with live entertainment at the House of Blues in Myrtle Beach. This is an event not to be missed – the buffet is in the kitchen and the band will take you back to those old and familiar Southern Hymns. Enjoy!

**Cost: \$30.00 per person**

## HOTEL INFORMATION

The Myrtle Beach Marriott Resort and Spa at Grande Dunes is part of the upscale, Grand Dunes community. This is a 2,200-acre, plantation-style residential and leisure development that is one of the highlights of Myrtle Beach. The hotel has more amenities than any other destination in the Carolinas including championship golf, Tennis & Fitness Center, large tropical beachfront pool and a European Spa with indoor pool and full fitness center. This property highlights ocean and resort view rooms with the most updated amenities for those who want to combine business and pleasure. The Myrtle Beach area is known for its outstanding golf courses and variety of shopping options including Barefoot Landing, Broadway on the Beach and the Tanger outlets. Come enjoy everything this diverse area has to offer!!!



**ONLINE REGISTRATION AVAILABLE AT [WWW.REGONLINE.COM/SIE09](http://WWW.REGONLINE.COM/SIE09)**

# SIE CONVENTION REGISTRATION INFORMATION

(REGISTRATION IS BEING HANDLED BY SUNCOAST MEETINGS AND EVENTS.)

**PLEASE REGISTER ONLINE AT [WWW.REGONLINE.COM/SIE09](http://WWW.REGONLINE.COM/SIE09)**

**Fax registration; fax this form to 813-354-3691 by 02/16/09 for Early Bird Pricing.**

Company Name \_\_\_\_\_

Attendee Name \_\_\_\_\_

Company Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_ Office Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

## REGISTRATION FEE

The early bird registration fee is \$295 per person (before 2/16/09)

The late registration fee is \$325 per person (after 2/16/09)

## OPTIONAL ACTIVITIES (transportation on own – we will carpool where needed)

\_\_\_\_\_ SIE Fishing Trip \$125 per person (includes lunch)

\_\_\_\_\_ SIE Ladies Shopping (no charge – pre-reg requested)

\_\_\_\_\_ SIE Golf Tournament \$125 per person (includes box lunch)

\_\_\_\_\_ SIE "House of Blues" Gospel Brunch \$30.00 (includes tax and gratuity)

## RESERVATION CUTOFF DATE

Sleeping room reservations must be made by Monday, February 16th through Suncoast Meetings & Events. Please remember that we have a limited room block so reservations are on a first come first serve basis.

## ROOM RESERVATION (IMPORTANT – This will be handled by Suncoast Meetings & Events – please do not contact the hotel directly).

**Sleeping Room Rate;** \$150.00 per night, single or double (standard room - resort view) or \$170 (ocean view room)

All rooms are subject to tax (currently 11%) and \$1.00 per night occupancy fee.

Parking is \$10.00 per car per night for self-parking and \$18.00 per night for valet parking. There is no cost for use of the hotel health club. Rates are available 3 days before & after the convention based on hotel rate and availability. Suites – Please contact Suncoast Meetings for suite availability and rates.

Arrival Date \_\_\_\_\_ Departure Date \_\_\_\_\_

Pls indicate King or Double request \_\_\_\_\_ Marriott Rewards # \_\_\_\_\_

Special Request (resort view \$150/ocean view \$170) \_\_\_\_\_

## Credit Card Guarantee for Hotel

Credit card number (Visa, MC) \_\_\_\_\_ Exp Date \_\_\_\_\_

This is a guarantee only. The hotel may take an advance deposit 1 week prior which would be applied to your guest room.

**Hotel Cancellation Policy;** The hotel has a 72 hour cancellation policy (by 4pm Myrtle Beach time) – any cancellations or changes made within 3 days of arrival will be subject to a 1 night penalty (room rate + tax)

## PAYMENT FOR REGISTRATION FEE/OPTIONAL ACTIVITIES

Credit Cards (Visa/Mastercard) and check payments are accepted.

IMPORTANT – All payments must be received in full by (2) weeks prior to the convention (March 5, 2009).

Please mail any checks for convention registration:

SIE Office 721 Argyle Place Temple Terrace, FL 33617

## Credit Card Payment for Registration

Credit Card # (Visa, MC – SIE does not take AMX) \_\_\_\_\_ Exp Date \_\_\_\_\_

\*\*There will be a 3% service charge added to all credit card charges to offset credit card transaction fees.

**SIE Convention Cancellation Policy:** The 1st day of the convention is defined as Thursday 3/19/09. A refund of registration fees will be granted if the request is made 30 days prior to the opening registration day of the convention minus a \$50.00 processing fee. There is no charge for substitutions or name changes. For a cancellation within 8 – 29 days there will be a \$100 processing fee deducted from the refund. No refunds within 7 days of the registration day (3/19/09). **Optional Activities** - There will be no refunds for optional activities cancelled within 2 weeks of the 1st day of the convention (3/19/09).

**For any Convention questions please contact Suncoast Meetings at [sie@suncoastmeetings.com](mailto:sie@suncoastmeetings.com) or (813) 852-1977.  
We look forward to seeing you in Myrtle Beach!!!**