

EFFECTIVE

2025

TRAINING GOAL DIRECTION LIFE MOTIVATION
POTENTIAL HELP FEEDBACK SUCCESS
EXPERIENCE EMOTION LEADERSHIP INSPIRE
COACHING COMMUNICATION TEAM LEARNING PEOPLE GUIDANCE
BUSSINESS CLIENT ADVICE EDUCATION
PROFESIONAL

TRAINING

March 24-25, 2025

Atlanta Marriott Century Center/Emory Area
2000 Century Blvd. NE, Atlanta, GA 30345
404-325-0000

An intensive two day seminar
designed for Owners/Principals, Branch Managers
and Mid & Upper Level Managers
in the Wholesale/Distribution Industry.



Southern Wholesalers Association

Register 5 delegates and
the 6th attends free!

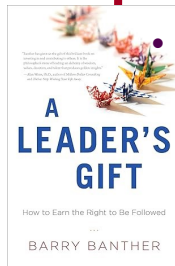
REGISTRATION DEADLINE:
February 19, 2025

SESSIONS

Monday March 24th

DAY ONE **Effective Team Leadership**

- Each participant gets a copy in advance of Barry Banther's best selling book, *A Leader's Gift - How to earn the right to be followed.*
- The all day seminar will focus on,
 - *Creating open communication*
 - *Learning to listen to associates*
 - *Encouraging improved performance*
 - *Using Appreciation to Motivate*
 - *Consistent feedback for company growth.*



Tuesday, March 25th

DAY TWO **Effective Executive Leadership**

- Each participant will get a copy in advance of *On Leadership - What Makes an Effective Executive* by Peter F. Drucker Harvard Business Review 10 Best articles
- The all day seminar will focus on
 - *Setting profitable direction*
 - *Provoking positive change*
 - *Encouraging smart risk taking*
 - *Managing with tough empathy*
 - *Drawing strength from adversity*
 - *Blending AI and face to face interactions*

- Each participant will complete a *Leadership Action Plan* during the day long training to implement in their company immediately.
- A cohort of peer coaches will be agreed upon to encourage action after the training is complete.

Like the Effective Team Leadership training, the Executive Leadership will be highly interactive. Here are some comments from companies I have done these type workshops for.

"Barry Joined our family business, Castle Supply with a clear mission to take our company to the next level and assist us with the growing pains of a fast paced, progressive corporation. I highly recommend Barry to develop clear lines of leadership and business communication." Joe White, Castle Supply, Tampa Florida

"Our sales have grown over 33% since implementing your strategic planning process and we have better managed our branches thanks to your Management Training Programs." Gene McNichols, McNichols Company (National distributor)

"We hired Barry to develop our management team, Barry's work resulted in an 80% improvement in hiring success and retention, implementation of a scorecard system to grow our associates and the coalescence of our management team around a common language of objectives, measurement and accomplishment." Robert Stern, President Castle North, Orlando

"The workshop you led with our managers was a huge success. A few managers said it was the best workshop they have attended as a District Manager with Pfizer. It was timely, relevant and an applicable two day workshop. You motivate, inspire and challenge our management teams. I highly recommend you!" Pfizer Pharmaceuticals, Regional Manager

Barry Banther CMC, CSP, CPAE | Senior Partner
*Business Leadership Expert
Family Business Advisor
Certified Management Consultant (CMC)
Hall of Fame Speaker (NSA)*

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Working with closely held & family owned companies to achieve business & family success since 1994.

S P E A K E R

Barry Banther

Showing Leaders, Managers, and Business Owners



Barry Banther develops tailored leadership presentations based on your organization's greatest business management needs and his four decades of successful business leadership and coaching of hundreds of leaders.

"Barry Banther was the keynote speaker at our last annual conference and the man did not simply 'bring down the house,' he actually elevated it! Undeniably he was engaging, knowledgeable, entertaining, and yes, even inspiring, but what Barry accomplished was far more meaningful. Barry connected with our group and then he led them to a deeper understanding of themselves and the people they lead. In a powerful but kind manner, he turned the lights on for so many of us that day."

Deputy Director, Home Care Association of Florida

- Certified Management Consultant (CMC)
- Certified Speaking Professional (CSP)
- Delivered over 3000 paid presentations
- Served in the administration of three Florida Governors
- Elected three back-to-back terms as Chairman of the State Board of Independent Colleges and Universities
- Founder and Senior Partner in two professional services firms
- Developed over 50 Leadership Training Programs used around the world
- Best Selling Author, ***A Leader's Gift – How to Earn the Right to Be Followed***

Barry is available for keynote presentation, breakout session, facilitated board retreat, and multi-session leadership and management training. He divides his time between Tarpon Springs, Florida and Banner Elk, North Carolina and travels from either location.

Partial Client List

Rockwell Collins • Eli Lilly • Pfizer • Bank of America • Prudential • Raymond James • Shriners International • American Heart Association • Alcoa • Brighthouse Networks • Verizon • HCA Hospital Corporation • PricewaterhouseCoopers • Baycare Health System • McNichols Company • Home Care Association of Florida • Bealls • Fluid Power Distributors Association • IMDA • Allstate •

Media General • Gannett • Religious Conference Management Association (RCMA) • Tampa Bay Steel Company • PDI • Plimpton & Hills • Amerx • Tampa Sports Authority • Florida Aquarium • Enodis Corporation • Family First • Tampa Bay Lightning • Tampa Sports Authority

SEMINAR AGENDA

Monday, March 24, 2025

Effective Team Leadership

7:30 a.m. - 8:00 a.m.	Coffee Break
8:00 a.m. - 9:30 a.m.	Session 1
9:30 a.m. - 12:00 p.m.	Session 2
12:00 p.m. - 1:00 p.m.	Lunch
1:00 p.m. - 2:30 p.m.	Session 3
2:30 p.m. - 4:00 p.m.	Session 4
4:00 p.m. - 5:00 p.m.	Session 5

Tuesday, March 25, 2025

Effective Executive Leadership

7:30 a.m. - 8:00 a.m.	Coffee Break
8:00 a.m. - 12:00 p.m.	Session 1
12:00 p.m. - 1:00 p.m.	Lunch
1:00 p.m. - 2:00 p.m.	Session 2
2:00 p.m. - 5:00 p.m.	Session 3

HOTEL RESERVATIONS

The Effective Team Leadership Training will be held at the:

**Atlanta Marriott Century Center/
Emory Area**

2000 Century Blvd. N.E.
Atlanta, GA 30345

(800) 228-9290 or (404) 325-0000

For reservations, call the hotel by **March 4th** and identify yourself as a participant in the SWA seminar to receive the special rate of **\$159.00** single/double.

REGISTRATION FEES

SWA Members: \$699
Nonmembers: \$799

Fees include coffee & Danish each morning, and lunch on Wednesday and Thursday. Also included is the seminar workbook covering both sessions.

Property Location

With a stay at Marriott Atlanta Century Center/Emory Area in Atlanta (Buckhead - North Atlanta), you'll be close to Oglethorpe University and Lenox Square. This hotel is within the vicinity of Legoland Discovery Center and Emory University.

Attendance is limited to 40 participants. The registration fee covers two days of educational sessions, two lunches, daily morning coffee with rolls, and breaks. Participants receive complete workbook materials and a certificate for completing the program. For additional registration forms, simply photocopy this page. **THE REGISTRATION DEADLINE IS February, 19th, 2025.** No cancellations will be refunded after this date (substitutions will be accepted). You can also go to www.SouthernWholesalers.org and sign up online. If you register and pay for 5 delegates you may bring a sixth for free!

REGISTRATION

PARTICIPANT INFORMATION:

Name _____ Attendee Title/ Position _____

Company _____ City and State _____

Mailing Address _____ Confirm to: Name (if different) _____

City/State/Zip _____

Phone _____ Fax _____ E-mail _____

REGISTRATION FEES ENCLOSED:

Enclosed with this registration form is a check made payable to SWA in the amount of \$ _____
Representing the fees for _____ participant(s).
Mail registration forms and checks to :

Southern Wholesalers Association

P. O. Box 681966, **Web:** www.SouthernWholesalers.org
Franklin, TN 37068 **E-mail:** Terry@SouthernWholesalers.org
Phone: 615.371.5004 **E-mail:** Linda@SouthernWholesalers.org
Fax: 615.371.5444

**REGISTRATION
DEADLINE:
March 4, 2025**