



# The Organization of Spirit Industry Providers

## *Spirit Industry Insider*

September 2008

Volume II  
Issue III

### Schedule

#### Tuesday, September 9<sup>th</sup>

- 4:00-6:00 pm – Registration at Desk #1 Wynn Las Vegas Hotel
- 6:30-8:30 pm – Cocktail Party and Vegas Entertainment! (Petrus I & II)

#### Wednesday, September 10<sup>th</sup>

- 8:30-9:30 am – Registration / Continental Breakfast (Petrus I)
- 9:30-10:15 am – Greg Hicks, Welcome and Review of Agenda / Networking Roundtables (Petrus II)
- 10:15-10:30 am – Break
- 10:30 am-12:15 pm – Jennifer Hines, ActionCoach “5 Steps to Super Profits” (Petrus II)
- 12:15-1:15 pm – Luncheon and Lifetime Achievement Award Presentation (Petrus I)
- 1:15-1:30 pm – Break
- 1:30-2:45 pm – Joe Baer, ZenGenius “Green Marketing/Merchandising/Trend Forecast” (Petrus II)
- 2:45-3:30 pm – Wrap-up



For more info, visit [www.osiponline.com](http://www.osiponline.com).

### Speakers' Topics

#### Jennifer Hines, ActionCoach – “5 Steps to Super Profits”

- How to take immediate control of your profits and cash flows
- How to turn your marketing into an investment rather than an expense
- How to divide and multiply your business to increase revenue and PROFITS
- The 6 Keys to a Winning Team
- Key mindset principles of successful people
- And more!

#### Joe Baer, ZenGenius – “Green Marketing/Merchandising/Trend Forecast”

- Going Green. Every industry is focusing on being more environmentally conscious. The retail industry is taking the lead! An overview of retail initiatives and the growing resources available to our industry. How is the Spirit Industry answering this call?
- Green Merchandising Brainstorm. Once our buildings and facilities are more eco-friendly, and we've reducing our energy resources, what can we do to be more green? What is green merchandising, and what can we do in our daily operations and practices to lead to a more sustainable business? Let's brainstorm the Spirit Industry for more green practices.
- Trend Forecast. From Euroshop to Global shop – a review of the latest retail merchandising trends and tools. Green is just one emerging trend that will drive our business in the future! What other trends will effect the Spirit Industry?

#### Greg Hicks, 21<sup>st</sup> Century Consulting

- Proper networking practices
- Communication strategies

**If you haven't registered for the 2008 OSIP Conference, don't delay!  
Register TODAY to receive the incredible \$259/night deal at the Wynn Las Vegas.  
Contact Terri Johnson at 800.533.6583 or [tjohnson@varsityspirit.com](mailto:tjohnson@varsityspirit.com).**

**Want some hints on what to do in Vegas? Visit [www.visitlasvegas.com](http://www.visitlasvegas.com). We hope to see you there!**