



Passion,
Innovation,
Execution

30th Annual Meeting and Convention

April 26 – 30, 2014

JW Marriott Desert Ridge Resort & Spa

Program Schedule

Friday, April 25, 2014

Early Arrivals
 8:00 am – 1:00 pm Hose Safety Institute Committee Meeting
 1:00 pm – 5:00 pm Board of Directors Luncheon and Meeting
 2:00 pm – 5:00 pm Convention Registration Desk Opens

Saturday, April 26, 2014

5:15 am – 9:15 am Hot Air Balloon Tour*
 7:30 am – 10:30 am Board of Directors' Breakfast and Meeting
 8:30 am – 6:30 pm Convention Registration Desk Open
 9:00 am – 11:00 am Tennis Round Robin*
 9:30 am – 1:30 pm Desert Botanical Garden Tour*
 10:30 am – 5:00 pm Hose Safety Institute Kiosk
 11:00 am – 1:30 pm Membership Committee Luncheon and Meeting
 12:00 pm – 1:45 pm Lunch and Learn for NAHAD Young Executives*
Action is Everything: How to Grow Your Organization in 15 Minutes per Day or Less
 Alex Goldfayn
 2:30 pm – 4:30 pm **General Session**
The New Standard for Hose Assembly Safety – Your High-Impact Sales Tool
 Institute Advisory Council & Market Leaders
 5:15 pm First Time Attendees, Board of Directors and Past Presidents depart for Musical Instrument Museum (MIM)*
 5:45 pm – 8:30 pm Attendees Shuttle Buses Depart for MIM
 6:00 pm – 9:00 pm Opening Reception at MIM

Sunday, April 27, 2014

7:00 am – 8:45 am Buffet Breakfast for Delegates
 7:15 am – 8:45 am Speed Networking*
 8:00 am – 6:00 pm Convention Registration Desk
 8:00 am – 5:00 pm Hose Safety Institute Kiosk
 9:00 am – 11:30 am **UID-in- a Day Morning Sessions (choose one):**
 1. *The Profit Sandwich* Steve Deist
 2. *Personnel Productivity Improvement* Kathyne Newton Ph.D.
 3. *The Revenue Mindset Referral Business, Up-Selling & Why You Can't Out-market Your Mindset* Alex Goldfayn
 9:30 am – 11:30 am Spouse Brunch and Program
 12:00 pm – 2:00 pm **Luncheon, Carver Award Presentation & Keynote Speaker**
Why it Takes The Heart and The Fist
 Eric Greitens
 2:30 pm – 5:00 pm **UID-in-a-Day Afternoon Sessions (choose one)**
 1. *Max Out Margins with Effective Pricing* Steve Deist
 2. *Preparing for 2020 – The Manager's Guide to Dealing with the New Workforce* Kathyne Newton Ph.D.

6:30 pm – 11:00 pm 3. *How to Grow Your Business with Simple, Powerful Marketing: No-Cost Techniques for Revenue Growth* Alex Goldfayn
 Manufacturer and Associate Hospitality Suite Evening

Monday, April 28, 2014

6:45 am – 7:30 am 16th Annual Fun Run/Walk*
 7:30 am – 2:00 pm Convention Registration Desk Open
 7:30 am – 12:00 pm Hose Safety Institute Kiosk
 7:30 am – 8:30 am Member Continental Breakfast & Annual Meeting of Members
 8:30 am – 10:00 am **General Session**
SWAT Team Selling – Lead Your Sales Force Forward
 Jim Pancero
 Morning Yoga Spouse Activity*
 10:00 am – 10:15 am Coffee & Networking Break
 10:15 am – 11:45 am **Experts Panel of Key Business Trends:**
 • *The Case for Reshoring - To Offshore or Reshore? How to Objectively Decide*
 Harry C. Moser
 • *The Shale Energy Revolution – Latest Market Research Findings*
 Toby Mack
 • *U.S. Tax, Healthcare and Regulatory Policy Updates*
 NAHAD Policy Analyst
 12:00 pm – 1:00 pm Golf Warm Up (Box Lunch, Range and Putting Practice)
 12:00 pm – 4:00 pm Cosanti Tour*
 1:00 pm – 6:00 pm Annual Golf Tournament*
 1:00 pm – 5:00 pm Cattle Drive Activity*
 1:00 pm – 5:00 pm Taliesin West Tour*
 1:30 pm – 5:30 pm Tomcar Tour with Firearms Experience*
 1:30 pm – 8:30 pm Exhibitors may set up for Showcase*
 Evening Open to Entertain and Relax

Tuesday, April 29, 2014

7:00 am – 9:00 am Delegate Buffet Breakfast
 7:30 am – 3:00 pm Convention Registration Desk Open
 8:30 am – 3:00 pm Hose Safety Institute Kiosk
 9:00 am – 2:30 pm **Showcase of Hose Solutions – Product & Services Exhibition**
 Spouse Shopping Shuttle*
 JW Marriott Pool & Spa Networking Opportunity
 6:30 pm – 10:30 pm Children's Party and Dinner*
 6:30 pm – 10:30 pm **Fancy-Dress Western Reception, Dinner & Show**
The Michael Martin Murphey Band

Wednesday, April 30, 2014

Departures
 *Requires Pre-registration

Dear
NAHAD Member,

In late September, the NAHAD Board of Directors met in Phoenix, AZ for our mid-year Board meeting. This was an important meeting for the association where we reviewed



both the day-to-day activities that make NAHAD such a robust and vibrant association for our members, as well as the big issues that will propel NAHAD into the future. I found the setting, the JW Marriott Desert Ridge Resort & Spa, to be an excellent venue for thoughtful deliberation, active decision-making and fun! I hope that you will use the opportunity at our upcoming convention to meet with trading partners, ramp up your company's business strategy and restore your spirit in preparation for the 2014 business cycle.

I have personally been attending the annual NAHAD convention since 1988. In fact, I have only missed one convention in the last 25 years. For me, it was the contact tables, now known as the Showcase of Hose Solutions that I was most interested in and usually flew in just for that. But, over the years NAHAD has put together some very interesting and educational programs for its members to benefit from. I now always return to my business after the convention with a renewed enthusiasm from the knowledge I had gained by taking full advantage of the NAHAD convention programs.

Please join me at NAHAD's 30th Anniversary Convention and take the time to attend as many of the NAHAD offerings during the four day program as you can., including: the Opening Reception at the Musical Instrument Museum, the General Sessions, the Hose Safety Institute's Panel Discussion, the University of Industrial Distribution's UID in-a-Day Sessions, the Manufacturer & Associate Hospitality Suite Evening, the Golf & Tennis Tournaments, the optional tours, the Showcase of Hose Solutions, and our Closing Cocktail Reception Dinner and Entertainment. Manufacturer, Associate, Distributor, and Affiliate members are welcome and encouraged to attend all NAHAD has to offer!

NAHAD has selected the theme of *Passion, Innovation and Execution* to embody the spirit of our 30th Anniversary. We feel that NAHAD and our members' success is based upon those three elements. **Passion** for what you do – both as a company and a trade association. **Innovation** to keep your business, customers and members fully engaged. And, finally, **execution** to bring that passion and those new ideas to life. That is what we intend to offer in 2014. Please plan to join us on April 26 – 30 in Phoenix.

Sincerely,

Terry Weiner

Terry Weiner
NAHAD President



Welcome to Arizona!

NAHAD conference registration staff will be available throughout the convention to answer questions and to assist you. Please refer to the Program Schedule for specific times.



NAHAD Hose Safety Institute Kiosk

Located next to the NAHAD Convention Desk.

- Saturday, April 26 • 10:30 am – 5:00 pm
- Sunday April 27 • 8:00 am – 5:00 pm
- Monday April 28 • 7:30 am – 12:00 pm
- Tuesday April 29 • 8:30 am – 3:00 pm

Looking for powerful ways to connect with your customers and prospects? Is hose safety on the mind of your end-users? Want to improve your employees' technical abilities while enhancing their engagement and loyalty?



Find out how to meet all of these challenges quickly and easily, at minimum cost. Take time to visit the Hose Safety Institute Kiosk, where you can:

- Check out the Institute *Handbook for the Design & Specification of Safe Hose Assemblies*,
- Test drive the new online employee training programs,
- Meet with the Institute Advisory Council end-users to connect with new business opportunities, and,
- Get the latest updates on hose safety applications.

First Time Attendee Welcome to NAHAD

Saturday, April 26 • 5:15 pm – 6:00 pm



As a first time attendee, we'd like to extend a special welcome to you. Plan to arrive in time to attend the First-Timer Reception and Orientation on April 26, hosted by the NAHAD Board of Directors and Past Presidents. Board the NAHAD shuttle bus from the hotel at 5:15 for a short ride to the Musical Instrument Museum, where you will be personally welcomed and enjoy a champagne toast before the Convention Opening Reception.

Conference Registration

- Friday, April 25 •
2:00 pm – 5:00 pm
- Saturday, April 26 •
8:30 am – 6:30 pm
- Sunday, April 27 •
8:00 am – 6:00 pm
- Monday, April 28 • 7:30 am – 2:00 pm
- Tuesday, April 29 • 7:30 am – 3:00 pm

Enjoy leisurely conference registration at any time convenient to you. Be sure to pick up your badge prior to attending any events. Beverages will be served in a relaxing setting. Use this opportunity to enjoy a quiet chat with NAHAD acquaintances, and network to make new friends. This is also an excellent opportunity to visit NAHAD's Hose Safety Institute Kiosk and learn all about the latest and greatest member benefits and the advantages of the Hose Safety Institute.



1985-1986
Harry (Buzz) Hooper



1986-1988
Edward B. Fabacher, Jr.



1988-1989
George W. Carver



1989-1990
Allan H. Beverly



1990-1991
Bob Lyons



1991-1992
Michael P. Summers



1992-1993
Richard D. Hall



To maximize your attendance, we also encourage you to participate in the Speed Networking Session, held the next morning, to meet NAHAD leaders and fellow first-timers. Please indicate that you're attending your first NAHAD Convention on your registration form on page 11 and sign up for Speed Networking on page 12. Take the fast-track to maximize your networking opportunities for the entire convention.

NAHAD 30th Anniversary Welcome Reception



Saturday, April 26 • 6:00 pm – 9:00 pm

Welcome to Phoenix! NAHAD's 30th Annual Welcome Reception will be held at the fabulous



Musical Instrument Museum, a stunning new attraction with distinctive architecture evoking the topography of the Southwest.

Enjoy cocktails and hors d'oeuvres while strolling through music and instrument collections from around the world. Discover

the complete orchestra of a Chinese opera; the piano on which John Lennon wrote *Imagine*; a big-band jazz ensemble; and a complete collection of guitars from ancient to Santana! Wireless headsets will be provided for each exhibit hall, while live music performances will set the scene for a lively evening of networking. You won't want to miss this unique event!

For NAHAD Young Executives Only – Lunch & Learn with Alex Goldfayn, CEO, Evangelist Marketing Institute*

Saturday, April 26 • 12:00 pm – 1:45 pm

Action is Everything: How to Grow Your Organization In 15 Minutes Per Day or Less (Or Why Perfection is The Enemy of Growth)



NAHAD Young Execs are invited to arrive early in Phoenix to network with your peers and discover new ways to grow your business and yourself. This session, designed specifically for our NAHAD Young Executives (any NAHAD member age 40 or younger), will be presented by marketing expert, Alex Goldfayn (see bio on page 8).

Program Highlights

Too many young executives – even other-wise aggressive entrepreneurs – wait to put marketing out into the world until its perfect. Perfection is the leading cause of death of good marketing. If you have 15 minutes per day (and who doesn't?) you will learn how to significantly and quickly increase your revenue with simple, no-cost marketing techniques.

Speed Networking: Meet Your Industry Peers*

Sunday, April 27 • 7:00 am – 8:45 am

Breakfast (followed by Speed Networking) available at 7:00 am



With over 600 delegates in attendance, it is often difficult to meet those members who might be a valuable connection for your business. Expand your horizons by signing up for this networking-by-design opportunity. This program was inaugurated in 2010 and was highly valued by those who participated. Plan to get an early start on Sunday to take full advantage of the opportunity to expand your network of contacts during this 90 minute session – bring at least 40 business cards. We will begin with breakfast and then, go directly into networking session rooms. Pre-registration is required.

1993-1994
Howard E. Neff

1994-1995
James W. Mitchell

1995-1996
Michael C. Lentz

1996-1997
Curtis W. Sprague

1997-1998
Al Talbot

1998-1999
Thomas Slater

1999-2000
H. Lee Helfer



Member Luncheon and Keynote Address

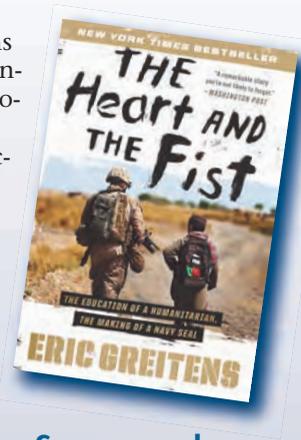
Sunday, April 27 • 12:00 pm – 2:00 pm

Our 2014 Keynote speaker, Eric Greitens has been a Rhodes and a Truman Scholar; a humanitarian volunteer, documentary photographer, a United States Navy SEAL officer who was deployed four times during the Global War on

Terrorism to Afghanistan, Southeast Asia, the Horn of Africa, and Iraq – are some of the highlights of his resume. In this special presentation, based upon his New York Times bestselling memoir, *The Heart & The Fist*, Eric Greitens will share the fundamental philosophy of his life's work: to be effective in solving



the world's problems or even just to live a meaningful life, one must live with both courage and compassion.



Join your fellow NAHAD members for this networking lunch and opportunity to stretch your mind and your world view.

Join your fellow NAHAD members for this networking lunch and opportunity to stretch your mind and your world view.

Manufacturer and Associate Sponsored Hospitality Suites

Sunday, April 27 • Beginning at 6:30 pm

Manufacturers and Associates are invited to entertain NAHAD's distributor members on this evening. If you are interested in contacting the JW Marriott Desert Ridge Resort for information regarding hosting a Hospitality Suite, you may call Kiersten Tilley, CMP Senior Event Manager at JW Marriott Desert Ridge Resort & Spa - Direct: 1-480-293-3915 or email Kiersten.Tilley@marriott.com

As a special convenience, Manufacturers and Associates may order a complete set of NAHAD distributor mailing labels (no cost) or specialized reports (fee charged) from the NAHAD office. Please call the NAHAD office directly for details.

Spouse Brunch Event

Sunday, April 27 • 9:30 am - 11:30 am

All NAHAD spouses are invited to attend the annual Spouse Brunch. After a delicious meal and opportunity to meet new friends and reconnect with old ones, we will enjoy a comprehensive look at Native American culture featuring a member of the Hochunk tribe and a member of the Diné nation. The show includes music and dance performances, a culture and arts presentation and an opportunity to purchase handmade Native American crafts and jewelry.



The 2013 George W. Carver Award for Outstanding Commitment to Industry Excellence



Sunday, April 27

George Wilson Carver was a founding father and third President of NAHAD, who served the association and the industry with dedication, grace and distinction. NAHAD is proud to honor George's memory, his spirit and his quiet, firm commitment to team work and excellence through the *George W. Carver Award for Outstanding Commitment to Industry Excellence*, presented annually to a deserving NAHAD member.

2000-2001
Chuck Connors

2001-2002
Joe Mika

2002-2003
John W. Mork

2003-2004
Michael C. Armbruster

2004-2005
Thomas von Hillebrandt

2005-2006
Daniel D. Ahuero

2006-2007
Mark E. Forget



NAHAD Showcase of Hose Solutions

Tuesday, April 28 • 9:00 am – 2:30 pm

A highlight of each year's Convention, the Showcase of supplier products and services is where relationships are formed and strengthened and where business gets done. Exhibiting companies include NAHAD Manufacturer, Associate and Affiliate members (see Showcase Registration Information on page 13), displaying the very latest hose, fittings, equipment and services for all attending registered Distributors. All attendees will receive complimentary tote bags and a 30th Annual Convention collector's mug.

To maximize your business and networking opportunities, a breakfast buffet for all exhibitors and attendees will be available at 7:00 am, giving exhibitors a bit more time for last minute set-up. During the Showcase, a strolling lunch, butler-served, will include beer, wine, soft drinks and a variety of small plate food items. Exhibitors will be served in their booths for their convenience, continuing to showcase their products and services throughout the 5 ½ hour event.

Please note the following:

- NAHAD Manufacturer, Associates and Affiliate member exhibitors may set up their exhibit booth on Monday, April 28 from 1:30 pm – 8:30 pm, to get everything in place and ready for the Grand Opening on Tuesday morning. This time spread should provide a chance to enjoy a tour or a round of golf in the afternoon, or if preferred, to set up immediately after lunch.
- See page 13 for complete Showcase Rules and Application Form
- Double booth spaces (10' x 20') are available on a limited basis. See Registration information on page 13.
- Exhibitors' booth teardown will begin at 2:30 pm.

Manufacturer, Associate and Affiliate members are invited to register as soon as possible for a Showcase exhibit booth by completing the registration form on page 13. Booth assignments will be on a first received, best selection basis. For further details, contact the NAHAD office directly.

Childrens' Dinner and Party*

Tuesday, April 29 • 6:30 pm – 10:30 pm

While parents are busy with cocktails and dinner, children ages 3 & up can enjoy their own dinner and age appropriate entertainment. See more information about registering your children on page 15. Registration for the convention is free. Certain activities are available to children on a space available, age appropriate basis.

Western Fancy-Dress Reception & Dinner

with Musical Performance
by Michael Martin Murphey

Tuesday, April 29 •
6:30 pm – 10:30 pm

Dig out your best hat, boots and belt



buckle and join your NAHAD partners for an authentic Cowboy Ball, featuring great libations (them's drinks), delicious cuisine (vittles), business networking (chattin' with the neighbors) and a rip-roarin' foot stompin' performance by America's Best Cowboy Band.

Rolling Stone Magazine has labeled Michael Martin Murphey "one of the best songwriters in America," having left an indelible mark on the American Music Landscape, recording such iconic hits as "Wildfire," "Carolina In The Pines", "Geronimo's Cadillac", "Cowboy Logic," "Cherokee Fiddle", "Boy From The Country" and more. In the process, he has topped the Pop, Country, Bluegrass and Western Music charts, earned six gold albums and multiple Grammy nominations.

Through all the chart-jumping and genre-busting, Murphey has remained constant to an honest, sophisticated approach to his songwriting. His latest album, *Red River Drifter*, is a collection that draws from a deep well of eclectic influences ranging from classical to country, blues to bluegrass, pop to western. In fact, it's simply impossible to pigeon-hole Murphey to one specific genre. He is no more country than rock, no more bluegrass than classical. He is, rather, a true AMERICAN songwriter.

Program Highlights

2007-2008
Joe Lark

2008-2009
Jack Kacsur

2009-2010
Rob Lyons

2010-2011
Alex McGill

2011-2012
Timothy
O'Shaughnessy

2012-2013
Don
Fritzinger

2013-2014
Terry
Weiner



**Saturday,
April 26, 2014 •
2:30 pm – 4:30 pm**
**The New Standard for
Hose Assembly Safety –
Your High-Impact Sales Tool**



- What do the petroleum, tank truck, U.S. military, agriculture, waterjet, mining, bioprocessing and power generation markets have in common?
- Why have key end-users committed to actively supporting NAHAD's Hose Safety Institute?
- Could your employees benefit from training on industry best practices in design, specification and fabrication of hose assemblies?
- Would you like to have intelligent discussions with your customers about your ability to deliver hose assembly safety, quality and reliability, rather than just talking about price, as well as the tools to help you do that?

In this powerful session, *Hose Safety Institute Advisory Council* members (volunteer end-users representing key hose markets) will offer updates on the Institute's market-focused Task Groups, while showing you how to maximize your customer relationships in meaningful ways. *NAHAD's Hose Safety Institute* delivers leading-edge specification and fabrication guidelines, online employee training and certificates and unique marketing advantages for participating NAHAD members. Don't miss this chance to learn how your company can benefit from these valuable tools and resources, while sharing your customers' top-of-mind challenges – and how the Hose Safety Institute is working to help you address them.

UID-in-a-Day NAHAD's University of Flexible Solutions



Six Key University of Industrial Distribution programs, delivered by three top UID faculty members. Choose one of the morning and one of the afternoon sessions



Steve Deist
Indian River Consulting Group

As a Partner with Indian River Consulting Group, an experienced-based firm focusing exclusively on market access and distribution channels, Steve Deist has over 20 years of experience working for hundreds of distributor, retail, manufacturer and private equity clients in dozens of lines of trade. His hands-on approach enables him to apply leading edge concepts

to the practical realities of daily business. Steve has authored three books published by NAW: *The Five Fundamentals for the Wholesale Distribution Sales Manager*; *Value Creation Strategies for Wholesaler-Distributors*; and, *What's the Right Plan? Effective Sales Incentive Design for Wholesaler-Distributors*.

Sunday, April 27, 2014 9:00 am – 11:30 am
The Profit Sandwich

The structure of the sales and marketing organizations is the real meat of a B2B strategy. It's the vital ingredient that aligns the day-to-day activities of individual sales reps with your strategic and profit objectives. The sales force feeds us all, but it is often the biggest hurdle faced in profit improvement initiatives. This session will show the steps you can take to move from a diffuse self-directed sales force to a strategically directed, profit driven one. It will show how to use analytics to make data driven decisions on value propositions, low cost channels, proper selling roles, territory sizing and account assignment. If past efforts at profit improvement have failed, you may have just been using the wrong tool.

Sunday, April 27, 2014 2:30 pm – 5:00 pm
Max Out Margins with Effective Pricing

Improved pricing practices can be one of the most effective ways to increase bottom line results quickly, but pricing changes are often complex and risky. This session will outline the steps required to implement a world class pricing program that will grow margins while managing short and long term risk. Key areas of focus include:

- Analytics on internal pricing practices, transaction analysis, elasticity, sensitivity patterns, etc.
- Strategies and tactics such as commodity leader, value based, market basket, functional discounting
- Management tools including metrics, feedback loops, incentives
- Implementation best practices

A properly designed pricing strategy must be based on customer segments, so this session provides an analytical framework for effective segmentation. Pricing improvement is not an "event"; it is an ongoing effort that requires a support structure and executive ownership to ensure that changes become institutionalized. This session will show how to obtain permanent benefits and continuous improvement.



Alex L. Goldfayn
Evangelist Marketing Institute

A market strategist, consultant, coach and speaker for product and service companies that are looking for dramatic growth and increased revenues, Alex Goldfayn's clients include Fortune 500 firms like Amazon and Sprint — as well as publicly traded companies like Logitech, TiVo, Virgin Mobile and Yelp. He works with some of the finest mid-market companies and startups, helping them with all aspects of bringing their products or services to market:

- Product and service ideation & development
- Mindset and thinking big (or aggressively)
- Gathering deep customer insights about your brand, products, services, language, etc.
- Developing powerful language for your products and services
- Communicating from the right platforms (often NOT social media)
- Nourishing your customer evangelists

Sunday, April 27, 2014 • 9:00 am – 11:30 am
The Growth Mindset: Why Your Revenue is Directly Dependent upon Your Mindset (Or Why You Can't Out-Market Your Mindset)

Your customers think more positively about your company than you do. That's because they're benefiting from your products and services while you deal with staff issues, delivery problems, and, in general, and, like most business leaders, racing from one fire to another.

Join Alex Goldfayn, for a powerful, highly interactive discussion about how to grow your business by changing how you think about your value. You'll be extricated from the "daily minutia muck" you walk through in your work. Learn how to think bigger, market aggressively, and communicate your value as positively, emotionally, and compellingly as your customers describe you. The net result – the only important outcome – is revenue growth. We'll have Q-and-A, role plays, live case studies, and small group work.

Sunday, April 27, 2014 • 2:30 pm – 5:00 pm
Marketing for Revenue Growth: No-Cost Techniques and Action for Fast Sales Growth

Join Alex Goldfayn, CEO of the Evangelist Marketing Institute, for this memorable workshop on growing your business with simple, powerful, no-cost marketing techniques. There's nothing you can do that will grow your business faster or more dramatically than marketing (which is one-to-many) – not even sales (one-to-one)!

Alex will lay detail a dozen marketing behaviors which you can start implementing as soon as you get back to your desk. If you apply only a few of the approaches Alex presents, your business WILL grow. It won't have a choice! This will be a highly interactive session with a great deal of discussion, role plays and group work.

It ties in closely with Alex's morning session, on the Growth Mindset.

Kathryne A. Newton, MBA, Ph.D.
Professor of Supply Chain Management Technology, Technology Leadership and Innovation Department
Purdue University



Dr. Kathy Newton is a Professor and Coordinator of the Supply Chain Management Technology Program in the Technology Leadership and Innovation Department at Purdue University and Chair of Graduate Studies. She is an accomplished speaker, consultant and author of a variety of topics including human resource development, distributor profitability, channel management, strategic planning, innovation, sales and sales management, and quality control. She frequently works with distributors, manufacturers and trade associations internationally and is widely published in academic and distribution trade journals. She is the Coordinator and a long-term speaker for the University of Industrial Distribution, the premier international executive education program for the distribution industry since 1994.

Prior to her appointment at Purdue University, she taught in the Industrial Distribution Program at Texas A&M University. Dr. Newton has a Ph.D. in Educational Human Resource Development, a Master's degree in Business Administration, and a B.S. in Industrial Distribution, each from Texas A&M University.

Speakers & Presentations

Sunday, April 27, 2014 9:00 am – 11:30 am
Personnel Productivity Improvement

Distribution is a people-intensive business, and one of the greatest challenges for distribution today will be enhancing the productivity of their employees. Today's managers must take a "system" viewpoint of the organization; seeking to maintain a focus and balance for all the activities which have an impact on productivity. Important tasks such as employee selection, training, compensation, evaluation and development must all be working together effectively towards improving productivity. This program will include practical steps to identify productivity gaps in your organization, as well as examples for improving your company's productivity.

Sunday, April 27, 2014 • 2:30 pm – 5:00 pm
Preparing for 2020: The Manager's Guide to Dealing with the New Workforce

Hiring, motivation, training and retaining good talent has never been easy, but the rapid pace of change is going to make this even more challenging over the next five to ten years. Is your organization ready for it? Consider these important changes that employers of the future will have to deal with: 1) Five highly diverse generations working in organizations side-by-side with vastly different values, beliefs, and technology skill sets; 2) A new e-economy bringing with it new and different ways of doing business; 3) Building a sustainable and green workplace will be essential to attracting the future workforce, and 4) Integrating innovation into the culture will be key to developing competitive advantage. Many of these trends can already be seen, and others are newly emerging.... but all will have a dramatic impact on the manager of the future. Learn what these new trends will mean for your organization and how to prepare.



Eric Greitens
The Mission Continues

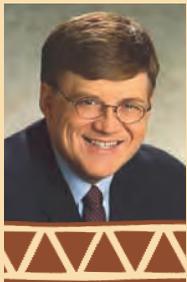
Eric Greitens' bio is incredible: a Rhodes and a Truman Scholar; humanitarian volunteer, documentary photographer, and researcher in Rwanda, Cambodia, Albania, Mexico, India, Bosnia, and Bolivia; a United States Navy SEAL officer and deployed four times during the Global War on Terrorism to Afghanistan, Southeast Asia, the Horn of Africa, and Iraq; winner of two Oxford Boxing Blues and the Gold Medal at the BUSA National Boxing Championships; appointed by the President to serve as a White House Fellow; recipient of the Navy Achievement Medal, the Joint Service Achievement Medal, the Navy Commendation Medal, the Joint Service Commendation Medal, the Combat Action Ribbon, the Purple Heart, and the Bronze Star; author of two best-selling books and named to *TIME* magazine's 100 most influential people in the world for 2013.

Sunday, April 27, 2014
12:00 pm – 2:00 pm

Why it Takes the The Heart & The Fist

In this special presentation, based upon his New York Times bestselling memoir, *The Heart & The Fist*, Eric Greitens will share the fundamental philosophy of his life's work: to be effective in solving the world's problems or even just to live a meaningful life, one must live with both courage and compassion.

Eric will show how to apply that lesson to our own frontlines to create purpose in our lives. Through his masterful storytelling, he'll take NAHAD members on an adventure around the world, introducing them to the many teachers who have influenced him: the nuns of Mother Teresa's home for the destitute and dying, his boxing coach in inner-city Durham, his Navy SEAL instructors, and refugees from Bosnia and Rwanda. Along the way, he includes lessons on humility, vision, courage, hope, and friendship. With striking images from his travels abroad, engaging stories, and a fresh look at today's challenges, Eric will inspire each of us to become stronger, more compassionate, more courageous individuals.



Jim Pancero
Jim Pancero, Inc.

Jim Pancero has the most advanced, leading-edge "business-to-business" sales and sales management training available today. Everything he does is extensively researched and has one bottom line focus...to increase an organization's strategic competitive advantage and market uniqueness.

Jim's work focuses on sales organizations with high priced, large and/or competitively complex products and services. His information-intensive keynote speeches, training programs and in-depth consulting work detail his innovative selling processes and strategies for the new economy and global marketplace.

Jim has been directly involved in "business-to-business" selling for over 35 years. Six of those years were spent successfully selling the largest computer systems for the Data Processing Division of the IBM Corporation where he earned several awards including the coveted "Golden Circle" designation annually awarded to the top 5% of their international sales force.

Monday, April 28, 2014 • 8:30am – 10:00am **"SWAT Team Selling: Leading Your Team to a Competitive Advantage"**

Is your sales team functioning as a collection of independent "gun fighters", each choosing their own targets; or as a trained "SWAT Team" selling-unit with process, structures, strategy and direction? In this presentation, Jim Pancero will help you learn the sales leadership "best practices" that can most impact your market share and profitability. As the leader of your own "Selling SWAT Team" you can implement Jim's proven coaching processes and selling "best practices" that can provide your team with a stronger competitive advantage and profitability moving forward. A detailed program workbook will be provided to help you take these ideas back to your team.

Attendees will learn:

- The key coaching questions to be asking as a "Selling Process" sales manager
- The four steps to strengthening your sales team's selling effectiveness...by becoming more of a "Selling SWAT Team"
 - Ten-question Advanced Sales Skill Evaluation and twenty-question Sales Management Evaluation tools.

Experts Panel of Key Business Trends

Monday, April 28, 2014 • 10:15 am – 12:00 pm

This fast-paced session will address several timely business topics, presented by industry experts, with plenty of time for member input and Q&A.



Toby Mack, CEO, EEIA

U.S. Shale Oil & Gas Revolution

EEIA is the North American trade association representing the shale energy supply chain - equipment companies, contractors, and materials, labor and service providers to shale oil and gas exploration, production and transportation. EEIA's membership includes the major trade organizations and supply chain companies active in the shale energy supply chain. EEIA engages in advocacy at the federal and state levels for policies that encourage robust, responsible development of our vast oil and gas reserves newly accessible through horizontal drilling and hydraulic fracturing. Toby will discuss the current state of the U. S. shale oil and gas revolution, and the outlook for the future, from the standpoint of markets it is creating for supply chain companies. Based on newly available market research commissioned by EEIA, he will cover the markets for equipment, components and supplies driven by shale oil and gas exploration, production and transportation, including pipelines.



Harry C. Moser

Reshoring Initiative

Harry Moser founded the Reshoring Initiative to bring manufacturing jobs back to the U.S. after worked for GF AgieCharmilles, starting as President in 1985 and retiring in 2010 as Chairman Emeritus. During these years, Harry had extensive experience selling to moldmakers and extrusion die makers.

Largely due to the success of the Reshoring Initiative, Harry was inducted into the Industry Week Manufacturing Hall of Fame 2010 and was named Quality Magazine's Quality Professional of the year for 2012. Harry participated actively in President Obama's 2012 Insourcing Forum at the White House and won the Jan. 2013 *The Economist* debate on outsourcing and offshoring. He received a BS in ME and an MS in Engineering at MIT in 1967 and an MBA from U. of Chicago in 1981.

To reshore or offshore: How to decide

Reshoring is a hot topic in supply chain and manufacturing circles. The forces driving reshoring include: rising Chinese wage rates, high oil prices, low U.S. natural gas prices, and increasing recognition of the many advantages of producing near the customer. The most visible recent examples have been in consumer electronics: Motorola, Google, Apple and Lenovo. Reshoring cases using hose include GE Appliances and Whirlpool. Approximately 80,000 manufacturing jobs have been reshored by about 250 OEMs and thousands of their suppliers since the manufacturing employment low of January, 2010.

U.S. Tax, Healthcare and Regulatory Policy Updates – NAW and NAM Representatives

Escalating and unabated federal regulations and tax burdens, coupled with the impact of the new U.S. healthcare policies, have become major impediments to the U.S. economy and to the prospects for NAHAD member success. This session will offer the latest insights on what to expect from Washington, as well as the initiatives underway to mitigate these impacts, while focusing on strengthening the prospects for the success of small businesses.

NAHAD Thirtieth Annual Meeting & Convention

JW Marriott Desert Ridge Resort – Phoenix, Arizona
April 26 - 30, 2014

Please Check One: Distributor Manufacturer Associate Affiliate

Please check if first time attendee: First Time Attendee

Please check if Young Executive (40 or under)

Please type or print information, as you would like it to appear on your Registration Badge and in the Official Convention Program. Please submit one copy of this form, or a photocopy for each individual or family attending NAHAD's Thirtieth Annual Meeting & Convention.

Payment must accompany your registration. To register by fax, sign this registration form, indicating your VISA, MasterCard, Discover or American Express number and the expiration date. Or, mail a copy of the completed form with your check to: NAHAD, 105 Eastern Avenue, Suite 104, Annapolis, MD 21403-3300. Delegate registration forms received by February 14, 2014 will be included in the official convention program, and will qualify for the \$650 early registration fee. For Distributor delegates - from each Distributor Company registering before February 14, 2014, pay just \$575 for your company's third and any subsequent attendee – a savings of \$75 per additional registration. The \$695 regular registration fee will apply to delegate registrations received between February 15 and March 19, 2014. Delegate registrations received after March 19, 2014 will pay the \$765 late-faxed-in delegate registration fee.

Delegate Name _____ Badge Nickname _____

Title _____

Company Name _____

Company Address _____

City _____ State/Province _____ Zip/Postal Code _____

Country _____ Email _____

Phone _____ Fax _____

Do you have any physical conditions requiring special needs? Yes No

If yes, please specify _____

Do you have any dietary restrictions? Yes No

If yes, please list _____

Spouse Name (if attending) _____ Badge Nickname _____

Guest/Companion Name _____ Badge Name _____

Child Name #1 _____ Age _____ Badge Name _____

Child Name #2 _____ Age _____ Badge Name _____

Child Name #3 _____ Age _____ Badge Name _____

Home Address (spouse/guest correspondence will be mailed to the home)

City _____ State/Province _____ Zip/Postal Code _____

Country _____ Email _____

Do you have any physical conditions requiring special needs? Yes No

If yes, please specify what and who _____

Do you have any dietary restrictions? Yes No

If yes, please specify what and who _____

Meeting
Registration

Registration and Cancellation Policies

In order to obtain a refund for convention registration fees or golf, written notice of cancellation is required, to be received at the NAHAD office, by the dates noted below:

By February 14, 2014 –
for Full Refund

By March 19, 2014 –
for 50% Refund

After March 19, 2014 –
No Refund

Tour Cancellation Policy

All tours are subject to cancellation if minimum enrollments are not met. Registrants will receive notification, if possible, and full refund if tour is cancelled by NAHAD. Refunds will be issued by May 28, 2014.

If a member wishes to cancel a tour registration, written notification must be received by the NAHAD office no later than February 14, 2014. No Tour Refunds will be issued for cancellation requests received after March 19, 2014.

Mail all Meeting Registrations and payment (not Hotel reservations) to:

NAHAD
105 Eastern Avenue
Suite 104
Annapolis, MD
21403-3300.

Make all checks payable to NAHAD. **No payments to PO Box please, lock box has been discontinued.**

Register online at
www.nahad.org

Registration Fees/Optional Tours & Activities Sign Up Sheet Page 2 of 2

Delegate Name	Cost	Delegate	Spouse	Child 1	Child 2	Child 3
Delegate Early Registration Fee (If paid by February 14, 2014)	\$650		■	■	■	■
Are you a Distributor and are you the third or subsequent attendee from your company? <input type="checkbox"/> Yes <input type="checkbox"/> No Third Distributor Delegate Fee (If paid by February 14, 2014)	\$575		■	■	■	■
Delegate Regular Registration Fee (if paid between February 14, 2014 & March 19, 2014)	\$695		■	■	■	■
Delegate Late-Fax-In Registration Fee (If paid after March 19, 2014)	\$765		■	■	■	■
Spouse/Companion/Guest Registration Fee	\$395	■		■	■	■
Golf Tournament Monday, April 28	\$185			■	■	■
Delegate: Golf Club Rental Indicate <input type="checkbox"/> Left <input type="checkbox"/> Right Rental Clubs Indicate Handicap/Avg. Score _____ / _____ I'd like to play with _____	\$72		■	■	■	■
Spouse/Guest/Companion: Golf Club Rental Indicate <input type="checkbox"/> Left <input type="checkbox"/> Right Rental Clubs Indicate Handicap/Avg. Score _____ / _____ I'd like to play with _____	\$72	■		■	■	■
Hot Air Balloon Tour Saturday April 26 • 5:15 am – 9:15 am	\$325					
Tennis Round Robin Saturday April 26 • 9:00 am – 11:00 am	\$45			■	■	■
Desert Botanical Garden Tour Saturday April 26 • 9:30 am – 1:30 pm	\$74					
Lunch and Learn for Young Executives Saturday, April 26 • 12:00 pm – 1:45 pm	\$39		■	■	■	■
Speed Networking Sunday, April 27 • 7:00 am – 8:45 am	N/C		■	■	■	■
Sixteenth Annual Fun/Run Walk Monday, April 28 • 6:45 am – 7:30 am	\$16					
Morning Yoga Spouse Activity Monday April 28 • 9:00 am – 10:00 am	\$12	■		■	■	■
Cosanti Tour Monday April 28 • 12:00 pm – 4:00 pm	\$58					
Cattle Drive Activity Monday April 28 • 1:00 pm – 5:00 pm	\$259					
Taliesin West Tour Monday April 28 • 1:00 pm – 5:00 pm	\$85					
Tomcar Tour with Firearms Experience Monday April 28 • 1:30 pm – 5:30 pm	\$378			■	■	■
Spouse Shopping Shuttle Tuesday April 29 • 10:00 am – 2:00 pm	\$36	■				
Children's Party and Dinner Tuesday, April 29 • 6:30 pm – 10:30 pm	\$65	■	■			
Total Fees Due for Each Attendee:		\$	\$	\$	\$	\$

Payment Options

Enclosed is my check for \$ _____

Please make checks payable in U.S. dollars, to **NAHAD**, and mail to:

NAHAD, 105 Eastern Avenue, Suite 104, Annapolis, MD 21403-3300.

Please charge to my (check one) VISA MasterCard Discover American Express

Account # _____ Exp. Date _____ Verification Code _____

Name on Card (please type or print) _____ Card Signature _____

Telephone Inquiries (800) 624-2227 Register by Fax (410) 263-1659 Register online at www.nahad.org

For office use only Check Date _____ Check Number _____ Invoice Number _____

GRAND TOTAL DUE:

NAHAD Showcase of Hose Solutions

Expanded NAHAD Contact Table Exhibits Program

Registration Form & Contract for Manufacturer, Associate and Affiliate Members

Please Check One: Manufacturer Associate Affiliate

As a NAHAD Manufacturer, Associate or Affiliate Member, we hereby contract with the Association for Hose and Accessories Distribution for booth space as described below in conjunction with NAHAD's 2014 Contact Table Program to be held in the JW Marriott Desert Ridge Grand Canyon Ballroom on Tuesday, April 29, 2014 from 9:00 am – 2:30 pm. The undersigned has read the enclosed Rules and Regulation of the 2014 Contact Table Program and agrees to abide by and be bound by said rules. Booth selection will be determined on a first-come, first-served basis. Space is limited. Please register by February 14, 2014 to be assured of your booth listing in the official convention program.

Exhibitor Information (as it should appear in the NAHAD Official Program)

Please type or print clearly

Company: _____

Name of Person Responsible for Manning the Booth: _____

Title: _____

Telephone: _____ Cell Phone: _____

Fax : _____ Email: _____

Description of Company's Products or Services: _____

Company Name on Booth Sign Should Read: _____

No. of Company Employees that will Work in the Booth
(Each person must be a registered convention delegate): _____

We cannot process your booth request until we have the individual attendee registration form with payment of the person responsible for manning the booth.

Booth Selection (see chart on page 14)

Please call the NAHAD Office 1-800-624-2227 to discuss available spaces for double booths.

First Choice _____ Second Choice _____ Third Choice _____ Fourth Choice _____

Please don't place my booth near (name of specific company): _____

Authorized Signature: _____ Date: _____

Contact Table Exhibit Booth Fee: \$985.00

Double Booth Fee: \$2,250.00

Return full payment and contract to:

NAHAD 105 Eastern Avenue, Suite 104, Annapolis, MD 21403-3300.

Or you may fax this form with credit card information noted below to (410) 263-1659

Please charge to my (check one)

VISA MasterCard Discover American Express

Account # _____

Exp. Date _____ Verification Code _____

Name on Card (please type or print) _____

Card Signature _____

For office use only

Check Number _____ Check Date _____ Invoice Number _____

Telephone Inquiries (800) 624-2227

To Register by Fax (410) 263-1659 Register online: www.nahad.org

NAHAD Showcase of Hose Solutions

Expanded NAHAD Contact Table Exhibits Program

Full-Day Trade-Show Exhibit Program, available for Manufacturer, Associate & Affiliate Members; Expanded Products Showcase Opportunities and Exhibition Displays

NAHAD 2014 Exhibit Program Rules and Regulations

- 1. Assignment of Space:** Assignment of exhibit booths will be made on a first-come, first-served basis by a NAHAD committee. Space is limited. Exhibitors are limited to two (2) booths. NAHAD reserves the right of final decision and the right to amend floor plans to relocate exhibits as necessary.
- 2. Payment for Space:** Total payment of the exhibit booth fees must be paid prior to the program date and cannot be processed without the individual Convention attendee registration form for at least one person responsible for attending the booth. In the event of withdrawal by February 14, 2014, all fees paid for exhibit space will be returned to the Exhibitor. Exhibitors who withdraw after February 14, 2014 will be charged a cancellation fee of US\$500.00.
Fee for 10' x 10' Booth: US\$985.00;
Fee for 10' x 20' Booth: US\$2,250.00
- 3. Liability:** Neither NAHAD nor its agents or representatives will be responsible for any injury, loss or damage that may occur to the Exhibitor or to the Exhibitor's employees or property from any cause whatsoever. Under no circumstances will NAHAD be liable for lost profits or other incidental or consequential damages. NAHAD shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of God or any other cause beyond its control. The rights of NAHAD under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized officer of NAHAD.
- 4. Security and Insurance:** Exhibitor is solely responsible for its own materials and those wishing to insure their goods must do so at their own expense.
- 5. Responsibility of the Exhibitors:** The Exhibitor is responsible for damage to hotel property. No signs or other articles may be attached to walls, doors, etc. in such a manner as to deface or damage them. Exhibitors must be self-contained within the booth areas assigned, and no chairs, furniture or exhibit materials are to be placed outside the booth area, or set up in such a manner as to block other booths or any fire exits.

NAHAD 2014 Exhibit Program Rules and Regulations *continued*

6. Exhibit Booths & Displays: Exhibitors will be provided with a standard 10' x 10' or 10' x 20' exhibit booth to include back wall & side wall draping, one 6'x 30" skirted table, two chairs, and a booth identification sign. Exhibits are restricted to a maximum height of twelve (12) feet. New since 2010: Other, or additional, equipment (tables, displays, chairs, signage, furniture, etc.) may be ordered by each exhibitor from the exhibit services company designated by NAHAD. Exhibitors may use their booth area to display whatever company literature, signage, products, samples, prizes, giveaways or information that is not in violation of local fire or safety ordinances and that can fit within the confines of the exhibit booth (including space for exhibiting employees.) Electrical services may be ordered by each exhibitor directly from the Hotel. Exhibits may not contain any hazardous materials and may not produce noise levels that would be intrusive of other booths.

7. Booth Staff: Exhibit booths may be staffed by any number of full-time company employees (one minimum required), and/or manufacturer representatives or agents retained by the member company, who have each registered as paying delegates to the Annual Convention. Attending manufacturer reps or agents must be solely attendant to the company which registered their attendance and may not work the convention or the exhibit floor independently. Exhibitors must limit the number of staff working the booth at any one time, to avoid congestion in the exhibit hall aisles. No exhibit staff may block passage within the aisles or take space outside the designated booth.

8. Move-in, Move-out: Exhibitors may move materials into their booths once the exhibit hall has been set and vacated by the designated exhibit services agent, due to be on Monday, April 28 by 1:30 pm. All exhibit materials must be removed from the exhibit area no later than 3:00 pm on the Tuesday, April 29.

9. Shipping Services and Exhibit Support: Exhibitors are encouraged to use the designated exhibit services agent, GES for assistance with in-bound and out-bound materials shipping. The hotel and NAHAD will not accept direct inbound shipments from exhibitors. A complete exhibit services information kit, along with the Contact Table registration confirmation form, will be provided to each registered exhibitor. No materials will be handled for packing or outbound shipping by any NAHAD representative or by the hotel or conference center. All materials remaining in the exhibit area after the conclusion of the Contact Table program will be considered trash, and will be disposed of appropriately.

10. Agreement on Conditions: Each Exhibitor, for himself and his employees, agrees to abide by these conditions and by subsequent amendments and additions thereto; it being understood and agreed that the sole control of the Contact Table program and exhibit area rests with The Association for Hose and Accessories Distribution.

**PLEASE REFER ALL QUESTIONS CONCERNING
THE EXHIBIT PROGRAM TO THE NAHAD OFFICE
1-800-624-2227.**

NAHAD Contact Table Layout

151	152	153	154	155	156	157	158	159	160
141	142	143	144	145	146	147	148	149	150

131	132	133	134	135	136	137	138	139	140
121	122	123	124	125	126	127	128	129	130

111	112	113	114	115	116	117	118	119	120
101	102	103	104	105	106	107	108	109	110

91	92	93	94	95	96	97	98	99	100
81	82	83	84	85	86	87	88	89	90

71	72	73	74	75	76	77	78	79	80
61	62	63	64	65	66	67	68	69	70

51	52	53	54	55	56	57	58	59	60
41	42	43	44	45	46	47	48	49	50

31	32	33	34	35	36	37	38	39	40
21	22	23	24	25	26	27	28	29	30

11	12	13	14	15	16	17	18	19	20
1	2	3	4	5	6	7	8	9	10

General Information

Registration Summary/Deadlines

A variety of materials are enclosed in this Annual Meeting Program brochure. To simplify the registration process, the following is a summary of enclosures, the deadlines to return the various forms, and where to send them.

Meeting Registration

Early Registration Discount

Deadline: February 14, 2014

Register by February 14, 2014 to take advantage of the discounted registration fee, and to guarantee your company's listing in the Official Convention program and the Preliminary Registration Roster, which will be available on the web and updated every Wednesday evening beginning on February 26, 2014.

Mail-In Registration deadline

Deadline: March 19, 2014

After this date, register online or fax your registration form to NAHAD at (410) 263-1659 and pay the Late Registration Fee of \$765.00.

Mail all Meeting Registrations and payment (not Hotel reservations) to: NAHAD, 105 Eastern Avenue, Suite 104, Annapolis, MD 21403-3300. Make all checks payable to NAHAD.

Register on-line at www.nahad.org

Registration and Cancellation Policies

In order to obtain a refund for convention registration fees or golf, written notice of cancellation is required, to be received at the NAHAD office, by the dates noted below:

- By February 14, 2014 – for Full Refund
- By March 19, 2014 – for 50% Refund
- After March 19, 2014 - No Refund

Tour Cancellation Policy

All tours are subject to cancellation if minimum enrollments are not met. Registrants will receive notification, if possible, and full refund if tour is cancelled by NAHAD. Refunds will be issued by May 23, 2014.

If a member wishes to cancel a tour registration, written notification must be received by the NAHAD office no later than February 14, 2014, for full refund. Each tour has minimums and restrictions, which may require pre-payment by NAHAD. After February 14, please contact the NAHAD Registrar to inquire about partial refund. No Tour Refunds will be issued for cancellation requests received after March 19, 2014.

Earn Your Purdue University Certificate in Industrial Distribution

Convention Attendees Get Credits Towards Certificate

Attendance at NAHAD's Annual Convention provides educational credits. For 2014, attendees may earn up to 10 credit hours towards their Certificate.

Through this partnership NAHAD members may earn the Purdue University Professional Certificate of Industrial Distribution upon the completion of 90 hours of eligible instruction that meets Purdue's requirement of 9 Continuing Education Units [CEUs] or CEU equivalents. There is no charge for the Certificate.

Spouse Registration Fee

NAHAD's Spouse Registration Fee is designed to be an economical way for your spouse or companion who is over the age of 18 to attend all of the convention activities. Registered spouses are welcome and encouraged to participate in NAHAD activities. Historically, we have found that registered spouses have derived more enjoyment and received more value in the form of a sense of full participation, life-long friendships, and support of the NAHAD delegate. The spouse fee is carefully calculated to cover the direct costs of spouse meals and spouse materials. The following meal functions are included in the spouse fee: Saturday's Welcoming Reception at the Musical Instrument Museum and transportation to the event (meal equivalent of dinner), Sunday's Spouse Brunch, and the Cocktail Reception and Dinner on Tuesday with entertainment by Michael Martin Murphey. In addition, spouses are welcome to attend, with their delegate, Monday's breakfast and any of the General Session presentations that they find to be of interest. The spouse registration fee also covers the cost of spouse materials and the NAHAD spouse program on Sunday morning.

This fee is also appropriate for guests/companions of the registered delegate. Who does NAHAD consider a guest or companion? This might be your mother-in-law or adult child who is traveling with you to Phoenix. In order to attend NAHAD functions, a spouse, guest or companion must be registered and must pay the spouse registration fee to receive a badge and gain admission to NAHAD food functions and to participate in tours and events.

Children (under Age 18) Registration

There is no charge for registered children in attendance at the meeting. Please indicate the names and ages of your children on the Registration Form on page 11 and include your home address. Your child is welcome to attend the Welcoming Reception at no charge. There are several exhibits at the Museum of Musical Instruments that are specifically geared to children's enjoyment. Children may not attend business sessions or any convention food functions, with the exception of the Welcoming Reception. Children over the age of 18 are welcome to attend the Closing Dinner on Tuesday evening, but they must register as a Guest and pay the Guest fee. NAHAD is offering a children's party on Tuesday evening for younger children while parents are attending the Closing Reception, Dinner and Entertainment (from 6:30 pm until 10:30 pm). There is a fee charged. Please register your child(ren) on page 12 for this event.

Admittance to convention activities will be by badge. Non-registered attendees, guests or spouses will not receive a badge. Optional tours and recreational activities are only open to registered attendees.



Tours
&
Events

Hot Air Ballooning

**Saturday,
April 26, 2014
5:15 am – 9:15 am
Price: \$325 per person**

Ballooning is an exhilarating experience for everyone - from the neophyte adventurer to the seasoned veteran, from the young to the more mature. "A magic carpet ride" and "riding on a cloud" are two phrases that have been used to describe the beauty, exhilaration and gentleness of ballooning. Even though you travel at speeds of five to six miles per hour, there is virtually no sensation of motion because you are flying with the wind.

Your balloon adventure begins upon arrival at our Sonoran desert launch site. You will receive a "pre-flight briefing" where you'll learn more about the hot air balloon and how it flies, plus other facts you should know to make your Arizona flight as enjoyable as possible. Upon landing, guests are greeted with flutes of champagne and scrumptiously prepared gourmet food. And finally, to prove your difference from ordinary mortals, you will be inducted into the ballooning society and awarded the Certificate d'Ascension En Machine Aerostatique.

Tour requirements: Dress in layers. Closed-toe shoes are recommended. Not recommended for pregnant women or those who have had recent back surgery.



Tennis Round Robin

**Saturday, April 26, 2014 • 9:00 am – 11:00 am
Price: \$45 per person**

The JW Desert Ridge Tennis Center features eight premier hard, lighted courts and a full-service pro-shop carrying the latest selection of apparel, equipment and same-day racquet stringing. Enjoy a fun, casual Round Robin of tennis in this beautiful facility. No partner is required.

Desert Botanical Garden Tour

**Saturday, April 26, 2014 • 9:30 am – 1:30 pm
Price: \$74 per person**

The Desert Botanical Garden is home to more than 10,000 plants from deserts around the



world, including more than half of the world's total number of cacti species. During your walking tour of the garden, group members will have the opportunity to discover the secrets of the desert.

The Garden is a natural environment located on 145 acres within the beauty of Papago Park and is home to jackrabbits, squirrels, desert tortoises and other small animals. For bird watchers, there are dozens of species of native and migratory birds, from darting jewels like hummingbirds to the desert hawks. Desert succulents found throughout the garden include Agave, Barrel, Prickly Pear, Aloe Vera, Ocotillo, Saguaro, and literally hundreds of others.

Plants and People of the Sonoran Desert is a three-acre permanent exhibit which takes visitors through a saguaro forest, a mesquite thicket, a desert stream and an upland chaparral habitat with historic and prehistoric structures along the trail.

Sixteenth Annual Fun Run/Walk

**Monday, April 28, 2014 • 6:45 am – 7:30 am
Price: \$16 per person**

Explore the trails of Desert Ridge at your preferred pace. All participants will receive a NAHAD 2014 tee shirt.



Morning Yoga Spouse Activity

Monday, April 28, 2014 • 9:00 am – 10:00 am

Price: \$12 per person



Enjoy the benefits of outdoor yoga with this class, perfect for all levels of experience. Large towels will be provided, or you may bring your own mat if you prefer. This is a good chance to meet other NAHAD spouses

and get a workout at the same time.

Cosanti Tour

Monday, April 28, 2014 • 12:00 pm – 4:00 pm

Price: \$58 per person



The wind performs magic at Cosanti. When the air is still, a hush falls over this bronze bell foundry started by visionary architect, Paolo Soleri. Then, like a maestro conducting a symphony, one gentle desert breeze signals hundreds of Soleri windbells to delight in concert.

Guests find themselves in a most unique environment fueled by one man's vision and design. Half domes called "apses" replace box-type buildings in this tribute to ingenuity. Olive and Palo Verde trees are filled with music as choirs of bells

dangle from their branches. To the left is the Cosanti Gallery filled with sketches of futuristic cities and an amazing array of projects. Bells and bronzes of all sizes fill the rooms accompanied by printed information as well as monitors with video loops of Arcosanti, an "arcology" created by Soleri.



Cattle Drive

Monday, April 28, 2014 • 1:00 pm – 5:00 pm

Price: \$259 per person

Designed for all skill levels, you will travel to a private ranch and have a brief orientation before mounting up and heading out. The professional wrangler will explain some of the finer points of rounding up cattle on the open range, while still maintaining control of your horse.



Arizona's unique desert landscape makes the chore of rounding up cattle a work of art and something that can only be accomplished through teamwork. Rocky terrain, cacti and desert ravines challenge even the most abled wrangler. Watch out for one wily cow that may not cooperate.

You will be working with real range cows...not mechanical bulls or feedlot imitations.

Tour requirements: Please wear long pants and closed-toe shoes.



Taliesin West Tour

Monday, April 28, 2014 • 1:00 pm – 5:00 pm

Price: \$85 per person

In 1937, Frank Lloyd Wright created a remarkable set of buildings at the foothills of the McDowell Mountains. Taliesin West, set amidst 600 acres of Sonoran beauty in North Scottsdale, was Wright's personal winter residence and studio. It was also the home of the Taliesin Fellowship, a group of 23 young "disciples" who built the complex under Wright's direction. Long regarded by architectural critics as a masterpiece, the U.S. government declared Taliesin West a National Historic Landmark in 1987.

This guided tour gives an intimate and in-depth look at Taliesin West. In addition to the seminar theater, music pavilion, cabaret cinema, and Frank Lloyd Wright's private office, this tour includes a visit to the dramatic living room where you will sit in Wright-designed furniture and experience first-hand the drama of being a guest in Wright's famous living room.

Tour Requirements: Please wear comfortable walking shoes.

Tours & Events

Tomcar Tour with Firearms Experience

Monday, April 28
1:30 pm – 5:30 pm

Price: \$378 per person

Answer the call of the wild! Take control of your own exclusive Tomcar. The Tomcar is a type of commercial off-road utility vehicle. It uses a CVT transmission system, and a chain driven final drive system, giving the vehicles a ground clearance of 15". The Tomcar's chain-driven swing arm system allows the vehicle an above average ground clearance and suspension articulation, and also creates "anti-squat" or lift. Under acceleration, a vehicle usually squats in the rear due to the physics of conventional drive-trains. Unmatched for off-road drivability, safety, and performance, the Tomcar will insure a thrilling experience!



Now you can drive in the Sonoran Desert while learning how to off-road in the most eco-friendly manner possible. Our Tomcars are amazingly comfortable and if

you can drive your car, you can easily operate our automatic vehicles. And you get to have all this great fun while learning about the indigenous plant & wildlife that populate our living desert, visiting our proprietary attractions like our turquoise mine, see amazing scenery and learn the incredible history of our surroundings.

In addition to the Tomcar tour, you will participate in a custom firearms experience. Our comprehensive course goes beyond the 'point & shoot' experience that has been conventionally offered by tour companies or local ranges to date. Our team of training professionals offers a chance to experience the sensations and skill required to either reinforce, or reassess your position on this very important issue. In addition to real skills gained during live fire exercises with semi-automatic M16s and Glock 9mm handguns, upon completion of our course, the guest will have practical knowledge of the importance of gun safety.

Spouse Shopping Shuttle to Scottsdale

Tuesday, April 29 • 10:00 am – 2:00 pm

Price: \$36 per person



Scottsdale now ranks among the finest cities for shopping!

Spend several hours exploring the fabulous retail and dining outlets at the Scottsdale Fashion Square. This easy shuttle option allows you to travel with a group of NAHAD spouses, so that you can share the fun together.



NEW! NAHAD Convention Mobile App

All registered attendees will receive the new NAHAD Convention App, for use on their mobile devices. Connect with other attendees, set up appointments, locate the Showcase Exhibitor booths and services, access the daily agenda, speaker bios and handouts and get daily updates on events and venues.

Register by February 14 to have your name and company included on the App.

Transportation Information

Airport

JW Marriott Desert Ridge Resort is located approximately 22 miles (35 – 45 minutes) NE of Phoenix Sky Harbor International Airport (PHX). The airport is served by:

Aeromexico	1-800-237-6639
Air Canada	1-888- 47-2262
Alaska Airlines	1-800-426-0333
American	1-800-433-7300
British Airways	1-800-247-9297
Delta DL	1-800-221-1212
Frontier	1-800-432-1359
Great Lakes Airlines	1-800-554-5111
Hawaiian Airlines	1-800-367-5320
JetBlue	1-800-538-2583
Southwest	1-800-435-9792
Spirit Airlines	1-800-401-2200
Sun Country	1-800-359-6786
United	1-800-241-6522
US Airways	1-800-428-4322
Volaris	1-866-988 3527
WestJet	1-888-937-8538

Ground Transportation

This hotel does not provide shuttle service.

Taxis

Taxi terminal access is as follows: Terminal 2: East of the North curb, outside door # 8. Terminal 3: North curbside, outside door # 7 and Terminal 4: Level 1, North curbside, outside door # 7. The following taxis are contracted to pick up passengers at Phoenix Sky Harbor: Apache Taxi: 1-480-557-7000; •AAA/Yellow Cab: 1-480-888-8888 or Mayflower Cab: 1-602-955-1355 Estimated taxi fare: \$65 USD (one way)

Alternate transportation:

SuperShuttle; 1-602-244-9000, reservation required.

Rental Car

Hertz Hertz is offering special meeting rates, available from April 19—May 7, 2014 from all Phoenix area locations, including a Hertz desk at the Hotel. To reserve your special meeting rates, you may provide this CV# to your corporate travel department or travel agent CV # 027W0020 or you may call Hertz directly from the United States or Canada at 1-800-654-2240 or from International locations 1-405-749-4434. Please provide the CV #027W0020.

Weather and What to Wear

In early April, the days are warm and the nights are cool, with temperatures ranging from 60 degrees in the evening, to 83 degrees in the midday. Casual business attire, suitable to a warm climate, is recommended for all business sessions. It is always a wise idea to have a sweater or suit jacket for meeting rooms, which tend to be kept on the cool side. Attire for Saturday night's Welcome Reception is "smart" casual. Tuesday morning's Contact Table Program will be business casual, to allow members the opportunity to sport their company logo golf shirts paired with business slacks. Business attire is advised for Sunday night's hospitality suites. Bring your fancy Cowboy duds for Tuesday night's Reception and Dinner.

Outdoor activities are abundant.

Fitness; Revive Spa Fitness Center, Resort Fitness Center

Swimming: Lazy River Outdoor Pool, Serpentine Waterslide (Outdoor), Wildfire Outdoor Pool, Sidewinder Outdoor Pool, Mesa Outdoor Pool and Whirlpool

Spa: Revive Spa Appointment required - Phone: 1-480-293-3700

Golf: Wildfire Golf Club (On-site), Palmer Signature Course: 7,145 yards with a very scenic desert experience and expansive fairways and Faldo Championship Course: 174-acre desert course with 108 sand bunkers, large greens and tee boxes – tee times – Phone: 1-888-705-7775.

Activities: Bike rentals; Biking trail 5 mile(s); Fly-fishing 20.2 mile(s); Hiking 5 mile(s); Horseback riding 3.4 mile(s); Jogging/fitness trail; Miniature golf 3.9 mile(s); Mountain biking, trail 5 mile(s); Nature preserve, trail 5 mile(s); Rock climbing 15 mile(s); Sauna and Tennis.



NAHAD 30th Annual Meeting



JW Marriott Phoenix Desert Ridge Resort & Spa

5350 East Marriott Drive • Phoenix, Arizona 85054 USA

Phone: 1-480-293-5000 • Fax: 1-480-293-3600

Without peer among Phoenix resorts, the award-winning, AAA 4-Diamond JW Marriott Phoenix Desert Ridge Resort & Spa welcomes guests to its stunning 316 acres in the Sonoran Desert. The captivating resort in Phoenix takes you to a place where luxury, personal service, invigorating recreation and excellent dining are in abundance. Guest rooms and suites feature private balconies or patios with dramatic desert vistas, mountain views, and tech-friendly amenities.

This premier resort also impresses with the award-winning Revive Spa and championship Wildfire Golf Club, home to the RR Donnelley LPGA Founders Cup. Families, couples and friends will find a variety of activities designed for all ages, with many opportunities for memorable experiences together. Or just relax and enjoy each other's company indoors or outside on one of many patios with our inviting fire-pits overlooking the resort's waterways. Among the leading North Phoenix, Arizona resorts, JW Marriott Desert Ridge is NAHAD's destination for our 30th Anniversary celebration.

NAHAD Sleeping Room Rates:

\$249.00 single or double occupancy, plus tax

Sleeping rooms will be held in the NAHAD Block until March 25, 2014. After this date, rooms may be available on a space available, rate available basis, so please book as soon as possible. Upgrades are available at the NAHAD rate of \$349.00 for a junior suite; \$449.00 for an Executive Suite and \$649.00 for a one-bedroom Hospitality Suite with limited availability.

To make a reservation, please call 1-800-835-6206 or 1480-293-5000. You may also you're your room online at www.nahad.org, follow hotel link.



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