



THE ASSOCIATION FOR HOSE AND ACCESSORIES DISTRIBUTION

*Anticipate, Innovate,  
Collaborate*

**31st Annual Meeting and Convention**

**April 23 – 27, 2015 • Loews Miami Beach Hotel, Miami Beach, Florida**

# PROGRAM SCHEDULE

## Wednesday, April 22, 2015

### Early Arrivals

7:30 am – 11:30 am	Board of Directors Breakfast and Meeting
12:00 pm	Buses depart for Annual Golf Tournament*
1:00 pm – 6:00 pm	Shotgun Start Golf Tournament*
2:30 pm – 5:00 pm	Convention Registration Desk Open
3:00 pm – 4:30 pm	Art Deco Walking Tour*

## Thursday, April 23, 2015

### Main Arrival Day

8:30 am – 6:30 pm	Convention Registration Desk Open
9:00 am – 1:00 pm	Miami Magic City Bus & Walking Tour*
9:30 am – 11:00 am	Young Executives Bike Tour*
9:30 am – 5:30 pm	Hose Safety Institute Kiosk Open
11:00 am – 1:00 pm	Speed Networking*
1:30 pm	<b>Opening Session</b> Welcoming Remarks
1:30 pm – 2:30 pm	<b>Ahead of the Curve for 2015 and Beyond</b> <i>Alan Beaulieu, ITR Economics</i>
2:00 pm – 5:00 pm	Company Meetings – Space Available*
2:45 pm – 4:00 pm	<b>Foresight 20/20: Ten Trends Transforming Tomorrow</b> <i>Jack Uldrich, JackUldrich.com</i>
3:30 pm – 5:00 pm	NAHAD Spouse Salsa and Cocktail Gathering
5:30 pm – 6:00 pm	First-Timer Reception
6:00 pm – 7:00 pm	Welcome Reception
6:00 pm – 10:00 pm	Children's Dinner and Party*
7:00 pm – 10:00 pm	<b>Gala Dinner, George Carver Award, Presentation: Building Your Own Personal &amp; Corporate Brand</b> <i>Clyde Fessler, ClydeFessler.com</i>

## Friday, April 24, 2015

7:00 am – 7:30 am	17th Annual Fun Run Walk*
7:30 am – 8:45 am	Attendee Breakfast
7:30 am – 6:00 pm	Convention Registration Desk Open
8:00 am – 5:00 pm	Hose Safety Institute Kiosk Open
9:00 am – 11:30 am	<b>UID in a Day Morning sessions</b> (choose one): <b>1. What is Your Company's Competitive Edge?</b> Brian Gardner <i>Sales Process 360</i> <b>2. Planning for Profit Optimization</b> Michael E. Workman, PhD <i>MikeWorkman.com</i> <b>3. Troubleshooting Inventory Replenishment</b> Jon Schreibfeder <i>Effective Inventory Management, Inc.</i>
10:00 am – 2:00 pm	Spouse Miami City Food Tour*
9:30 am – 12:00 pm	Company Meetings – Space Available*
12:00 pm – 2:15 pm	<b>Members' Lunch &amp; Keynote Speaker</b> <b>Innovate Like Edison: The Five-Step System for Breakthrough Business Success</b> Sarah Miller Caldicott <i>Power Patterns of Innovation</i>

2:30 pm – 5:00 pm

**UID in a Day Afternoon sessions** (choose one):

- 1. Getting ROI Out of CRM**  
Brian Gardner  
*Sales Process 360*
  - 2. New Elements of Profitability**  
Michael E. Workman, PhD  
*MikeWorkman.com*
  - 3. Effective Warehouse Operations**  
Jon Schreibfeder  
*Effective Inventory Management, Inc.*
- 3:00 pm – 5:30 pm Company Meetings – Space Available\*
- 6:30 pm – 11:00 pm Manufacturer Hospitality Evening

## Saturday, April 25, 2015

7:30 am – 2:00 pm	Convention Registration Desk Open
7:30 am – 2:00 pm	Hose Safety Institute Kiosk Open
7:30 am – 8:30 am	Delegate Breakfast
8:30 am – 9:15 am	Annual NAHAD Business Meeting
9:15 am – 9:30 am	Networking Break
9:30 am – 11:30 am	<b>Special Interest Workshops</b> (choose one): <b>1. Trade Credit: An Alternative to Commercial Lending</b> Abe WalkingBear Sanchez <i>A/R Management Group, Inc.</i> <b>2. Succession or Exit? Decision or Dilemma</b> Ryan F. Barradas & Tim D. Young, <i>WealthPoint®</i> <b>3. NAHAD Fishbowls for CEOs, Sales, Product and Branch Managers, Young Executives</b>
9:30 am – 10:30 am	Spouse Fitness Class thru Exhale*
12:00 pm – 7:00 pm	Exhibit Hall Open for Exhibitors Set Up
12:00 pm – 5:00 pm	Company Meetings – Space Available*
12:00 pm – 4:00 pm	Everglades Safari Tour*
1:30 pm – 5:00 pm	Miami Marina and Mansions Tour*
1:30 pm – 3:00 pm	Miami Beach Segway Tour*
Afternoon	Water Sports available through Boucher Brothers
4:00 pm – 7:00 pm	South Beach Walking Food Tour*
Open Evening	

## Sunday, April 26, 2015

7:00 am – 2:00 pm	Convention Registration Desk Open
7:00 am – 2:00 pm	Hose Safety Institute Kiosk Open
7:00 am – 8:30 am	Delegate Breakfast
8:30 am – 1:00 pm	<b>Showcase of Hose Solutions</b>
10:00 am – 2:00 pm	Spouse Tour of Villa Vizcaya*
1:00 pm – 4:30 pm	Company Meetings – Space Available*
4:30 pm – 5:30 pm	Young Executives Mojitos in Miami Pre Party*
5:30 pm – 8:00 pm	<b>NAHAD Miami Street Party*</b>

## Monday, April 27, 2015

Departures

\*Requires Pre-registration



## Welcome to Miami

I hope that you have marked your calendar, packed your swimsuit and started to search for your flight to Miami for April 2015!

With my wife Lori, I am very pleased to extend to you a warm and personal invitation to attend NAHAD's thirty-first Annual Meeting and Convention. This year, our meeting will combine a blend of traditional NAHAD programs with some innovative features – all described inside this brochure.

As a company president, I am always extremely interested in learning about what's in the forecast for the future. It is important to scan current conditions with an eye towards future economic predictions and trends. That's why I am enthusiastic about this year's theme:

### ANTICIPATE, INNOVATE, COLLABORATE

We will begin the convention with a leading industry economist who has had industrial distribution in his sights for many years. Not only have his predictions proved to be very accurate, but he has his eye firmly on the distribution channel. His presentation will be followed by a dynamic and thought-provoking futurist, Jack Uldrich, author of *Foresight 20/20: A Futurist Explores the Trends Transforming Tomorrow*. When you are making your travel plans, be sure to arrive early on Thursday to catch both of these presentations which will set the stage for the rest of the convention.

Our UID in a Day program has proved to be very valuable to attendees over the years. Please take advantage of the offerings on Friday. You can use your attendance to earn credits towards a certificate in Innovative Distribution from Purdue University (see page 8 for full details).

Every year, we gather feedback from attendees and incorporate some new features into our program schedule. This year, we are offering specific times and meeting rooms for your company to get together with other employees who may be scattered at locations around the world or to meet with trading partners to discuss new products or opportunities. Another new feature is our Special Interest Workshops, each led by an expert in the field. This should give attendees in similar company positions the opportunity to learn and then discuss, areas of their own focus with business peers. There is a sign-up sheet on page 12 so that NAHAD can pre-plan your attendance.

We have altered our pattern in 2015 to take advantage of a long weekend at the beach. My company is located in Nashville and I know that I will be longing to escape the cold, gray, rainy days and head to the beach. Please take note of the change in schedule so that you can take full advantage of the opportunity to combine business with some time to bask in the heat of Miami.

Finally, I cannot write this letter without mentioning our fantastic venue, the Loews Miami Beach Hotel and the fabulous South Beach area. Within a two block walking radius of the hotel, you will find everything you need to make this trip to Miami everything you could desire – from sun block at the corner Walgreens to great cuisine at LURE or a quick trip to get a burger while window-shopping on Lincoln Road. Then add in the beautiful white sand and sparkling turquoise water on Miami Beach, I think you will agree that we've wrapped our great business program in an extremely attractive package.

Sincerely,

*Mark Fournier*

Mark Fournier, NAHAD President



Welcome to MIAMI!



# NAHAD Annual Golf Tournament\*

Wednesday, April 22  
12:00 pm – 6:00 pm

NAHAD buses will depart for Normandy Shores Golf Course at noon on April 22. This legendary golf course, which dates back to 1928, underwent a

major renovation in 2008. The Arthur Hills' renovation attracted world attention so that in 2011, the course hosted South Beach International Amateur (SBIA). In 2013, the SBIA placed second worldwide only to the British Amateur in the number of international amateurs in its field.



The NAHAD Tournament will feature a scramble format. Please indicate on the Registration Form if you would like to be paired with another member. It is usually extremely easy for NAHAD to honor your request for pairings with advance notice, but impossible to do this at the last minute. Pairings will be done on a first noted, first designated basis.

## NAHAD Hose Safety Institute Kiosk

Located near the NAHAD Convention Desk.



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 online employee training and certificate programs,
- Meet with the Institute Advisory Council end-users to connect with new business opportunities, and,
- Get the latest updates on hose safety applications.

Check the Program Schedule for hours, starting on Thursday April 23.

## Member Conference Registration and Hospitality

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.



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.



## First Time Attendee Welcome to NAHAD

Thursday, April 23  
5:30 pm – 6:00 pm

As a first time attendee, we'd like to extend a special welcome to you. We ask you to arrive early in Miami Beach and gather together to meet NAHAD's leadership to receive a brief orientation as to what to expect over the next few days and how to get the most out of your attendance. In addition, we encourage you to participate in the Speed Networking Session, held earlier in the day, to meet NAHAD leaders and fellow first-timers. Note that this will be your first meeting on the 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.

## Speed Networking: Meet Your Industry Peers\*

Thursday, April 23 • 11:00 am – 1:00 pm

With over 800 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 has been highly valued by those who have participated. Attendees told us that it would be helpful to hold this session at the beginning of the convention. Bring at least 40 business cards for this opportunity to expand your network of contacts. Pre-registration is required in order to have adequate space for this event.



## Annual NAHAD Spouse Event: Salsa Dancing and Sangria

Thursday, April 23 • 3:30 pm – 5:00 pm

Have you always wanted to learn how to Salsa dance? This lively event for NAHAD spouses will feature a mixologist, Latin dance demonstration and fun. All NAHAD spouses are welcome to share a fun afternoon.

## NAHAD Young Executives

Connect with up and coming executives age 40 and under in a series of events designed to share concerns and experiences in relaxed as well as more structured settings. See the Program Schedule for activities on Thursday, Saturday and Sunday and don't forget to sign up for UID-in-a-Day classes.



# Program Highlights

## NAHAD Welcome Reception

Thursday, April 23  
6:00 pm – 7:00 pm

Welcome to Miami! Shake off those winter blues and join NAHAD convention attendees for a cocktail reception under the warm Miami skies. We are planning to host this event on the Loews lawn overlooking Miami Beach and the Atlantic Ocean, before we move inside for our gala dinner and presentations.

## Childrens' Dinner and Party\*

Thursday, April 23 • 6:00 pm – 10:00 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 14. Your child's registration for the convention is free. Certain activities are available to children on a space available, age appropriate basis.

## Gala Dinner with George Carver Award and Special Presentation

Thursday, April 23 • 7:00 pm – 10:00 pm

After cocktails, enjoy a delicious plated dinner. You may choose to catch up with friends or network with new acquaintances in the spectacular Loews Americana Ballroom. For your after dinner entertainment, Clyde Fessler, Former Head of Marketing at Harley Davidson USA, will share the story of how the company went from near bankruptcy to become one of the most recognized brands in the world. The 2015 George W. Carver Award for Outstanding Commitment to Industry Excellence will be presented during the evening.



## Manufacturer and Associate Sponsored Hospitality Suites Friday, April 24 • 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 Loews Miami Beach Hotel for information regarding hosting a Hospitality Suite, you may call Giovanna Irigoyen, CMP Conference Manager for Loews, Direct: 1-305-604-3908 or email [girigoyen@loewshotels.com](mailto:girigoyen@loewshotels.com).

### NEW! Company Meetings\*

Space Available  
on Thursday, Friday,  
Saturday and Sunday –  
see Program Schedule  
for Times

In response to member requests, NAHAD has reserved meeting space in the Loews Hotel for companies to hold private meetings with their employees and trading partners. Sign up for space at [www.nahad.org](http://www.nahad.org).

### Member Luncheon and Keynote Address

Friday, April 25 • 12:00 pm – 2:15 pm

Our 2015 Keynote speaker, Sarah Miller Caldicott is a great grandniece of Thomas Edison. Inspired by a family lineage of inventors, she has been engaged in creativity and innovation throughout her life. Her latest book, *Midnight Lunch: The 4 Phases of Team Collaboration Success from Thomas Edison's Lab* brings Edison's collaborative approach into the digital era (see more on page 9). Join your fellow NAHAD members for this networking lunch and opportunity to stretch your mind and your world view.



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.

### NEW! Special Interest Workshops

Saturday, April 25 • 9:30 am – 11:30 am

NAHAD is providing members with an opportunity to network and discuss relevant ideas with peers who hold the same position (CEO, CFO, Sales, Buyers, Young Executives, etc.) or who have similar concerns or interests. Each workshop will begin with a presentation from an expert(s) on the topic and then will devolve into round table discussions. Sign up on page 12. NAHAD will ask you to submit a topic or question for the group after you register. Please see a full description of each workshop on page 10.



## NAHAD Showcase of Hose Solutions

Sunday, April 26 • 8:30 am – 1:00 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 31st 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. 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.

### Please note the following:

- NAHAD Manufacturer, Associates and Affiliate member exhibitors may set up their exhibit booth on Saturday, April 25 from 12:00 pm – 7:00 pm, to get everything in place and ready for the Grand Opening on Sunday morning. This time spread should provide a chance to enjoy a tour or some time on the beach 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 (8' x 20') are available on a limited basis. See Registration information on page 13.
- Exhibitors' booth teardown will begin at 1:00 pm on April 26.

## Program Highlights

### NAHAD's Miami Street Party\*

Sunday, April 26  
5:30 pm – 8:00 pm

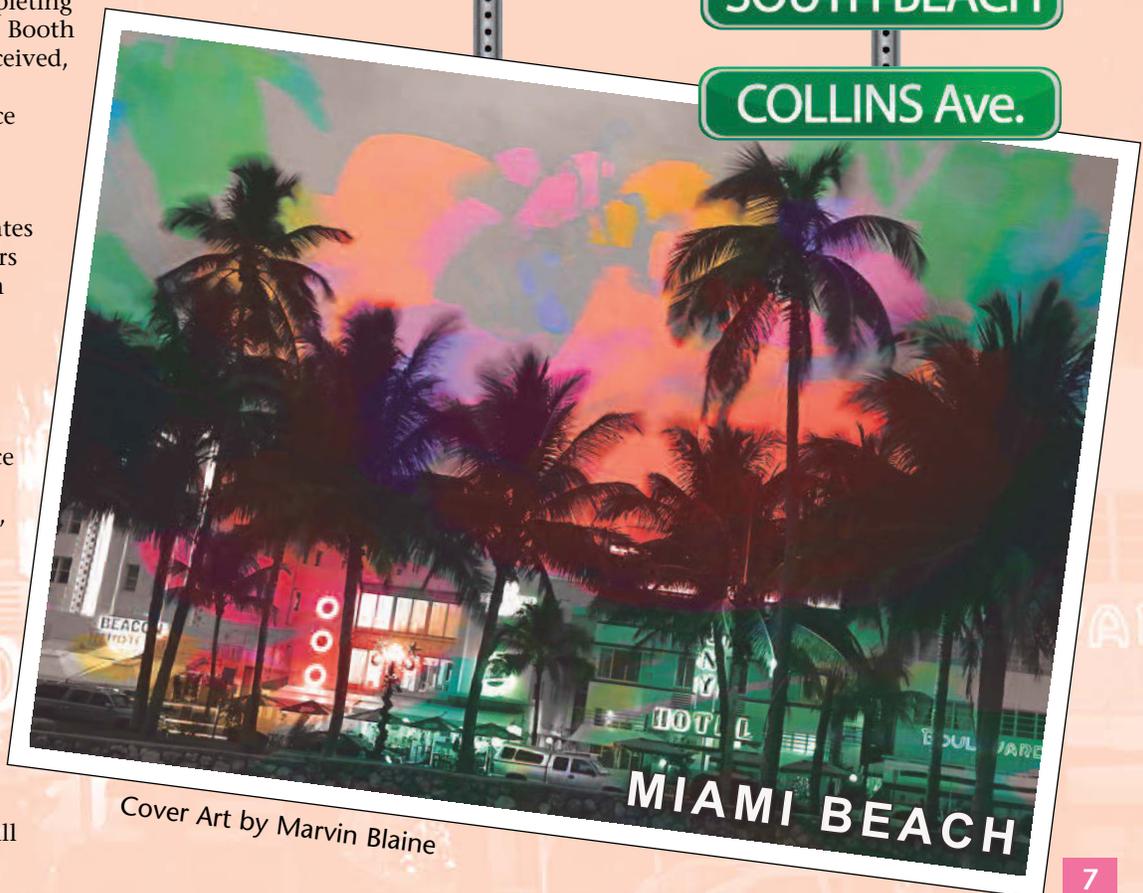
All attendees are welcome to end their convention experience with a fun and entertaining evening filled with music, plenty of food and drinks and games. South Beach is known for its party atmosphere and we will take full advantage of the Latin flavor and ambience on the Lawn of the Loews. Break out your Miami Vice duds, your Cuban heels, your Panama hat or your hot Miami dresses for this last chance to network and enjoy the Miami sunshine before heading back to the office.



MIAMI

SOUTH BEACH

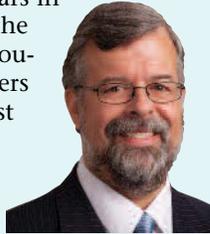
COLLINS Ave.



Cover Art by Marvin Blaine

**Alan  
Beaulieu**  
*ITR Economics*

As one of the country's most informed economists, Alan has been providing workshops and economic analysis seminars in countries across the world to literally thousands of business owners and executives for the last 25 years. He is co-author of *Prosperity in the Age of Decline*, a powerful look at how to make the most of the US and global trends over the next 20 years. Alan also co-authored *Make Your Move*, a practical and insightful guide on increasing profits through business cycle changes, and noted by one reviewer as "simple, yet awesome."



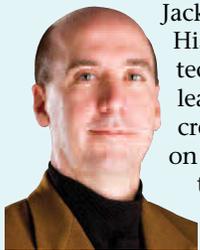
***Ahead of the Curve for 2015 and Beyond***

**Thursday, April 23 • 1:30 pm – 2:30 pm**

Alan's message to NAHAD members is one of optimism and action. 2015 will present some challenges, but that can work to the advantage of firms who are proactive to the economic expansion anticipated for 2015 and beyond. In this session, Alan will discuss the good and the bad and determine the best course of action for attendees, based on an objective, verifiable reality, to include the following:

- What are the megatrends we will all have to contend with?
- What will be the impact of troubles in the international realm?
- What will be happening in the industries that are key to NAHAD members?
- What is the longer-term outlook for interest rates?
- What is the outlook for energy prices?
- Which of ITR®'s Phase Management Objectives™ apply to your company at this time in the business cycle?

**Jack Uldrich *JackUldrich.com***



Jack Uldrich is highly regarded as a keynote speaker. His authoritative speeches on future trends, emerging technologies, innovation, change management and leadership are filled with knowledge, insight and creativity. Jack provides provocative new perspectives on competitive advantage, change management and transformational leadership. He brings to light the advantages of Being creative and using the powers of individual imagination.

***Foresight 20/20: Ten Trends Transforming Tomorrow***

**Thursday, April 23 • 2:45 pm – 3:45 pm**

What might the world of 2020 look like? How will your business change? More importantly, how will you and your organization need to change? This engaging and entertaining keynote presentation is based on his book, *Foresight 20/20: A Futurist Explores the Trends Transforming Tomorrow*. Jack will help you navigate the decade ahead with an in-depth exploration of ten technological trends that will transform the world of 2020.

**UID-IN-A-DAY:**

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



*Educating the Supply Chain*

**Brian Gardner *SalesProcess360***



Brian Gardner is the Founder of *SalesProcess360*, a strategy, coaching, and speaking company focused on helping industrial sales companies gain a competitive edge. Brian has been involved in industrial sales for over 30 years, including serving in his family's business, a brief stint at Texas Instruments and co-founding an industrial sales focused CRM software company. Brian started *SalesProcess360* to take his passion for sales process improvements to the industrial sales world.

***What is Your Company's Competitive Edge?***

**Friday, April 24 • 9:00 am – 11:30 am**

For many companies, their competitive edge is not what they think it is, and in most cases, it is the same as their competitors. This high energy presentation will challenge sales managers, executives and owners out of their comfort zone with real sales focused discussions and exercise. This presentation is centered on some areas and processes that most companies are not focused on that could give their company a competitive edge, including:

- Are you focused on the part of the sales cycle that can drive growth in your business?
- Do you know what you really need in your pipeline to reach your sales goals?
- Sales KPI's for ROI
- Target Account Profiling and Management

The takeaways will be focused on grading your processes and procedures from the Front-End to the Back-End of the sales cycle. We will also be calculating the Load Input needed in your pipeline to reach your sales goals along with determining the sales KPI's you should focus on for growth.

***Getting ROI Out of CRM***

**Friday, April 24 • 2:30 pm – 5:00 pm**

Most distributors today have implemented some form of CRM system, whether automated or manual. The question is, are you getting the ROI out of your investment? This interactive session will challenge sales managers, executives and owners on their pre & post processes on implementing CRM within their company. This session will provide a road map to getting real ROI out of your CRM program and include the following.

- Do's and Don'ts during the evaluation process
- Process vs. Technology
- Best Practices
- How to get the team to buy in
- Key areas and processes to focus on for ROI

The takeaways will be focused on leveraging the power of information that is at your finger tips in most CRM systems. It is about processes and the CRM system can be the vehicle to a competitive edge.



**Michael E. Workman, Ph.D.**

[MikeWorkman.com](http://MikeWorkman.com)

Michael Workman is Professor Emeritus in the College of Engineering at Texas A&M University, where he held the Harvey Hubbell Endowed Professorship in Industrial Distribution. Dr. Workman is an accomplished author, speaker and instructor of management, leadership, and business development programs for small business, distribution and production industries. His current focus is in developing pricing and profit optimization, and strategic positioning for distributors and manufacturers.

### **Planning for Profit Optimization**

**Friday, April 24 • 9:00 am – 11:30 am**

Current distribution models are threatened, not with extinction but with rapid change. Manufacturers and distributors who understand and support positive change are not only succeeding, but protecting and enhancing their profitability. Understanding the new environments, rather than reactively responding to change is more critical than ever. Fears about technology-based distribution scare many into radical strategies, which include ideas like ‘All revenues are good’ and ‘All costs are bad’. In this session, we’ll look at options for retaining, enhancing, refocusing and maximizing profit.

### **New Elements of Profitability**

**Friday, April 24 • 2:30 pm – 5:00 pm**

Are you playing to win or just playing to not lose? What are the biggest demands today’s customers are placing on distribution? What changes are key for your suppliers in order to manage and grow markets? In this session, we’ll look at these and other relevant issues to ensure that you come away with practical ideas and tangible metrics for increasing your profitability in the coming months.

### **Jon Schreibfeder**

**Effective Inventory Management, Inc.**



Jon Schreibfeder is president of Effective Inventory Management, Inc., a firm dedicated to helping manufacturers, distributors and retailers get the most out of their investment in stock inventory. Over the past 30 years, Jon has helped over 2,500 companies develop and implement systems that help them provide outstanding customer service while maximizing their profits. Jon is the author of several books including the recently published *Achieving Effective Inventory Management – Fifth Edition*.

### **Troubleshooting Inventory Replenishment**

**Friday, April 24 • 9:00 am – 11:30 am**

Every distributor has to answer two questions when replenishing inventory: When to reorder products and how much to order. This session will explore how to ensure that your company is using “best in class” practices to consistently meet or exceed customers’ expectations of product availability, including: accurate demand forecasting, dealing with unreliable lead times and suppliers, establishing a central warehouse or distribution center, and the special challenges of overseas purchasing.

### **Effective Warehouse Operations**

**Friday, April 24 • 2:30 pm – 5:00 pm**

Every distributor has one or more warehouses, but few realize that efficient and effective warehouse operations are a key element to success and profitability. This session will explore how a few simple practices will help ensure that the on-hand quantities of stocked products are consistently accurate and that you efficiently store items in order to minimize the cost of filling orders. Included will be a presentation of a cost/benefit analysis of implementing new material-handling technology.

# Speakers & Presentations



**Sarah Miller Caldicott**

[PowerPatterns.com](http://PowerPatterns.com)

### **Innovate Like Edison: The Five-Step System for Breakthrough Business Success**

**Friday, April 24 • 1:15 pm – 2:15 pm**

A great grandniece of Thomas Edison, Sarah Miller Caldicott is an innovation process expert and thought leader. Inspired by a family lineage of inventors dating back five generations, she has been engaged in creativity and innovation throughout her life. Sarah has served as a Marketing Executive with Global 100 firms including the Quaker Oats subsidiary of Pepsi, and the Helene Curtis subsidiary of Unilever. As a leader of global innovation teams, Sarah was responsible for major brand launches in the US, Europe, and Asia. Concerned that America risks losing its global innovation edge, Sarah spent three years researching Edison’s innovation methods with experts at The Thomas Edison Papers at Rutgers University. Sarah delved deeply into the innovation success Edison achieved at his Menlo Park laboratory, his West Orange lab, the Fort Myers botanical research lab, and the Edison General Electric facility in Schenectady, NY (which later became GE).

Synthesizing insights from her research, Sarah released the first business book ever written on Edison’s world-changing innovation process. Using a business lens, Sarah translates Edison’s revolutionary methods for use by twenty-first century business leaders. Sarah’s first book *Innovate Like Edison: The Five-Step System for Breakthrough Business Success* has been released in five languages and is used as an innovation textbook in graduate and undergraduate programs across the US.

Sarah’s newest book, *Midnight Lunch: The 4 Phases of Team Collaboration Success, from Thomas Edison’s Lab* brings Edison’s collaboration approach into the digital era. *Midnight Lunch* has been featured in *Fast Company* magazine, and offers proven tools for driving innovation through collaboration. The accelerating use of smart devices and virtual teams requires every business leader to harness the power of collaboration in the digital era.

# CONCURRENT WORKSHOPS

## Abe WalkingBear Sanchez A/R Management Group, Inc.



Abe WalkingBear Sanchez is an International Speaker/Trainer/Consultant on the subject of cash flow / sales enhancement and business knowledge organization and use. He has authored hundreds of business articles, has worked with numerous companies in a wide range of industries since

1982 and is the developer of the copyrighted "Profit System of B2B Credit Management."

### Trade Credit – An Alternative to Commercial Lending

Saturday, April 25 • 9:30 am – 11:30 am

Forget everything you thought you knew about B2B Credit Sales Management. It isn't about managing or mitigating risk. It's the golden key to creating long lasting and profitable business relationships. And that spells success. During this interactive session a *profit-centered* methodology will be presented that focuses on how to get more and larger new sales, more and larger repeat sales, improve on both short and long term cash flow while, identifying potential losses early on and controlling bad debt.



## Ryan F. Barradas & Tim D. Young WealthPoint ®

As WealthPoint's founder, Ryan Barradas brings more than 20 years experience and background in business, finance and insurance. He helps his clients crystallize their goals and objectives from a family, business and personal perspective. Together with his support staff

and the clients' advisors he creates a synergy of talent, education, and resources; providing a dynamic team approach in creating and implementing innovative and efficient planning solutions.

As a partner at WealthPoint, Tim Young provides his clients consultation on family business, wealth transfer, management succession planning, and owner exit strategies. Tim has 20 years of experience building a family-owned 2nd generation product and equipment distribution company into a \$65 million company that employed more than 120 people operating in three states. Tim has held positions ranging from Sales & Marketing to President and CEO. He has been through each phase of the business life cycle from growth and succession to the successful sale of his business to a Fortune 500 company.

### Succession or Exit? Decision or Dilemma

Saturday, April 25 • 9:30 am – 11:30 am

Business owners become "stuck" when working through the challenges of Succession and Exit Planning: "Should I sell to a third party? Keep the business for family members? Transfer to key employees? Will I be financially secure? How and when should I start?" As owners procrastinate, opportunities are often lost. Couple that with the complexities of smart tax planning and there's no wonder many succession plans never get off the ground. This presentation addresses the "do's" and "don'ts" of Succession and Exit Planning and appeals to someone looking for immediate solutions as well as those looking five to seven years in the future.



## NAHAD Fish Bowls: CEOs, Sales Managers, Young Execs, Branch Managers

Saturday, April 25 • 9:30 am – 11:30 am

Join the Fish Bowl group of your choice for a lively, quick-paced, action-oriented Q&A event where attendees will pose questions and share experiences; all designed to energize and educate. Pre-submitted questions will be selected from the Fish Bowl in each session to get the ball rolling.

## GALA DINNER PRESENTATION

### Clyde Fessler

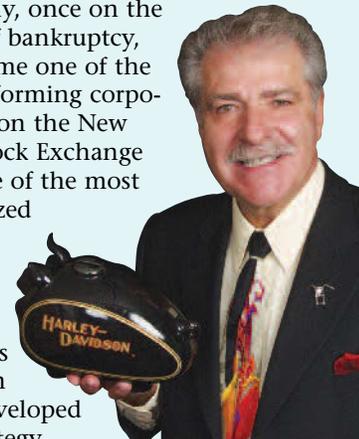
Former Head of Marketing –  
Harley-Davidson USA

### Building Your Personal & Corporate Brand

Thursday, April 23  
8:30 pm – 9:30 pm

The Harley-Davidson marketing story explains the strategy that guided a company, once on the verge of bankruptcy, to become one of the top performing corporations on the New York Stock Exchange and one of the most recognized brands in the world.

Clyde Fessler is the man who developed the strategy, having spent 25 years creating and leading the plan that built the brand; a brand that was inducted into the Marketing Hall of Fame several years ago. For over 25 years at Harley-Davidson, Clyde held many different senior management positions retiring in 2002 as the Vice-President of Business Development. He served on the Board of Trustees for the American Motorcycle Association, and the Motorcycle Safety Foundation. He also played a key role with the Muscular Dystrophy Association, a relationship that has generated over 70 million dollars in donations.



# NAHAD Thirty-first Annual Meeting & Convention

Loews Miami Beach Hotel, Miami, FL • April 23 – 27, 2015

Please Check One:  Distributor  Manufacturer  Associate  Affiliate  
 Manufacturer's Representative  NAHAD Partner

Please check if 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 Thirty-first 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 16, 2015 will be included in the official convention program, and will qualify for the \$675 early registration fee. For Distributor delegates - from each Distributor Company registering before February 16, 2015, pay just \$595 for your company's third and any subsequent attendee – a savings of \$80 per additional registration. The \$725 regular registration fee will apply to delegate registrations received between February 17 and March 16, 2015. Delegate registrations received after March 16, 2015 will pay the \$795 Late 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 \_\_\_\_\_

**NEW!** NAHAD Partner (Value Partners/Press/HSI Council) Name: \_\_\_\_\_

**NEW!** Please Complete Contact Information Above)

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/companion 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 16, 2015 –**  
for Full Refund

**By March 16, 2015 –**  
for 50% Refund

**After March 16, 2015 –**  
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 15, 2015.

If a member wishes to cancel a tour registration, written notification must be received by the NAHAD office no later than February 16, 2015. No tour refunds will be issued for cancellation requests received after March 16, 2015.

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 online at  
[www.nahad.org](http://www.nahad.org)

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

Delegate Name	Cost	Delegate	Spouse	Child 1	Child 2	Child 3
Delegate Early Registration Fee <i>(If paid by February 16, 2015)</i>	\$675		■	■	■	■
Are you a <b>Distributor</b> and are you the third or subsequent attendee from your company? <input type="checkbox"/> Yes <input type="checkbox"/> No						
Third Distributor Delegate Fee <i>(If paid by February 16, 2015)</i>	\$595		■	■	■	■
Delegate Regular Registration Fee <i>(If paid between February 16 and March 16, 2015)</i>	\$725		■	■	■	■
Delegate Late-Fax-In Registration Fee <i>(If paid after March 16, 2015)</i>	\$795		■	■	■	■
NAHAD Partners Registration Fee	\$450		■	■	■	■
Spouse/Companion Registration Fee	\$395	■		■	■	■
Golf Tournament <i>Wednesday, April 22 • 12:00 pm – 6:00 pm</i>	\$220			■	■	■
Delegate: Golf Club Rental <i>Indicate <input type="checkbox"/> Left or <input type="checkbox"/> Right Rental Clubs</i> Indicate Handicap/Avg. Score _____ / _____ I'd like to play with _____	\$68		■	■	■	■
Spouse/Companion: Golf Club Rental <i>Indicate <input type="checkbox"/> Left or <input type="checkbox"/> Right Rental Clubs</i> Indicate Handicap/Avg. Score _____ / _____ I'd like to play with _____	\$68	■		■	■	■
Art Deco Walking Tour <i>Wednesday April 22 • 3:00 pm – 4:30 pm</i>	\$53					
Miami Magic City Tour <i>Thursday April 23 • 9:00 am – 1:00 pm</i>	\$95					
Young Executives' Bike Tour <i>Thursday April 23 • 9:30 am – 11:00 am</i>	\$49			■	■	■
Speed Networking <i>Thursday April 23 • 11:00 am – 1:00 pm</i>	N/C		■	■	■	■
Children's Dinner & Party <i>Thursday April 23 • 6:00 pm – 10:00 pm</i>	\$60	■	■			
17th Annual Fun/Run Walk <i>Friday, April 24 • 7:00 am – 7:30 am</i>	\$17					
Spouse Miami City Food Tour <i>Friday April 24 • 10:00 am – 2:00 pm</i>	\$152	■		■	■	■
Spouse Fitness Class thru Exhale <i>Saturday April 25 • 9:30 am – 10:30 am</i>	\$18	■		■	■	■
Special Interest Workshops <i>Saturday April 25 • 9:30 am – 11:30 am</i> Indicate <input type="checkbox"/> Trade Credit <input type="checkbox"/> Succession or Exit <input type="checkbox"/> NAHAD Fish Bowls	N/C		■	■	■	■
Everglades Safari Tour <i>Saturday April 25 • 12:00 pm – 4:00 pm</i>	\$135					
Miami Marina & Mansions Tour <i>Saturday April 25 • 1:30 pm – 5:00 pm</i>	\$92					
Miami Beach Segway Tour <i>Saturday April 25 • 1:30 pm – 3:00 pm</i>	\$78			■	■	■
South Beach Walking Food Tour <i>Saturday April 25 • 4:00 pm – 7:00 pm</i>	\$93					
Spouse Tour of Villa Vizcaya <i>Sunday April 26 • 10:00 am – 2:00 pm</i>	\$65	■		■	■	■
Young Executives' Pre Party <i>Sunday April 26 • 4:30 pm – 5:30 pm</i>	N/C			■	■	■
NAHAD Miami Street Party <i>Sunday April 26 • 5:30 pm – 8:00 pm</i>	N/C					
<b>Total Fees Due for Each Attendee:</b>		\$	\$	\$	\$	\$

## 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** or register online at [www.nahad.org](http://www.nahad.org)

Credit Card Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Verification Code \_\_\_\_\_

Name on Card *(please type or print)* \_\_\_\_\_ Card Signature \_\_\_\_\_

Credit Card Billing Address *(if different from delegate address)* \_\_\_\_\_

**GRAND TOTAL DUE:**

# NAHAD Showcase of Hose Solutions

## 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 2015 Showcase to be held in the Loews Miami Beach Hotel Americana Ballroom on Sunday, April 26, 2015 from 8:30 am – 1:00 pm. The undersigned has read the enclosed rules and regulation of the 2015 Showcase 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 16, 2015 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: \_\_\_\_\_ 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: \_\_\_\_\_

**Showcase Exhibit Booth Fee: \$1,025.00**

**Double Booth Fee: \$2,500.00**

**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 Credit Card Account # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Verification Code \_\_\_\_\_

Name on Card (please type or print) \_\_\_\_\_

Billing Address of Credit Card location (if different from registration address)  
\_\_\_\_\_

Card Signature \_\_\_\_\_

Telephone Inquiries (800) 624-2227 • Register by Fax (410) 263-1659

Register online at [www.nahad.org](http://www.nahad.org)

# NAHAD Showcase of Hose Solutions

Sunday April 26 • 8:30 am – 1:00 pm

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

## NAHAD 2015 Showcase Rules and Regulation

- 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 16, 2015, all fees paid for exhibit space will be returned to the Exhibitor. Exhibitors who withdraw after February 16, 2015 will be charged a cancellation fee of US \$700.00.  
**Fee for 8' x 10' Booth: US \$1,025.00;**  
**Fee for 8' x 20' Booth: US \$2,500.00**
- 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 2015 Showcase Rules and Regulations *continued*

**6. Exhibit Booths & Displays:** Exhibitors will be provided with a standard 8' x 10' or 8' 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. 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 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 or equipment 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. Manufacturer reps or agents attending on behalf of the exhibiting company 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.

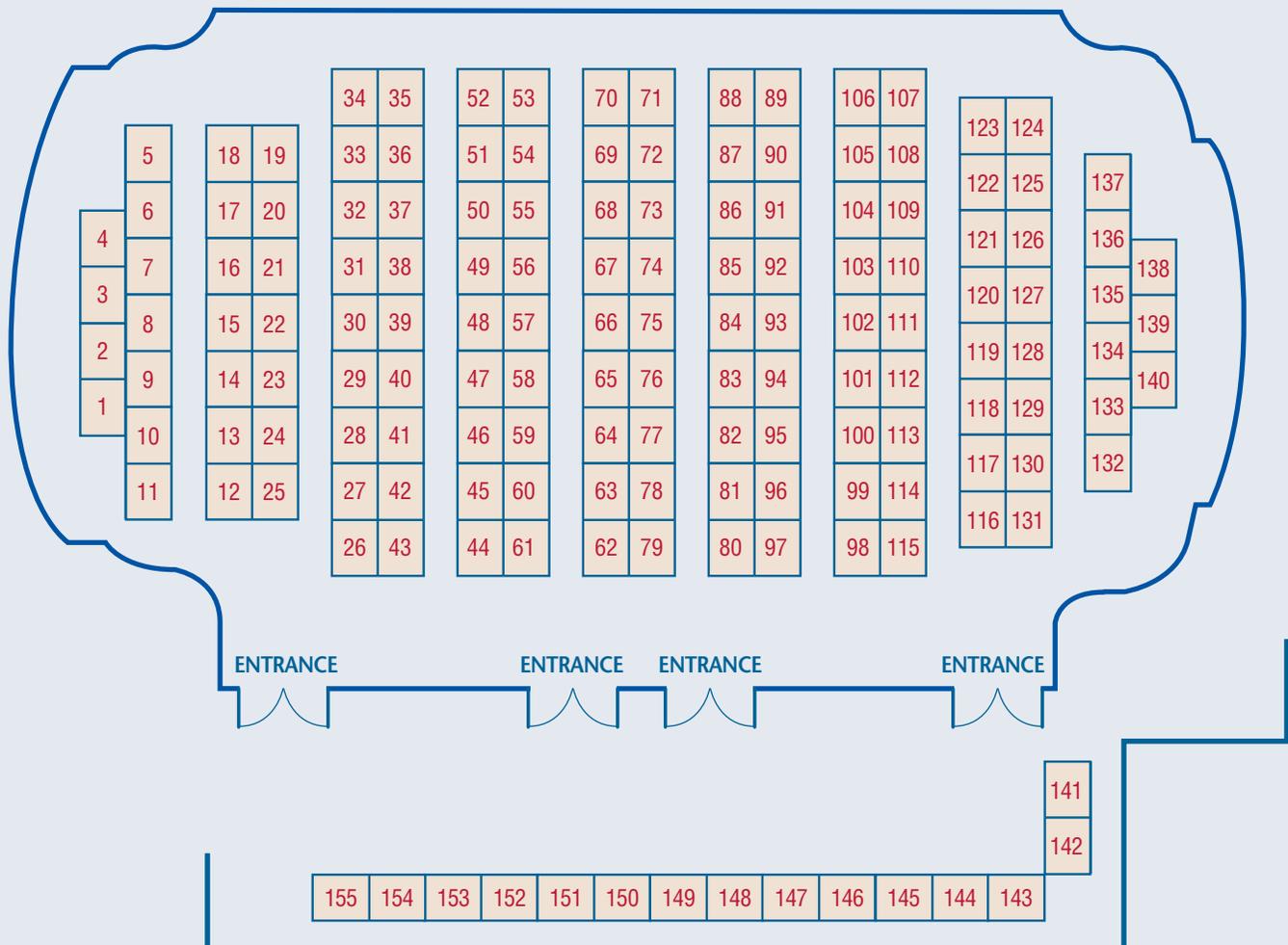
**8. Move-in, Move-out:** Exhibitors may move materials into their booths once the exhibit hall has been set and vacated by the designated exhibit services agent, due to be on Saturday, April 25 by 1:00 pm. All exhibit materials must be removed from the exhibit area no later than 1:30 pm on Sunday, April 26.

**9. Shipping Services and Exhibit Support:** Exhibitors are encouraged to use the designated exhibit services agent, EXPO SERVICES 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 Showcase 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 Showcase 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 Showcase program and exhibit area rests with The Association for Hose and Accessories Distribution.

PLEASE REFER ALL QUESTIONS CONCERNING THE SHOWCASE TO THE NAHAD OFFICE 1-800-624-2227.

## NAHAD Showcase Layout



# 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 16, 2015

Register by February 16, 2015 to take advantage of the discounted registration fee of \$675, 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 25, 2015.

### Mail-In Registration deadline: March 16, 2015

After this date, register online or fax your registration form to NAHAD at (410) 263-1659 and pay the Late Registration Fee of \$795.00.

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.

For safe, secure, simple online registration, visit [www.nahad.org](http://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 16, 2015 – for Full Refund
- By March 16, 2015 – for 50% Refund
- After March 16, 2015 - 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 15, 2015.

If a member wishes to cancel a tour registration, written notification must be received by the NAHAD office no later than February 16, 2015, for full refund. Each tour has minimums and restrictions, which may require pre-payment by NAHAD. After February 16, please contact the NAHAD Registrar to inquire about partial refund. No Tour Refunds will be issued for cancellation requests received after March 16, 2015.

**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.**

## 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. In addition to the annual Spouse Event – this year a Salsa and Sangria event on Thursday afternoon - spouses are welcome to attend, with their delegate any of the General Session presentations that they find to be of interest. This fee is also appropriate for guests/companions of the registered delegate.

Who does NAHAD consider a companion? This might be a close friend, your mother-in-law or adult child who is traveling with you to Miami. **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.**

## NEW! NAHAD Partner Registration Fee

This new category is designed to cover NAHAD Value Partners, members of the Trade Press and invited Industry Guests such as members of the Hose Safety Institute Advisory Council or Industry Officials.

## 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 NAHAD Miami Street Party at no charge, simply indicate their attendance on the registration form. **Children may not attend business sessions or any convention food functions, with the exception of the Miami Street Party.** Children over the age of 18 are welcome to attend the Opening Dinner on Thursday evening, but they must register as a Spouse/Companion and pay the fee. NAHAD is offering a children's party on Thursday evening for younger children while parents are attending the Welcome Reception, Gala Dinner and Entertainment (from 6:00 pm until 10:00 pm). There is a fee charged. Please register your child(ren) on page 12 for this event.



# Tours & Events

## South Beach Art Deco Walking Tour

Wednesday, April 22, 2015

3:00 pm – 4:30 pm

Price: \$53 per person

Start your visit to Miami by exploring South Beach (“SoBe”), the American Riviera, an international tourist destination, and the city’s favorite playground all rolled into one. It’s packed with trendy restaurants, nightclubs, funky shops, and artists’ studios. The area has become a stomping ground for the international fashion, media, and entertainment crowd. You might spot them in the sidewalk cafes and glamorous art deco hotels.

The candy-colored historic Art Deco District provides the background for this square mile encompassing more than 800 buildings that reflect the Art Deco architecture of the 1930’s and the Mediterranean Revival style of the 1920’s. Most of these landmarks are within a few hundred yards of the beach. Set against a bright azure sky, the white exteriors with their pink, aqua and green trim seem to shimmer in the sunlight. What is now called the Art Deco District was developed mainly after the devastating hurricane of 1926 leveled much of Miami Beach. Residents turned tragedy into triumph.

This 90-minute walking tour provides a unique opportunity to explore deco-age arts and architecture, examine historic preservation efforts and experience the excitement of South Beach. Ocean Drive and Collins Avenue are the focal points on the tour.

**Tour requirements: Please wear comfortable walking shoes and sunscreen.**

## Miami Magic City Bus & Walking Tour

Thursday, April 23 • 9:00 am – 1:00 pm

Price: \$95 per person

Delving into the unknown can sometimes be as invigorating as a dip in the surf. And to that end, this unique coach and walking tour offers you a way



of seeing Miami that most people rarely experience. What you will learn along the less-traveled path will enrich and engage you.

Explore Miami’s most famous and historic neighborhoods which bring to life the history and wonder of this eclectic city. Hear about Miami’s early pioneers

and their stories of adventure and hardship in the Florida wilderness that is now Coral Gables, Coconut Grove, Little Havana, Miami, and South Beach. The juxtaposition of native flora and the Miami skyline provides spectacular views on your way through paradise. This tour will both give you a taste of the diversity that makes life in Miami a truly international experience and paint a picture of early settlement life on the banks of the Miami River.

This tour covers the five historic neighborhoods of Miami (Coral Gables, Coconut Grove, Little Havana, downtown Miami and South Beach) and stops once or twice in each neighborhood where guests get off the bus for guided walks. It is the only tour offered in Miami that visits the inside of the restored historic Pan American seaplane terminal which now houses Miami City Hall. Sample a Cuban coffee at a traditional walkup window in the Latin Quarter and visit a boutique cigar manufacturing facility hosted by members of a five generation Cuban cigar-making family.

## Young Executives Bike Tour

Thursday, April 23, 2015 • 9:30 am – 11:00 am

Price: \$49 per person, includes bike rental fee, helmets and guide

Bike and Roll Miami provides a great tour of the Miami Beach area. Parts of the tour will traverse the paved pathway that runs along the South Beach section, passing by the Loews hotel and then you will pass by the South Pointe Pier and Park on your way to Lincoln Road. You will have a chance to network with other young executives and share experiences as the convention continues during the weekend.



## 17th Annual Fun Run Walk

Friday, April 24, 2015 • 7:00 am – 7:30 am

Price: \$17 per person, includes 2015 tee shirt

Start your morning with a brisk run or walk along Miami Beach. Take it all the way to South Pointe where you can spot the cruise ships returning to port or turn around at your own pace. Always a great way to catch up with active NAHAD members and spouses.



## Spouse Miami City Food Tour

Friday, April 24, 2015 • 10:00 am – 2:00 pm

Price: \$152 per person, includes transportation and food tastings



Join with NAHAD spouses on a Miami Culinary Foodie Guided Tour to uncover exotic ingredients both used in traditional food

and modern culinary trends. Discover Miami by tasting your way through multiple neighborhoods. You will gain insider's knowledge of each of the neighborhoods while stopping for delicious food and hearing anecdotes of those doing the cooking.

Your Itinerary includes: In South Beach, Smoked potato beef empanada with shredded beef patacon. Refajo (alcoholic) drink tasting and a taste of Guarapo (non-alcoholic) drink. A visit to the Design District. Visit a friendly neighborhood French Deli for a taste of their Florentine Quiche and sweet Madeleine. Then travel to Little Havana for a guided cultural and historical walking tour of the neighborhood; introduction to Domino park, learn all about the Cuban cigar at a place that has been run by the same family through the generations, visit to a local artist studio. Learn all about and taste the Cuban classic; ham, cheese, pork, pickles and mustard sandwich, as well as Passion fruit and mamey (or what's in season!) ice-cream. And, not to be missed, the taste of the best cafe Cubano in town at a place that is an institution.

Narration will include an introduction to Miami Founders and Miami Beach Pioneers and an introduction to Art Deco Architecture and history while visiting prominent lobbies and buildings.

## Spouse Fitness Class thru Exhale

Saturday, April 25, 2015 • 9:30 am – 10:30 am

Price: \$18 per person

Exhale has a unique program, CORE FUSION YOGA which will give NAHAD spouses an opportunity to stretch under the Miami sun. Relax your mind and re-energize your body in this soulful and athletic practice that fuses flow yoga with intense core work for the ultimate mind body experience. Sunsalutations and warrior poses are woven with sequences of isolated thigh, arm, and ab work as you build the heat, then reward yourself with a cooling savasana finish. This uplifting class will unleash your inner warrior leaving you strengthened, stretched, and sweaty!



## Everglades Safari Tour

Saturday, April 25, 2015

12:00 pm – 4:00 pm

Price: \$135, includes transportation, air boat tour, wildlife show and box lunch



You will enjoy a Loews' box lunch and beverage as you travel to the unique ecosystem. Often visitors to South Florida visit the Everglades simply to experience the thrilling airboat rides; in doing so, they miss the natural wonders and beauty of this special area. Recovering rapidly from the ravages of man, industry and farming, the Everglades provide a unique - and nearby - opportunity to peer into the beauty of nature

at its finest. Formed at the end of the ice age over 10,000 years ago, the Everglades is actually a vast slow-moving river that flows from Lake Okechobee south to Florida Bay and the Atlantic Ocean. Dropping only fifteen feet over hundreds of miles and with an average depth of only 6 inches, it is 70 miles across at its widest point, making it the widest river in North America. It is a mixture of three individual ecosystems, sawgrass prairies, pine-lands and mangrove estuaries. Over 600 kinds of fish, nearly 300 varieties of birds and countless mammals and reptiles, including the infamous alligator, call the Everglades home. This area's unique combination of tropical temperatures, species of fauna and flora is found nowhere else in the United States. There are over 45 indigenous species of plants found nowhere else!

Get set for a thrill-a-minute on the 'Glades' longest airboat ride (30 minutes minimum)...a fleet of modern, safe boats...a cadre of professional tour guides leading and narrating the way through winding trails, past the home of 'Gators and birds galore to an ancient Seminole Island. Naturally, it's a picture taking paradise. The Jungle Trail is a mini-adventure all by itself! You'll meander through dense foliage, enjoy a panoramic view of the area from our Lookout Platform and walk past alligators by the dozen around a hidden lake to your final stop on the trail - Alligator Island.

**Tour requirements: Please wear comfortable clothing and shoes. Sunscreen and a cap are also recommended.**

## Miami Marina and Mansions Tour

Saturday, April 25, 2015 • 1:30 pm – 5:00 pm

Price: \$92 per person, includes transfer by coach and 90 minute narrated tour by yacht

South Florida's "Gold Coast" is known for its many beautiful homes and yachts, all linked by hallmark waterways. Some of Miami's most opulent mansions can only be seen from the water.



Located on private islands in Biscayne Bay, these impressive homes are exclusive retreats enjoying the backdrop of Miami's glittering skyline.

Sit back and relax for an unforgettable fully-narrated bilingual sightseeing cruise along scenic Biscayne Bay. See Miami's spectacular coastal sites including the beautiful downtown Miami skyline, the Port of Miami, Fisher Island, Miami Beach and "Millionaire's Row" - the homes of the rich and famous. These incredible mansions and yachts are owned by some of the wealthiest people in the world. The multimillion-dollar price tags are a testimony to the area's exclusive appeal.

## Miami Beach Segway Tour

Saturday, April 25, 2015  
1:30 pm – 3:00 pm

Price: \$78 per person, includes Segway rental, helmet and tour

Have you always wanted to try a Segway? Here's a great way to see glamorous South Beach (the "American Riviera") and experience a tropical paradise with your NAHAD friends. You'll discover legendary landmarks like the Versace Mansion, the vibrant Lincoln Road outdoor mall, and the famous Art Deco District – a delightful glide rich in architecture, history, and culture.

## South Beach Walking Food Tour

Saturday, April 25, 2015 • 4:00 pm – 7:00 pm

Price: \$93 per person, includes walking tour and tastings

Take this edible journey as an introduction to Miami Beach's diverse culinary scene while getting a crash course on the magnificent Art Deco architecture. Taste delicious dishes and learn about the history of the area with your local epicurean guide. Navigate your way around town on a visit to mom-and-pop food shops, small ethnic eateries, and gourmet restaurants to savor the local flavor.

This tour brings together people from all over the world to bond in the common interest of great culinary findings. A "melting pot of cultures", you will find yourself sitting down at half of the restaurants on the tour and savor different bites standing and on the go. Included are: **ARTISANAL COLOMBIAN CUISINE:** Savor a golden corn crust filled with bold Columbian flavors in a unique handmade empanada. Feast on tender slow-cooked meat bursting with tradition and perched above a crunchy plantain. A cooling Columbian beer cocktail enhances the experience at a local gem labeled 'Best Colombian Restaurant in Miami Beach'. **A DISTINGUISHED FRENCH CLASSIC:** Indulge in a demi-tasse of decadent lobster bisque executed by one of the few true French born and trained chefs in South Beach, while surrounded by a dazzling decor depicting a scene from the famed movie *The Birdcage* (dinner tour).

**A STAPLE OF ARGENTINA:** A third-generation bakery crafts a delicate pillow of shredded chicken with spices folded into the family's famous buttery, flaky dough. Variations include fish, chorizo and vegetarian. And finally, **TRADITIONAL AND ELEVATED PERUVIAN:** Experience a refreshing, piquant ceviche, balancing our bounty of local seafood with exotic Peruvian flair.



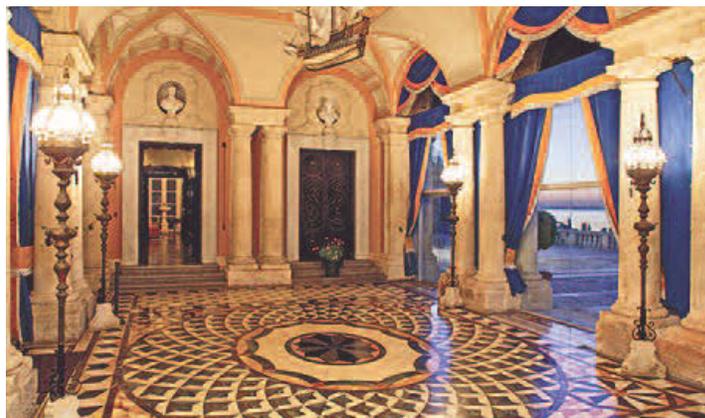
## Spouse Tour of Vizcaya Museum & Gardens

Sunday, April 26, 2015 • 10:00 am – 2:00 pm



Price: \$65 per person, includes transportation, admission and a guided tour

In 1916, just before World War I, James Deering, made fabulously wealthy by International Harvester, wiped out unemployment in Miami. He hired one third of the city's work force to build an Italian Renaissance villa set in a lush tropical hammock. The cost...\$22 million. The name Vizcaya (a corruption of the word Biscayne) was chosen for the Biscayne Bay waters that splashed against his palace. Vizcaya is a notable museum and also a respite for the harried vacationer.



While enjoying the art and decorative furnishings, visitors are released from the hustle of Miami and are transported to a place from the past that recalls both Renaissance Italy and the quieter South Florida of an earlier era. The villa's 72 rooms are adorned with ancient tapestries, carpets and artworks. National Geographic magazine labeled it a display of "Italian decorative art, unexcelled in America." Ten acres of formal gardens are a perfect place for a stroll. The grounds, both the formal and the native hammock surrounding the entrance, are dotted with statuary. Although they are like formal Italian gardens of past centuries, the shady walks are nevertheless decidedly Southern, with their grand old oaks dripping with Spanish moss. During Prohibition days it served a double purpose as it was also used as a dock for unloading shipments of bootleg booze.

Participants will have the opportunity to stroll through the unique shopping area in the charming village of Coconut Grove. People flock to browse in specialty stores, galleries and boutiques, to chat with friends in outdoor cafes, or just to stroll around. Coco Walk, the biggest attraction in Coconut Grove, combines 30 shops with restaurants, outdoor cafes.

## On Your Own

**Boucher Brothers** operate recreational concessions and activities from a concession stand on the beach directly in front of both the Loews Hotel and The James Royal Palm. In addition to beach lounges and umbrellas, they offer water sport equipment such as jet ski rentals and group waverunner tours. Parasailing options are also available. (Fees charged)

## Three Convenient Hotel Options

NAHAD is holding blocks of sleeping rooms at three different hotels in South Beach. All hotels are within easy walking distance of each other (please review on the map). Meeting activities will be hosted by the Loews Miami Beach Hotel which is holding a block of 500 sleeping rooms; but to provide alternatives, The James – Royal Palms has a NAHAD block of 75 sleeping rooms and the Marriott Courtyard Miami Beach South Beach has a NAHAD block of 50 sleeping rooms. Please make certain to mention that you are part of the NAHAD group when making reservations and book as soon as possible. The South Beach area of Miami Beach is extremely popular and hotels fill quickly. Conveniently located only 20 minutes from Miami International Airport and only 35 minutes from Fort Lauderdale Airport.



### Loews Miami Beach Hotel

**1601 Collins Ave., Miami Beach, FL 33139**  
**Phone: (305) 604-1601 • Fax: (305) 604-3999**  
**Toll Free Reservations: 1-877-563-9762**

Enjoy all the pleasures of a true luxury resort at Loews Miami Beach Hotel, a graceful Art Deco landmark right in the heart of South Beach. Located directly on a wide sandy beach, the hotel offers sweeping views of the ocean, the bay or the beckoning city lights of downtown Miami. Leave your car or your taxi behind, it's an easy, fun walk to shopping, dining, the beach or nightlife of South Beach. Although, with several restaurants, a fabulous oceanfront pool, spa and fitness center right on property, you may have no need to leave the hotel premises. Accommodations include deluxe guest rooms and suites. .

#### NAHAD Rates – does not include sales tax

• **Single or Double Occupancy (Run of House)** . . . . . \$255.00\*

\*Please note, run of house means best available at time of check in. Run of house will include city views as well as partial ocean views.

For those who wish to be guaranteed an ocean view:

• **Single or Double Occupancy Luxury Partial Ocean View** . . . . . \$299.00

• **Single or Double Occupancy Premium Ocean View with Balcony** \$399.00

**NAHAD Rate for Suites:** Based upon availability, suites will be offered for sale at a NAHAD discount of 15% below prevailing 2015 rack rates.

**You may reserve your room by phone 1-877-563-9762**

(make certain to mention that you are with the NAHAD Group) or online via NAHAD's web site link to the Hotel ([www.nahad.org](http://www.nahad.org))

If you have special needs, you may call NAHAD's group coordinator at the Loews, Maritza Richards. Her direct line is 1-305-604-3904.

Sleeping rooms will be held in the NAHAD block until the block is filled or until March 25, 2015. Rooms are available on a space available basis, rate available basis after one of those conditions occurs, so please book as soon as possible to avoid disappointment.

### Courtyard Marriott Miami Beach South Beach

**1530 Washington Ave., Miami Beach, FL 33139 • 1-305-604-8887**



Enjoy a Lincoln Road Miami hotel located in the heart of the Art Deco district, near the beach, and just steps from fine dining and great shopping. Free internet service is available in the Lobby as well as for registered guests in their guest rooms. An on-site restaurant, The Bistro, offers healthy choices, a variety of breakfast and dinner options, an evening bar, and specialty beverages made with Starbucks® coffee. Stay productive with a large well-lit desk,

ergonomic chair and complimentary high speed internet. Enjoy luxury bedding by Marriott including crisp linens, thicker mattresses, and custom comforters.

Accommodations at this Art Deco South Beach hotel feature an in-room microwave oven and refrigerator. Take advantage of cable TV with HBO and in-room movies and the hotel will pamper you each morning with a free newspaper delivered. Take the elevator to the top floor for the Rooftop pool and lounge which offers a view of Miami Beach and the Atlantic Ocean.

Sleeping Rooms are being held for check-in April 22, 2015 through April 26, 2015 at the NAHAD rate for single or double occupancy of \$239.00 for a King Bedded room and \$245.00 for a Queen-Queen Bedded room.

Please make your reservation by phone 1-305-604-8887. Be sure to mention that you are with the NAHAD group and book by April 6, 2015 to avoid disappointment.

### The James – Royal Palms Resort



**1545 Collins Ave**  
**Miami Beach, FL 33139**  
**1-305-604-5700**

With an ideal South Beach locale, just north of world famous Ocean Drive at 15th Street and next to the Loews Miami Beach Hotel, The James Royal Palm is an oceanfront retreat situated within the coveted and culturally rich area of South Beach, Miami. The James Royal Palm hotel provides guests with a location offering direct beach and Miami boardwalk access and is immersed in luxury retail on Collins Ave., and only blocks from Lincoln Rd. and Espanola Way, offering endless entertainment and dining options.

The James Royal Palm, as reviewed by The New York Times, features “a bevy of amenities” including two swimming pools, a plunge pool, poolside bar, The James Pool and Beach Experience, a lobby lounge, a coffee bar, renew the spa, a full-service spa with salt-infused treatments, lil’ james offerings and play space for children. Guests can dine at Florida Cookery, a casual dining experience serving breakfast, lunch and dinner featuring fresh, locally-sourced ingredients.

NAHAD has negotiated special rates for attendees, so please mention that you are with the NAHAD group when you call 1-305-604-5700.

**Sleeping room rates are \$279.00 for single or double occupancy.**

Excluding tax and a daily \$21.00 retreat charge includes access to retreat amenities and offerings including two swimming pools, plunge pool and daybeds, The James Beach Experience, 24/7 fitness center, 24/7 concierge and in-room dining and lil’ james play space access. The James also offers complimentary Wi-Fi throughout the hotel, triple-distilled water refreshed daily and access to complimentary bicycles. **The NAHAD Block will be held until March 27, 2015 or until all rooms in the block are filled.**

Lodging  
in South Beach

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

[www.nahad.org](http://www.nahad.org)

## Logistics

### Transportation Information

There are two airports which service the Miami Beach area. Depending on your preferred carrier or flight origination, you may decide that one will suit your travel purposes better. Miami International Airport (MIA) is the closest to Miami Beach (20 minutes) [www.miami-airport.com](http://www.miami-airport.com), while Ft. Lauderdale/Hollywood International Airport (FLL) is 35 minutes away [www.broward.org/airport](http://www.broward.org/airport).

### Ground Transportation

This hotel does not provide shuttle service. From Miami Airport, Taxicabs and SuperShuttle 1-305-871-2000 vans are available only on the arrival (ground) level of the airport, outside of the baggage claim areas. From Ft. Lauderdale, Ground Transportation Booths are located in each Terminal on the Lower Level, baggage claim except Terminal 3. Terminal 3 is under renovation. Customer Service Coordinators staff these Information Booths. They will assist FLL Airport patrons with ground transportation questions. For sedans and limo transportation from either airport, NAHAD suggests Aventura Worldwide Transportation services 1-800-944-9886 or online at [www.aventuralimo.com](http://www.aventuralimo.com).

### Rental Car

Rental Car facilities are available at both airports. Hertz is offering special meeting rates available from April - May, CDP# 1488983 for the NAHAD discount and PC#195753 for an additional cash discount. To reserve your special meeting rates, you may provide this CV# to your corporate travel department or travel agent CV # 027W0021 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 #027W0021.



Loews



The James



Courtyard Marriott

