



2016

INNOVATE INTEGRATE MOTIVATE

46TH ANNUAL INDUSTRY ADVANCEMENT SUMMIT

MONDAY, MAY 2 - THURSDAY, MAY 5 | EMBASSY SUITES DALLAS-FRISCO | FRISCO, TEXAS



AN INNOVATIVE NEW SCHEDULE THAT INTEGRATES THE BEST OF THE SHDA EXPERIENCE WILL MOTIVATE YOU TO GREATER HEIGHTS IN 2016

TAKE ADVANTAGE OF
SIX ADDED CONFERENCE
APPOINTMENTS!

EXPERIENCE
AN ALL NEW
LOCATION!

ENJOY THE SCOTTISH EXPERIENCE
AT THE SHDA GOLF TOURNAMENT
ON THE TRIBUTE LINKS COURSE!

LEARN HOW TO CREATIVELY
MANAGE YOUR TIME FOR
PEAK PERFORMANCE!

NETWORK WITH
INDUSTRY
COLLEAGUES!



A FRESH MOVE TO FRISCO!



SHDA's 46th Annual Industry Advancement Summit moves to a new and exciting location for the 2016 Summit – Frisco, Texas! Frisco, home of the Dallas Cowboys, offers an abundance of fun for kids of all ages in a safe, affordable and unique setting. Whether you take advantage of the incredible shopping and dining, are a huge sports fan, or if arts and culture are your passion, Frisco has plenty to offer. A quick drive around Frisco opens your eyes to the bronze cattle drives depicting the Shawnee Trail, artwork from around the world in Hall Office Park and a one-of-a-kind Texas Sculpture Garden. This new location is centrally located and features all the amenities of an Embassy Suites location.

For more than 45 years, the annual SHDA Summit has served the security hardware industry by featuring invaluable One-on-One business appointments where leading Distributors can meet with the more than 60 SHDA member Manufacturer partners in one convenient location. This saves your company hundreds of hours and thousands of dollars annually.

This year the Summit now offers **three** full-day One-on-One appointments. The One-on-One sign up session will be held Monday, May 2 at 4:30 pm and appointments will end on Thursday, May 5 at 5:50 pm. Twenty-five (25) minute appointments will again be offered for the entire Summit to allow partners the time to get the full benefit of tailored attention, allowing distributors to make up to 47 appointments – the most offered at an SHDA Summit! SHDA encourages Distributor companies to bring more than one principal to enhance their capacity and expand their exposure to all manufacturer participants. A full “dance card” of appointments will allow all attendees to leave Frisco with a complement of business contacts completed and work goals achieved.

The Security Hardware Distributors Association's mission is to continually improve, through education and services, the proficiency of security distributors in order that they are the most effective and efficient conduit to the marketplace. The 2016 Summit schedule, as well as the additional networking and educational opportunities offered in Frisco, will further enhance this commitment to our members.

SHDA's Annual Industry Advancement Summit will provide you with tangible, take-home knowledge that will help you run a better business, provided through SHDA's 2016 Ben Silver Education Program. Back by popular demand, Steve McClatchy will wow you with time-saving techniques to manage yourself and the choices you make, not just the clock. This fast paced, interactive and engaging seminar will teach you the skills at the heart of great time management and how to gain master control over your to-do list, calendar, contacts and meeting notes. If you want to double your productivity, balance your life, and once and for all get organized, don't miss this year's Ben Silver Seminar!

Register now to join your industry colleagues in Frisco on May 2 through 5 — you won't want to miss this one!



MAXIMIZE YOUR RESULTS!

The One-on-One Sessions are the most vital part of SHDA membership. Both Distributor and Associate members agree that this unique opportunity to meet with more than 50 industry partners in a matter of two and a half days is one of the most significant benefits of membership.

WHAT ARE THE ONE-ON-ONES?

They are a series of appointments that allow Distributors a unique opportunity to meet directly with the key representatives of both present and future suppliers. They afford the opportunity for both Distributors and Suppliers to discuss market trends, review new products and plan future strategies. On Monday afternoon at 4:30 pm, Distributors will set up sequential 25-minute appointments for Tuesday, Wednesday and Thursday. During the morning and afternoon of these three days, they will circulate along the Manufacturer Suites at the Embassy Suites Frisco visiting the Associate members of SHDA. Here are a few tips to help you prepare for and conduct these One-on-One sessions:

DISTRIBUTORS SHOULD:

- Prepare market data for each vendor
- Check with field personnel for details on products and servicing
- Gather necessary input to maximize your vendor relationship

MANUFACTURERS MAY WISH TO BRING:

- New product information
- New programs
- Advertising plans
- Individual distributor sales figures
- Vendor sales trends

IMPORTANT REMINDER

The purpose of the One-on-One Sessions is to provide Distributors and Associates a cost effective opportunity to meet with their market partners under one roof. SHDA strives to provide this opportunity to all delegates in a time-efficient fashion at the lowest cost possible. With this in mind, Associates are reminded that no alcoholic beverages or food should be permitted during the appointments.

SCHEDULE OF EVENTS

MONDAY, MAY 2

7:00 am	Transport to Golf Tournament
8:00 am	Shotgun Tournament at The Tribute at Colony*
12:00 pm – 6:00 pm	Registration
3:45 pm – 4:10 pm	First Time Attendee Welcome
4:30 pm – 5:30 pm	One-on-One Scheduling Session
5:30 pm – 7:00 pm	SHDA Networking Reception
9:00 pm – 11:00 pm	SHDA Hospitality Suite

TUESDAY, MAY 3

7:30 am – 10:30 am	Ben Silver Seminar (Breakfast Included)*
10:50 am – 11:45 am	One-on-One Sessions
12:00 pm – 1:15 pm	Members' Luncheon
1:20 pm – 5:45 pm	One-on-One Sessions
6:00 pm – 7:00 pm	Embassy Suites Reception
9:00 pm – 11:00 pm	SHDA Hospitality Suite

WEDNESDAY, MAY 4

7:00 am – 7:45 am	Distributor Breakfast
7:00 am – 7:45 am	Associate Breakfast
8:00 am – 11:55 am	One-on-One Sessions
12:00 pm – 1:00 pm	Members' Luncheon
1:10 pm – 6:05 pm	One-on-One Sessions
6:00 pm – 7:00 pm	SHDA Networking Reception
9:00 pm – 11:00 pm	SHDA Hospitality Suite

THURSDAY, MAY 5

8:00 am – 11:50 am	One-on-One Sessions
12:00 pm – 1:00 pm	Members' Luncheon
1:10 pm – 5:50 pm	One-on-One Sessions
6:00 pm – 7:00 pm	Embassy Suites Reception

FRIDAY, MAY 6

7:30 am – 8:00 am	Board & Committee Breakfast
8:00 am – 11:15 am	Committee Meetings
11:30 am – 1:30 pm	Board of Directors Meeting

*Optional events require pre-registration

NEVER ATTENDED A SUMMIT BEFORE? HERE'S WHAT YOU NEED TO KNOW:

1 Schedule your arrival in plenty of time to participate in the One-on-One Scheduling Session on Monday, May 2 at 4:30 pm. Your entire week depends on this scheduling session as appointments are not arranged at any other time.

2 Plan to attend the Ben Silver Seminar on Tuesday morning. This program, featuring Steve McClatchy, will revolutionize the way you manage your time!

3 Appointments are scheduled until 5:50 pm on Thursday, so in order to keep your room for appointments, you will need to stay Thursday evening and check out on Friday morning.



BEN SILVER SEMINAR

TUESDAY, MAY 3 | 7:30 AM - 10:30 AM | CEU UNITS: 0.3

WORK SMARTER, REDUCE YOUR STRESS & GET MORE DONE IN LESS TIME: A TIME MANAGEMENT & PERSONAL LEADERSHIP WORKSHOP FEATURING STEVE MCCLATCHY

Steve McClatchy is an entertaining and motivating speaker, trainer, consultant, writer and entrepreneur who has spoken before thousands of audiences. Steve founded Alleer Training and Consulting out of his passion for continual improvement and his belief that when we stop growing, learning, gaining experience, achieving goals and improving we stop living.



In this age of social networking, text messages, instant messaging, email, voice mail, cell phone calls, face-to-face meetings, virtual meetings, drop-ins and a to-do list that never seems to end, you need a new approach to managing it all. Used by Disney, Hewlett Packard, Wells Fargo, IKEA, Nestle, Merck, BASF, Comcast and the San Francisco 49ers, this seminar delivers fresh, practical everyday strategies that will help you to accomplish more in less time and with less stress.

Time management is about managing the choices you make, not about managing the clock. If you want to double your productivity, balance your life, and once and for all get organized, don't miss this year's Ben Silver Seminar! You will learn how to:

- Make better decisions to get better results
- Get more done in less time
- Never forget anything again
- End email addiction and stay focused
- Keep a two minute interruption to two minutes
- Say "NO" to poor uses of your time without damaging relationships
- Use procrastination to your advantage
- Balance your personal and professional life
- Get organized so you spend less time looking for what you need
- Plan to save you time and reduce your stress

The seminar is available to you for only \$99! Be sure to indicate your wish to attend on your registration form. Breakfast included.

*CEU Units are assigned by Purdue University. The Professional Certificate of Innovative Distribution can be earned through Purdue University upon the completion of 90 hours of instruction that meets our requirement of 9 Continuing Education Units (CEUs) or CEU equivalents. Those 90 hours can be completed by: A combination of one [1] or [2] or [3] University of Innovative Distribution (UID) programs (each UID program counts for 3 CEUs), in combination with other CEUs obtained in distribution education and/or training as needed. Each Continuing Education Unit (CEU) or CEU equivalent equals 10 hours of instruction [education and/or training].

KNOW THESE IMPORTANT DATES

March 7 Early Bird Deadline

March 21 Regular Registration Deadline

April 1 Register by this date to have your name and company appear in the printed directory

April 4 Manufacturer Suite Registration Deadline

April 11 Hotel Reservations Deadline

MEETING REGISTRATION

EARLY REGISTRATION DISCOUNT - \$395 CASH/\$410 CREDIT CARD

DEADLINE: MARCH 7, 2016

Register by **March 7, 2016** to take advantage of the discounted delegate registration fee of \$395, and to guarantee your company's listing in the Official Conference Program, which will be available on the web and updated every Wednesday evening beginning on March 21, 2016.

REGULAR AND MAIL-IN REGISTRATION DEADLINE

\$465 CASH/\$480 CREDIT CARD

DEADLINE: MARCH 21, 2016

Register by **March 21, 2016** to secure the regular delegate registration fee of \$465 (check) or \$480 (credit card) and to guarantee your company's listing in the Official Conference Program which will be distributed to all attendees at the Conference in Frisco.

LATE REGISTRATION DEADLINE - \$495 CASH/\$510 CREDIT CARD

After March 21, 2016, fax your registration form to SHDA at 410-263-1659 and pay the Late Registration Fee of \$495 (check) or \$510 (credit card). **Mail all Meeting Registrations and payment to:** SHDA, 105 Eastern Avenue, Suite 104, Annapolis, MD 21403-3300. Make all checks payable to SHDA.

SPOUSE REGISTRATION FEE - \$275

SHDA'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/companions are welcome and encouraged to participate in SHDA activities.

REGISTRATION AND CANCELLATION POLICIES

Wearing of badges is required for admittance to convention activities. Non-registered spouses will not receive a badge. In order to obtain a refund for convention registration fees, written notice of cancellation must be received at the SHDA office, by the dates noted below. **If you must cancel your meeting registration, it is also your responsibility to cancel hotel room reservations.**

By April 1, 2016 – for Full Refund

By April 15, 2016 – for 50% Refund

After April 15, 2016 – No Refund, with the exception of a medical emergency.

REGISTRATION INFO:

Register Early to Receive Early Bird Registration Discount and First Choice of Manufacturer Suite Location! *Manufacturer Suite Reservation Form on Page 5.*

Early Bird Registration Deadline March 7, 2016

Hotel Reservation Deadline April 11, 2016

Early Delegate Registration Fee \$395

Spouse Registration \$275

Included in registration fee:

- All conference materials (*program, badge, etc.*)*
- Networking opportunities with your marketing partners in the One-on-One Conference Program
- Business session with speaker handouts, etc.*
- One breakfast*
- Three luncheons*
- Four cocktail receptions (*Two hosted by SHDA, two hosted by Embassy Suites*)*

*Included in spouse registration fee – badge admits spouses to SHDA functions

Be sure to register by **April 1, 2016** for inclusion in the Official 46th Annual Industry Advancement Summit Program. Registrations received after this deadline will appear on the supplemental registration list available onsite at the Annual Summit. Register online at www.shda.org. When you register online, you will pay the higher credit card fee.

EARLY BIRD REGISTRATION
MARCH 7

HOTEL RESERVATION DEADLINE
APRIL 11

REGISTRATION FORM

SHDA 46TH ANNUAL INDUSTRY ADVANCEMENT SUMMIT

MONDAY, MAY 2 - THURSDAY, MAY 5, 2016 | EMBASSY SUITES DALLAS-FRISCO | FRISCO, TEXAS | PRE-SUMMIT GOLF OUTING - MONDAY, MAY 2 | 8:00 AM

Please Check One: ☐ Distributor ☐ Associate Please check if first time attendee ☐ Yes ☐ No

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 SHDA's 46th Annual Industry Advancement Summit.

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: SHDA, 105 Eastern Avenue, Suite 104, Annapolis, MD 21403-3300. Delegate registration forms received by March 7, 2016 will qualify for the \$395 early registration cash discount fee or \$410 early registration credit card fee. The \$465 regular registration, cash discount fee or \$480 regular registration credit card fee will apply to delegate registrations received between March 8, 2016 and March 21, 2016. All delegates registered by March 21, 2016 will appear in the Official Conference Program. Delegate registrations received after March 21, 2016 will pay the \$495 late-faxed-in, cash discount fee or \$510 late-faxed-in credit card fee.

Delegate Name _____ Badge Nickname _____

Title _____ Company Name _____

Company Address _____

City _____ State/Province _____ Zip/Postal Code _____

Country _____ Phone _____

Fax _____ Email _____

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 (if attending) _____ Badge Nickname _____

Home Address (spouse/guest correspondence will be mailed to the home, if requested) _____

City _____ State/Province _____ Zip/Postal Code _____

Country _____ Phone _____

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: _____

DELEGATE NAME _____

PAYMENT OPTIONS

REGISTRATION	CHECK DISCOUNT	CREDIT CARD	TOTAL
Delegate Early Registration Fee (If paid by 3/7/16)	\$395	\$410	\$
Delegate Regular Registration Fee (If paid between 3/8/16 and 3/21/16)	\$465	\$480	\$
Delegate Late-Fax-In Registration Fee (If paid after 3/21/16)	\$495	\$510	\$
Spouse/Companion/Guest Registration Fee	\$275	\$290	\$
Ben Silver Seminar (Tuesday, May 3, 2016)	\$99	\$105	\$
Golf Tournament (Monday, May 2, 2016 at 8:00 am)	\$130	\$130	\$
Delegate Club Rental (indicate <input type="checkbox"/> left or <input type="checkbox"/> right) tax included	\$55	\$55	\$
Indicate handicap Average Score _____ I'd like to play with _____			
Spouse/Guest Club Rental* (indicate <input type="checkbox"/> left or <input type="checkbox"/> right) tax included	\$55	\$55	\$
Total Fees Due for Attendee:			\$
GRAND TOTAL			\$

Enclosed is my check for \$ _____

Make checks payable in U.S. dollars, to SHDA and mail to: SHDA, 105 Eastern Ave., Suite 104, Annapolis, MD 21403.

NOTE: If you are paying by credit card, please consider paying online at shda.org for added security.

Please charge to my (check one):

☐ VISA ☐ MasterCard ☐ Discover ☐ AmEx

Account # _____

Exp. Date _____

Verification Code _____

Name on Card _____
(please type or print)

Signature _____

TELEPHONE INQUIRIES 410-940-6346

REGISTER BY FAX 410-263-1659

REGISTER ONLINE www.shda.org

* Spouses will be paired with the Delegate Spouse unless otherwise indicated



Mail Registrations being paid by check to:

SHDA, 105 Eastern Ave., Suite 104, Annapolis, MD 21403-3300.

Make all checks payable to SHDA. Register online at www.shda.org

FOR OFFICE USE ONLY

Check Date _____ Check # _____ Invoice # _____

MANUFACTURER SUITE REGISTRATION

SHDA 46TH ANNUAL INDUSTRY ADVANCEMENT SUMMIT

MONDAY, MAY 2 - THURSDAY, MAY 5, 2016 | EMBASSY SUITES DALLAS-FRISCO | FRISCO, TEXAS

Associate Members must use this form to reserve their One-on-One Conference Suites in order to secure space in the Manufacturer Room Block. Manufacturers' Suites must be reserved as a three-night package at a minimum, but a four night stay is recommended so that you can maintain your room through 5:50 pm for appointments on Thursday. Additional nights may be added to accommodate individual travel plans. Be sure to reserve your accommodations through the SHDA Office no later than April 4, 2016. You must also register as a delegate to the conference on page 4.

Last Name _____ First Name _____

Company Name (as it should be listed in the Official Conference Program) _____

Company Address _____

City _____ State/Province _____ Zip/Postal Code _____

Phone _____ Fax _____

Email _____

Name(s) of person(s) sharing accommodations: _____

Number of people in room: _____ Special requests: _____

If you would like your suite to be placed next to specific companies, please list them below. SHDA will do everything it can to accommodate your request, but requests are not guaranteed. _____

To avoid suite placement near your primary competitor(s), please list them below. SHDA will do everything it can to accommodate your request, but requests are not guaranteed. _____

Please indicate preference accommodations: ☐ King ☐ Double/Double ☐ Handicap Access *NOTE: all rooms are non-smoking due to local laws.

Manufacturer Suite: \$760 – 3 night single occupancy or double occupancy (price includes room & tax)

\$1000 – 4 night single or double occupancy (price includes room & tax)

Minimum 3 night's reservation required but four is preferred to accommodate One on One Conference Schedule. Please note: This price is less than 2015!

Each additional night may be added at \$250 per night, single occupancy or double occupancy. If you are playing golf in the SHDA Golf Outing (at 8:00 am on Monday, May 2), you may need to add one or two additional nights' lodging.

<input type="checkbox"/> 3 nights lodging deposit @ \$760, cash advance (check)	Arrival Date: _____	Departure Date: _____
<input type="checkbox"/> 3 nights lodging deposit @ \$798, credit card payment	Arrival Date: _____	Departure Date: _____
<input type="checkbox"/> 4 nights lodging deposit @ \$1,000, cash advance (check)	Arrival Date: _____	Departure Date: _____
<input type="checkbox"/> 4 nights lodging deposit @ \$1,055, credit card payment	Arrival Date: _____	Departure Date: _____
<input type="checkbox"/> 5 nights lodging deposit @ \$1,255, cash advance (check)	Arrival Date: _____	Departure Date: _____
<input type="checkbox"/> 5 nights lodging deposit @ \$1,318, credit card payment	Arrival Date: _____	Departure Date: _____
<input type="checkbox"/> 6 nights lodging deposit @ 1,506, cash advance (check)	Arrival Date: _____	Departure Date: _____
<input type="checkbox"/> 6 nights lodging deposit @ \$1,582, credit card payment	Arrival Date: _____	Departure Date: _____

Your package price includes room and tax only - incidentals are on own. Suite cancellations and full refunds will be honored until Monday, March 7, 2016. Suite cancellations after this date will not be refunded unless due to a medical emergency provided in writing to SHDA Headquarters. As a courtesy, **please notify SHDA if you plan to check out before Thursday, May 5.** Partial refunds will not be provided unless due to a medical emergency provided in writing to SHDA Headquarters.

Check-In: 3:00 pm – Check-Out: 12:00 pm Accommodations will be confirmed with a credit card guarantee.

Credit Card: ☐ AmEx ☐ Visa ☐ MasterCard ☐ Discover

Credit Card #: _____

Cardholder's Name: _____ Expiration Date: _____ Security Code: _____

Signature: _____ Phone: _____

Billing Address: _____ Billing Zip Code: _____

I, _____, give authorization to SHDA Headquarters to charge my credit card.



MAIL OR FAX THIS PAGE WITH YOUR CREDIT CARD INFORMATION DIRECTLY TO: SHDA Headquarters, 105 Eastern Ave., Suite 104, Annapolis, MD 21403
Fax: 410-263-1659 Questions? Call 410-940-6346

HOTEL INFO: EMBASSY SUITES DALLAS-FRISCO

7600 JOHN Q. HAMMONS DRIVE | FRISCO, TX 75034 | RESERVATIONS: 1-972-712-7200 | HOTEL: 972-712-7200 | RESORT FAX: 972-963-9164

Check-in: 3:00 PM Check-out: 12:00 PM

Embassy Suites Dallas-Frisco offers spacious two-room suites featuring a large bedroom and private living room including a well-lit dining/work table, telephone, two flat screen TVs with HDMI connections, microwave, refrigerator, wet bar and coffeemaker.

Treat yourself to a relaxing experience at the hotel Spa which boasts seven treatment rooms or a private couple's room and an in-spa dining menu. Dining options include Cyprus Grille, open for lunch and dinner seven days a week; Caffaina's Internet Café featuring Starbucks coffee and espresso, pastries, gourmet snacks and the convenience of high speed internet access. Complimentary cooked-to-order breakfast is available every morning 6:00 am - 9:00 am and the complimentary evening manager's reception occurs every evening 5:30 pm - 7:30 pm.



HOW TO RESERVE ROOMS:

Non-Manufacturer Suite Room

(for distributors and additional manufacturer delegates): If you are reserving a sleeping room only (not a company One-on-One Suite), please call 1-972-712-7200 to make your sleeping room reservation directly with Embassy Suites Dallas-Frisco or reserve your room online by visiting the SHDA Meetings webpage. Make certain you mention that you will be attending the SHDA conference to receive the special SHDA room rate: \$169, plus state and local taxes.

SHDA sleeping rooms will be available until April 11, 2016. After this date, rooms may be available on a space available/rate available basis. It is vitally important that you reserve your accommodations at the Embassy Suites Dallas-Frisco. SHDA is contractually obligated to fill our hotel room block and may be exposed to significant financial liability should our members fail to support this room block.

Manufacturer Suite Room:

If you are an Associate (manufacturer) member and you are reserving your company's One-on-One Suite, please fill

out the Manufacturer Suite Registration form on Page 5. Do not contact the hotel for this suite – it will be assigned by SHDA.

TRANSPORTATION

Dallas/Fort Worth International Airport (DFW) is the third busiest airport in the world and the primary international airport serving the Dallas-Fort Worth area. It is also the largest hub for American Airlines which is headquartered near the airport. Transportation options are listed below. For more ground transportation options from DFW, please visit www.dfwairport.com/transport.

GROUND TRANSPORTATION

Rental Car: As a loyal SHDA member you are entitled to discounted rental car rates through Hertz. It's easy; simply use CDP# 1243495 while making reservations online at www.hertz.com, or by calling 800-654-3131.

Taxis: Taxi service is available on the upper level of Terminals A, B, C and E, and on the lower level of Terminal D. The first mile is \$2.25. Each additional 1/9 mile is \$.20. The minimum fare is \$22. Airport exit fee is \$5 and airport drop-off fee is \$4. You can plan on approximately 23 miles to reach

Embassy Suites Dallas-Frisco and an average cab fare of \$60.

Scheduled Vans: The SuperShuttle operates 24 hours on a scheduled. Rates are \$31 per passenger one-way. Call 972-456-3128 for more information.

Other Ride Share Services are:

City Shuttle, LLC - 214-760-1998
Go Yellow Checker Shuttle - 214-841-1900

WEATHER

Frisco generally experiences temperatures in the upper 70s and lows in the mid-60s during mid-spring. A light jacket or sweater may be handy for evenings.

WARDROBE

The attire for the 46th Annual Industry Advancement Summit is business casual. For men, golf shirt or dress shirts and leisure slacks are appropriate. For women, skirt or pant sets and business casual dresses are appropriate. Meeting rooms can be chilly, so sweaters are also helpful. SHDA receptions, hospitality suites and cocktail parties are casual affairs. Networking receptions will feature light hors d'oeuvres and an open bar. Hospitality Suites will feature a beer and wine open bar.

SHDA GOLF OUTING MONDAY, MARCH 2 | SHOTGUN START AT 8:00 AM | BUS DEPARTS HOTEL AT 7:00 AM | \$130

Located in The Colony, Texas, just off the eastern shores of Lake Lewisville, The Tribute at The Colony offers a unique Scottish links-style golf experience that pays homage to the legendary courses, complete with wind-swept dunes and sea-washed grasses.

The Tribute's brilliantly crafted par-72, 7,000-yard championship layout was designed by Tripp Davis & Associates to emulate holes from some of the greatest golf courses in Scotland, the birthplace of golf. Complete with wind-swept dunes, sea-washed grasses and other authentic Scottish links-style design elements, the course's captivating variety of holes include the famous par-4 17th Road Hole; the breathtaking starting 1st and finishing 18th holes from St. Andrews, featuring a walk over the Swilken Bridge; the Postage Stamp par-3 5th hole from Royal Troon; the par-5 3rd hole known as Hogan's Alley from Carnoustie; plus holes from Turnberry, Prestwick and two holes from Muirfield, perhaps the finest and most exclusive golf course in the world. *Rate includes transportation to and from course, greens fee and cart, tournament services, lunch and prizes. Golf club rentals available for \$55, which includes two sleeves of golf balls. A casual lunch will be served at the end of the outing. Pre-registration required.*



The Tribute at the Colony | 1000 Lebanon Road, The Colony, TX 75056 | Phone: 972-370-5465 | www.thetributegc.com



105 Eastern Avenue
Suite 104
Annapolis, MD 21403-3300
www.shda.org



NETWORKING

46TH ANNUAL INDUSTRY ADVANCEMENT SUMMIT

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SHDA's Annual Conferences are considered the best networking opportunity in the industry. The 46th Annual Industry Advancement Summit will be no exception as SHDA strives to combine education and industry development with relationship building and fun. With an Opening Reception, Networking Receptions and Hospitality Suite and several Networking Breakfasts and Luncheons, there will be plenty of chances to enhance your business relationships. Whether you're in a business session, a cocktail reception or simply taking a break in the sunshine, you will come away knowing that you have met with many of your dealers or suppliers without the cost or hassle of hours of travel time. SHDA's 46th Annual Industry Advancement Summit will bring you together conveniently and affordably.

SHDA receptions and cocktail parties are casual affairs. Networking receptions will feature light hors d'oeuvres and an open bar. Cyprus Grille, the on-property restaurant, is available for a full dinner after the receptions. There are also a variety of local restaurants to satisfy every appetite!

SHDA HOSTED NETWORKING RECEPTIONS

Monday, May 2 5:30 pm - 7:00 pm
Wednesday, May 4 6:00 pm - 7:00 pm

NETWORKING COCKTAIL RECEPTIONS (EMBASSY SUITES)

Tuesday, May 3 5:30 pm - 7:30 pm
Thursday May 5 5:30 pm - 7:30 pm

SHDA NETWORKING LUNCHEONS

Tuesday, May 3 12:00 pm - 1:15 pm
Wednesday, May 4 12:00 pm - 1:00 pm
Thursday, May 5 12:00 pm - 1:00 pm

SHDA HOSPITALITY SUITE

Monday, May 2 – Wednesday, May 4
9:00 pm - 11:00 pm