



# IT'S ALL ABOUT **RELATIONSHIPS!**

## **45TH ANNUAL INDUSTRY ADVANCEMENT SUMMIT**

POINTE HILTON SQUAW PEAK RESORT  
PHOENIX, ARIZONA

TUESDAY, APRIL 28 – FRIDAY, MAY 1, 2015



# IT'S ALL ABOUT RELATIONSHIPS!



SHDA's 45th Annual Industry Advancement Summit returns to Phoenix, AZ on April 28 – May 1, 2015 at the Pointe Hilton Squaw Peak – an ideal venue for the quality of networking, education and interchange of ideas that members have come to value so highly.

For 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 more than 50 industry supplier partners in one convenient location, saving their companies hundreds of hours and thousands of dollars annually. See "Maximizing Your Results!" below for more information on the One-on-One conferences and how to best prepare yourself.

The Summit offers two full and one half day of the traditional 25-minute One-on-One appointments for the entire Summit to allow partners who need to spend a bit more time to get the full benefit of tailored attention, allowing distributors to make up to 41 appointments. **SHDA encourages distributor companies to bring more than one principal to enhance their capacity to expand their exposure to all manufacturer participants.** A full "dance card" of appointments will allow all attendees to leave Phoenix with a full complement of business contacts completed and work goals achieved. **We strongly encourage you to plan to stay for the meetings on Friday as well out of courtesy for everyone that has planned to be there for the Friday meetings.**

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 2015 Summit schedule, as well as the additional networking and educational opportunities offered in Phoenix, 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 2015 Ben Silver Education Program. This year's focus on *It's All About Relationships!* will feature Don Buttrey, a leading sales consultant and educator. Relationships are essential in management, sales and service. This powerful presentation will help you to understand not only your communication style but to recognize other styles and make adjustments to be more productive.

Register now to  
join your industry  
colleagues in Phoenix  
on April 28 – May 1!  
You won't want to  
miss this one!  
[www.shda.org](http://www.shda.org)



## PHOENIX IN THE SPRINGTIME

Phoenix generally experiences temperatures in the upper 80s and lows in the mid 60s during mid-spring. A light jacket or sweater may be handy for evenings.

## WHAT TO WEAR

The attire for the 45th 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. Please pack your sunscreen, as you walk the open air corridor to meetings, you will catch more of the intense Arizona sun than you might predict.

# MAXIMIZE YOUR RESULTS!

## SOME TIPS TO HELP YOU MAXIMIZE YOUR RESULTS DURING THE ONE-ON-ONE CONFERENCE APPOINTMENTS

The One-on-One Conference is the most vital component of your SHDA membership. Both Distributor and Associate members agree that this unique opportunity to meet with more than 50 industry partners in a matter of three 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 Tuesday afternoon at 4:30 pm, Distributors will set up sequential 25-minute appointments for Wednesday, Thursday & Friday. During the morning and afternoon of Wednesday and Thursday and the

morning of Friday, they will circulate along the Manufacturer Suite portion of the Embassy Suites visiting the supplier members of SHDA.

The topics below were suggested by a group of distributors and vendors to facilitate meaningful discussions between vendor and distributor; both the vendors and distributors should be prepared to discuss their views / ratings for the other.

### IMPORTANT REMINDER

The purpose of the One-on-One Conferences is to provide Distributors and Manufacturers 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 possible cost. With this in mind, manufacturers are reminded that no alcoholic beverages or food should be permitted in the conference.

## ONE-ON-ONE 101

### 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, and gather necessary input to maximize your vendor relationship.

**As you prepare for each meeting, analyze how each of your vendors handle the following and jot down notes to share during your conversation:**

- Customer Service (Phone, tech support, returns)
- Sales & Marketing (Local support - including frequency of visits, information timeliness, call planning, call objectives, joint sales calls, engagement with inside and outside sales, responsiveness; Product training/product quality - including promotions and new products)
- Operations (On time shipping, lead times, accuracy in invoices/orders, freight guidelines)
- Management (Strategic planning, partnership, sales, company performance, growth, peer performance, industry benchmarking, forecast of future performance)

**MANUFACTURERS SHOULD** plan on a 10-minute presentation, allowing ample time for discussion between Distributors and Manufacturers. Manufacturers may wish to bring: new product information; new programs; advertising plans; individual distributor sales figures and vendor sales trends.

**As you prepare for each meeting, analyze your distributors by considering the following points and take notes to share during your conversation. Does the distributor:**

- have trained (certified by the manufacturer) customer service and field sales people so that they know the product's functions, applications, operations and installation?
- follow up quickly on sales leads provided by the manufacturer?
- provide prompt feedback to the manufacturer on product problems?
- maintain confidentiality with all manufacturer information (does not send information to manufacturer competitors)?
- actively participate in business development planning with the manufacturer and follow up with implementation of agreed upon business development actions?
- actively promote joint sales calls with the manufacturer's representatives?



## SCHEDULE OF EVENTS

### MONDAY, APRIL 27, 2015

1:00 pm - 7:00 pm SHDA Golf Outing

### TUESDAY, APRIL 28, 2015

7:30 am - 8:00 am Board & Committee Breakfast  
 8:00 am - 10:00 am Membership & Advocacy Committee Meeting  
 8:00 am - 10:00 am Education & Services Committee Meeting  
 10:00 am - 11:30 am Strategic Planning Committee Meeting  
 10:00 am - 11:30 am Associate Advisors Meeting  
 11:00 am - 6:00 pm Registration  
 11:45 am - 3:30 pm Ben Silver Education Session  
 4:00 pm - 4:15 pm First Time Attendee Welcome  
 4:30 pm - 5:30 pm One-on-One Scheduling Session  
 5:30 pm - 7:00 pm SHDA Networking Cocktail Reception  
 9:30 pm - 11:00 pm Hospitality Suite

### WEDNESDAY, APRIL 29, 2015

7:00 am - 7:45 am Distributor Breakfast & Meeting  
 7:00 am - 7:45 am Associate Breakfast & Meeting  
 8:00 am - 11:55 am One-on-One Sessions  
 12:00 pm - 1:20 pm SHDA Luncheon  
 1:30 pm - 5:55 pm One-on-One Sessions  
 6:00 pm - 7:00 pm SHDA Networking Cocktail Reception  
 9:30 pm - 11:00 pm Hospitality Suite

### THURSDAY, APRIL 30, 2015

7:00 am - 7:45 am Breakfast  
 8:00 am - 11:55 am One-on-One Sessions  
 12:00 pm - 1:20 pm Lunch  
 1:30 pm - 5:55 pm One-on-One Sessions  
 6:00 pm - 7:00 pm SHDA Networking Cocktail Reception  
 9:30 pm - 11:00 pm Hospitality Suite

### FRIDAY, MAY 1, 2015

7:00 am - 7:45 am Continental Breakfast  
 8:00 am - 11:55 am One-on-One Sessions  
 7:45 am - 9:00 am Closing Board of Directors Meeting

# BEN SILVER SEMINAR

TUESDAY, APRIL 28 | 11:45 AM - 3:30 PM

## IT'S ALL ABOUT RELATIONSHIPS!

FEATURING: DON BUTTREY



Leaders know that the secret to success is the ability to get along with people. Relationships are essential in management, sales and service. Building and maintaining strong relationships takes understanding and skill. This workshop promises to be a significant epiphany in your career. The workshop will begin with training in the communication cycle: verbal, tonal, and non-verbal communication. Active listening will be discussed. Don will then unfold a proven relationship model based on the DISC® model of behavior. Participants will discover their behavior style or orientation. They will learn how to identify other styles and make adjustments to be more productive. This powerful concept has applications in sales, management, team interactions, and even in personal life! Get ready for a highly interactive, fun workshop.

Don Buttrey is the President of Sales Professional Training, Inc. specializing in proven sales training and practical, hands-on tools for professional selling. They offer a comprehensive curriculum for sales management, sales professionals and sales/service support.

Don has a solid background in manufacturing, industrial distribution and inside/outside sales. He knows what is needed for a distributor or manufacturer salesperson to succeed in sales. Don has worked with many small and large distributors and has trained thousands of sales professionals.

Don is the author of *The SELL Process*. He is a powerful speaker. Do not miss this session!

**Cost is only \$99 if you pre-register for the Ben Silver Seminar! If you wait to register on site, the fee will be \$150.**

*Requires advance registration, please register on page 5*

## REGISTRATION DEADLINES

**EARLY BIRD REGISTRATION » FEB. 27**

**HOTEL ROOM DEADLINE » APRIL 4**

**PROGRAM BOOK DEADLINE » MARCH 17**

for inclusion in the Official 45th Annual Industry Advancement Summit Program. Registrations received after this date will appear on the supplemental registration list available onsite at the Annual Summit.

## REGISTRATION INFO

### EARLY REGISTRATION DISCOUNT > DEADLINE: FEBRUARY 27, 2015

Register by **February 27, 2015** to take advantage of the discounted delegate registration fee of \$395 (check) or \$410 (credit card) and to guarantee your company's listing in the Preliminary Registration Roster, which will be available on the web and updated every Wednesday evening beginning on March 17, 2015.

### REGULAR AND MAIL-IN REGISTRATION > DEADLINE: MARCH 17, 2015

Register by **March 17, 2015** 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 Phoenix. After this date pay the Late Registration Fee of \$495 (check) or \$510 (credit card).

**To Register online visit: [shda.org](http://shda.org)**



Mail all Meeting Registrations and payment to:

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

Make all checks payable to SHDA. Register online at [www.shda.org](http://www.shda.org)

### 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, except for the Ben Silver Seminar which is a separate fee to participate. Registered spouses are welcome and encouraged to participate in SHDA activities.

### REGISTRATION AND CANCELLATION POLICIES

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

By March 2, 2015 – for Full Refund

By April 6, 2015 – for 50% Refund

After April 6, 2015 - No Refund, with the exception of a medical emergency. If you must cancel your meeting registration, it is also your responsibility to cancel hotel room reservations.

### BADGES

Admittance to convention activities will be by badge only and include:

- 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.\*
  - Three breakfasts\*
  - Two luncheons\*
  - Six cocktail receptions (with open bar)\*
- Non-registered spouses will not receive a badge.*

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

# REGISTRATION FORM

45TH ANNUAL INDUSTRY ADVANCEMENT SUMMIT

Pointe Hilton Squaw Peak Resort | Phoenix, Arizona | Tuesday, April 28 – Friday, May 1, 2015

Pre-Summit Golf Outing – Monday, April 27

EARLY BIRD REGISTRATION  
**FEBRUARY 27**

HOTEL SLEEPING ROOM DEADLINE  
**APRIL 4**

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

Please Check if you are staying for Friday appointments  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 attending SHDA's 45th 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. Delegate registration forms received by February 27, 2015 will qualify for the \$395 early registration, check discount fee or \$410 early registration credit card fee. The \$465 regular registration, check discount fee or \$480 regular registration credit card fee will apply to delegate registrations received between February 28, 2015 and March 17, 2015. All delegates registered by March 17, 2015 will appear in the Official Conference Program. Delegate registrations received after March 17, 2015 will pay the \$495 late fee, check discount fee or \$510 late 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/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 \_\_\_\_\_ 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

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](http://shda.org) for added security.**

Please charge to my (check one):

VISA  MasterCard  Discover  AmEx

Account # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Sec. Code \_\_\_\_\_

Billing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

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

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

TELEPHONE INQUIRIES (410) 940-6346

REGISTER BY FAX (410) 263-1659

REGISTER ONLINE [www.shda.org](http://www.shda.org)

REGISTRATION	CHECK DISCOUNT	CREDIT CARD	TOTAL
Delegate Early Registration Fee (If paid by 2/27/15)	\$395	\$410	\$
Delegate Regular Registration Fee (If paid between 3/1/15 and 3/17/15)	\$465	\$480	\$
Delegate Late-Fax-In Registration Fee (If paid after 3/17/15)	\$495	\$510	\$
Spouse/Companion/Guest Registration Fee	\$275	\$285	\$
Ben Silver Seminar (Tuesday, April 28, 2015)	\$99	\$99	\$
Golf Tournament (Monday, April 27, 2015)	\$145	\$145	\$
Delegate Club Rental (indicate <input type="checkbox"/> left or <input type="checkbox"/> right) tax included	\$70	\$70	\$
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	\$70	\$70	\$
Total Fees Due for Attendee:			\$
My company would also like to contribute to the Ben Silver Fund. I have enclosed a contribution of			\$
<b>GRAND TOTAL</b>			<b>\$</b>



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](http://www.shda.org)

# MANUFACTURER SUITE REGISTRATION

45TH ANNUAL INDUSTRY ADVANCEMENT SUMMIT

Pointe Hilton Squaw Peak Resort | Phoenix, Arizona | Tuesday, April 28 – Friday, May 1, 2015

**ALL RESERVATIONS MUST BE MADE BY: MARCH 24, 2015**

Associate Members must use this form to reserve their One-on-One Conference Suite, only one per membership. Manufacturers' Suites must be reserved as a three-night package. Additional nights may be added to accommodate individual travel plans. Be sure to reserve your accommodations through the SHDA Office no later than March 24, 2015. You must also register as a delegate to the conference on page 5.

Please check here if you plan to take appointments on Friday (this list will be published in advance of the conference)

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. Requests are not guaranteed. \_\_\_\_\_

To avoid suite placement near your primary competitor(s), please list them below. 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:** \$780 single occupancy or double occupancy (price includes room & tax) 3 nights deposit required. Please note: This price is less than 2013! Each additional night may be added at \$260 per night, single occupancy or double occupancy. If you are playing golf in the SHDA Golf Outing (at 1:00 pm on Monday, April 27), you may need to add one or two additional nights' lodging. *NOTE: you should allow a minimum of 90 minutes from airline arrival time at Phoenix Sky Harbor International Airport to reach the golf course. \*Please note there are 30 days in the month of April\**

3 nights lodging deposit @ \$780.00, cash advance (check) Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_

3 nights lodging deposit @ \$819.00, credit card payment Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_

4 nights lodging deposit @ \$1,040.00, cash advance (check) Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_

4 nights lodging deposit @ \$1,092.00, credit card payment Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_

5 nights lodging deposit @ \$1,300.00, cash advance (check) Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_

5 nights lodging deposit @ \$1,365.00, credit card payment Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_

6 nights lodging deposit @ 1,560.00, cash advance (check) Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_

6 nights lodging deposit @ \$1,638.00, 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 2, 2015. 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 Friday, May 1. Partial refunds will not be provided unless due to a medical emergency provided in writing to SHDA Headquarters.

**Check-In: 4:00 p.m. – Check-Out: 11:00 am** (immediately following the last One-on-One Conference on Friday)

Accommodations will be confirmed with a credit card guarantee.

Credit Card:  American Express  Visa  MasterCard  Discover

Cardholder's Name: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Signature: \_\_\_\_\_ Phone: \_\_\_\_\_

Billing Address: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_



Mail registrations being paid by check to: SHDA Headquarters, 105 Eastern Ave., Suite 104, Annapolis, MD 21403 Fax: 410-263-1659 Questions? Call 410-940-6346

## HOTEL INFO

### POINTE HILTON SQUAW PEAK RESORT

7677 North 16th Street, Phoenix, Arizona 85020

Reservations: 1-800-876-4683

Resort: 602-997-2626 | Resort Fax: 602-997-2391

Check-in: 4:00 pm | Check-out: 11:00 am

The Pointe Hilton Squaw Peak Resort offers 563 suites, 48,000 square feet of meeting space, three restaurants and a standard of excellence that has earned it AAA's Four Diamond award, Meetings & Conventions' Gold Key and most recently, an award of excellence from Corporate & Incentive Travel.

The resort's two-room suites offer a choice of one king bed or two queen beds. Both single and double accommodations may include a queen sleeper sofa in the living room, if requested. All standard suites feature a wet bar, refrigerator, two televisions, hair dryers, irons and ironing boards. Each two-room suite has one bedroom and a separate living room area.

The hotel features three restaurants. **Rico's American Grill** serves American favorites with a Southwestern flair, **The Hole-in-the-Wall** serves down-home Western fare beside the waters of the River Ranch and **Slim Picken's** offers casual dining and libations at the River Ranch. Spectacular water features are an integral part of a stay at the Squaw Peak Resort. **The Hole-in-the-Wall River Ranch** is a water park featuring acres of water fun, including a lazy river, a water slide and a beautiful lagoon pool with a 10-foot waterfall. **Tocasiera Spa & Salon** is continually expanding with new services offering the most updated treatments to leave you feeling relaxed and rejuvenated.

## Transportation

**Airline:** When making airline arrangements, plan to fly into Phoenix Sky Harbor International Airport (PHX).

**Rental Car:** Special rates have been established through Hertz for SHDA members if you plan on renting a car at the Phoenix Airport. Please call 1-800-654-2240 and refer to Hertz code: CV# 027W0022

**Taxi:** The following taxis are contracted to pick up passengers at Phoenix Sky Harbor: Apache Taxi (480) 557-7000; AAA/Yellow Cab (480) 888-8888; Mayflower Cab (602) 955-1355.

**Limousines:** Limousines are available on a prearranged basis and offer door-to-door service. Please proceed to the Courtesy Information Center located in the baggage claim area to contact the companies directly. Rates vary according to destinations but typically range from \$35 to \$85. The following companies serve Phoenix Sky Harbor: Mechelle Limousine: (602) 501-5199; Monarch Limousine: (602) 531-6132; Black Pearl Limo: (602) 290-8923; Zion Limousine: (602) 694-6064; LimoLux USA: (855) 307-7980; All Star Trans: (480) 628-3722.

**Shuttle:** The SuperShuttle operates 24 hours on a scheduled basis, with vans departing every 15 minutes from 9 a.m. to 9 p.m. Call (602) 244-9000 for more information. For the telecommunications device for the deaf (TDD), please call (602) 243-7786.

## SHDA GOLF OUTING

### MONDAY, APRIL 27, 2015

The Lookout Mountain Golf Club (Located at Pointe Hilton Tapatio Cliffs Resort) 11111 N. 7th St., Phoenix, AZ 85020

Phone: 602-866-7500 | [www.pointegolf.com](http://www.pointegolf.com)

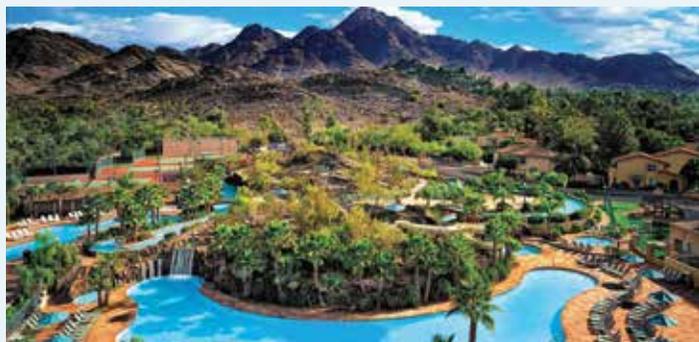
Shotgun Start at 1:00 pm | Price: \$145

Nike rental clubs including six balls: \$70

Welcome to the Lookout Mountain Golf Club at Pointe Hilton Tapatio Cliffs Resort. This magnificent par-71 course has garnered many honors. *Golf Digest* named it one of the 450 best public courses in the country and Lookout Mountain has been consistently voted one of the top 10 golf courses in the state of Arizona. Featuring lush greens entwined by carefully preserved Sonoran Desert Terrain, this championship 18-hole course combines spectacular scenery with challenging play. In fact, you may see quail or even a coyote out on the course. (Please let them play through).

Soak up the Arizona sunshine as you enjoy this golf outing with your fellow SHDA attendees. Closest to the pin, longest drive and other contests will get your competitive juices flowing, as you enjoy the scramble format.

*Range balls available prior to start. Rate includes greens fee and cart, range balls, a sleeve of balls, tournament services, supper and prizes. A casual supper will be served at the end of the outing. Pre-registration required.*



**BOOK YOUR ROOM BY: APRIL 4, 2015**

To reserve a sleeping room (not a company One-on-One Suite), please call 1-800-876-4683 to make your reservation directly with the Pointe Hilton Squaw Peak Resort. You may also reserve a room online at [shda.org](http://shda.org). Be sure to mention that you will be attending the SHDA conference to receive the special **SHDA room rate of \$199 (plus state and local taxes) for single or double occupancy.**

SHDA sleeping rooms will be available until **April 4, 2015**. 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 Pointe Hilton Squaw Peak Resort. 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.

**If you are an Associate (manufacturer) member and you are reserving your company's One-on-One Suite, please fill out the Associate Member One-on-One Reservation Form on the opposite page. You do not need to contact the hotel for this suite – it will be assigned by SHDA.**



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



# IT'S ALL ABOUT RELATIONSHIPS!

**45TH ANNUAL INDUSTRY ADVANCEMENT SUMMIT**  
 POINTE HILTON SQUAW PEAK RESORT PHOENIX, ARIZONA  
 TUESDAY, APRIL 28 – FRIDAY, MAY 1, 2015

## NETWORKING:

SHDA's Annual Conferences are considered the best networking opportunity in the industry. The 45th Annual Industry Advancement Summit will be no exception, as SHDA strives to combine education and industry development with relationship building and fun. With a Welcome Reception, two nights of Networking Receptions, Hospitality Suites 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 sharing a ride in the elevator, 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 45th Annual Industry Advancement Summit will bring you together conveniently and affordably.

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.

## NETWORKING OPPORTUNITIES:

### WELCOME RECEPTION

Tuesday, April 28, 2015.....5:30 pm – 7:00 pm

### SHDA NETWORKING RECEPTIONS

Wednesday, April 29, 2015.....6:00 pm – 7:00 pm

Thursday, April 30, 2015.....6:00 pm – 7:00 pm

### SHDA LUNCHEONS

Wednesday, April 29, 2015.....12:00 pm – 1:20 pm

Thursday, April 30, 2015.....12:00 pm – 1:20 pm

### SHDA HOSPITALITY SUITE

Tuesday, April 28, 2015.....9:30 pm – 11:00 pm

Wednesday, April 29, 2015.....9:30 pm – 11:00 pm

Thursday, April 30, 2015.....9:30 pm – 11:00 pm