

2013 REGISTRATION BROCHURE



70 Years Strong!

ADMA 2013 Annual Conference

November 3-7, 2013

La Quinta Resort & Club

La Quinta, California



Dear ADMA Member:

Have you heard the news? Not only is ADMA holding the Annual Conference in a new meeting location, we are also celebrating our 70th Anniversary!! The Program Committee and Board of Directors have put together an outstanding Annual Conference program for our Members this year with plenty of celebrations and a slightly new format. As always, there will be numerous networking opportunities, plenty of group activities, (including an event for the non-golfers!), and a fantastic speaker at the closing reception.

What is the new format you ask? While at the Spring Board of Directors meeting, the Board reviewed the very positive feedback we received from the 2012 Annual Conference survey. Here are just a few of the comments we received:

It is impossible to place a value on our participation in ADMA. We couldn't accomplish the distributor/manufacturer one on one contact, relationship building opportunities and networking opportunities we accomplish in the week at ADMA in a years' time without this type of venue.

Excellent. Great opportunity to visit with a high number of business associates in one concentrated area.

As a first time attendee, I found the conferences to be of tremendous value.

What we also heard was the Monday Business Session is not valuable to many of the members. In that regard, we have eliminated the Monday speaker and are working on changing the format for Monday. There are still some details to be worked out, but **we asked, you spoke, and we listened!** We encourage you to submit your feedback at anytime. Please write to adma@fernley.com with your comments at anytime.

We encourage you to bring your spouse or companion to the conference as it enhances the organization. Spouses are welcome to attend all networking events and functions. To ensure that the experience is wonderful for them, ADMA spends a lot of effort on the programming for our spouses and companions. This year, the spouse luncheon is being replaced with a shopping experience! On Monday, November 4th, the spouses will be provided transportation to down town Palm Desert to Cactus Flower Shoes, where plenty of wine and food will be served and a discount will be offered on their fine selection of shoes. In addition, La Quinta Resort & Club also has a fantastic spa, tennis courts, and plenty of outdoor activities to enjoy.

Your Annual Conference registration fee will include the following networking functions:

- The Opening Reception, dinner and silent auction on Sunday night
- The President's Reception on Monday night
- The Closing Reception, dinner with entertainment and golf awards on Wednesday night
- Private Conference buffet lunches on Monday and Wednesday

The proceeds of the Silent Auction go to the scholarship fund for our aspiring A&P Mechanics, Aviation Managers and Professional Pilots. The scholarship program is one way ADMA encourages young people to enter our exciting industry. Please make your contribution by donating an item. If you prefer, please make a monetary donation and ADMA Headquarters will purchase an item on behalf of your organization. As always, your generosity is very much appreciated.

As in the past, the Private Conference Sessions are a major networking component of the Annual Conference and are included in your registration fee. We have maintained the number of Private Conference meeting opportunities at this year's conference and are working on squeezing in one or two more.

ADMA offers other networking opportunities throughout the Annual Conference. One treasured pastime is the annual ADMA Golf Tournament which will take place on Tuesday, November 5th. Join us as we play the La Quinta Resort Dunes Course. Don't miss your chance to gain more exposure by sponsoring a prize hole during the Golf Tournament.

If you are not golfing on Tuesday afternoon, please join us for one of several optional activities including a Beginners Golf Clinic hosted by the PGA West Golf Academy, a Tennis Clinics hosted by the LaQuinta Resort Tennis Club or a Palm Springs Aerial Tram and Celebrity Home Tour.

Our speaker for the Wednesday Closing Dinner & Reception is Corkey Fornof. Corkey is a stunt pilot/aerial coordinator, airshow performer, test pilot and business man. His flying has taken him through many adventures, captivating audiences at air shows and on the big screens for over 40 years. You don't want to miss this exciting speaker!

On behalf of the Board of Directors and ADMA Headquarters, we hope that you find this program as robust with networking, education and activities that we do.

I also hope you and your family will take advantage of the many opportunities available in the Palm Springs area, so plan to bring them along! I look forward to seeing you in my home state of California this November.

Kind regards,

Mike Shaw
ADMA President



SCHEDULE OF EVENTS

*Please note: The information below is subject to change.
Please see the 2013 Annual Conference Program for the most up-to-date room assignments*

SUNDAY, NOVEMBER 3, 2013

Registration

12:00 p.m. - 7:00 p.m.

Board Meeting

2:00 p.m. - 4:00 p.m.

First Timers Reception

6:00 p.m. - 6:30 p.m.

Opening Reception/ Dinner/ Silent Auction 70th Anniversary Celebration

7:00 p.m. - 10:00 p.m.

Golf Tournament Registration

11:30 a.m. - 12:15 p.m.

Golf Tournament

12:30 p.m. - 5:30 p.m.

Optional Activities

Tennis Clinic

1:00pm - 3:00pm

Beginners Golf Clinic

1:00pm - 2:00pm

Palm Springs Aerial Tram & Celebrity Home Tour

1:00pm - 5:00pm

MONDAY, NOVEMBER 4, 2013

Registration

7:00 a.m. - 12:00 p.m.

Business Session

8:00 a.m. - 8:45 a.m.

Private Conferences

9:00 a.m. - 5:55 p.m.

Spouse/Companion Luncheon Cactus Flower Shoe Salon

12:00 p.m. - 4:30 p.m.

Private Conference Lunch

12:00 p.m. - 1:30 p.m.

President's Reception

6:00 p.m. - 7:00 p.m.

WEDNESDAY, NOVEMBER 6, 2013

Private Conferences

8:15 a.m. - 5:55 p.m.

Private Conference Lunch

12:15 p.m. - 1:30 p.m.

General Policy Luncheon

12:15 p.m. - 1:15 p.m.

Board Meeting

4:00 p.m. - 6:00 p.m.

Closing Reception and Dinner

6:30 p.m. - 10:00 p.m.

TUESDAY, NOVEMBER 5, 2013

Registration

7:00 a.m. - 11:00 a.m.

Private Conferences

7:00 a.m. - 10:55 a.m.

THURSDAY, NOVEMBER 7, 2013

Free Time

6:00 a.m. - 12:00 p.m.

Private Conferences

8:00 a.m. - 11:55 a.m.

Here's what others are saying about the Fall Conference...

"Excellent Conference. Great opportunity to visit with a high number of business associates in one concentrated area."

NETWORKING

The networking scene at ADMA meetings is the number one benefit of attending. ADMA offers a unique forum that allows its members to develop productive, positive relationships with people in the Aviation Industry, including competitors.

The ADMA Board of Directors noted a few key points to remember when networking so that you can maximize your networking opportunities:

SET GOALS

Set a goal for the number of people that you would like to meet or reacquaint yourself.

PEOPLE MAKE UP A BUSINESS

Businesses are owned and operated by people. These people are the decision makers and base their decisions on their opinions and judgments.

NUMBERS YEILD RESULTS

Talk to as many people as possible, even people that you do not know.

LISTEN

Listening goes a long way and makes people feel at ease.

CARRY A PEN & PAPER

Write down a few memorable traits of each person that you meet.

THE SPOUSE / COMPANION FACTOR

Ask your spouse or companion to network on your behalf in private spouse functions or in general networking functions.

STAY IN TOUCH

Be sure to follow up with your new and old contacts after the Annual Conference.

The 2013 ADMA Annual Conference Networking Opportunities are as follows:

Opening Reception, Dinner & Silent Auction

Sunday, November 3, 2013
7:00 p.m. - 10:00 p.m.

Kick off the meeting at the ADMA Welcome Reception and Dinner. Catch up with all of your ADMA friends and make plans for the rest of the week. As always, the Silent Auction coincides with this event and the Aviation Education Committee is counting on you to make this year's Auction a smash hit. Get ready to bid on a wide variety of great items this year!

Monday Business Session

Monday, November 4, 2013
8:00 a.m. - 8:45 a.m.

Join your fellow ADMA Members as awards for ADMA Meeting attendance are distributed. We will also hear from our President, Mike Shaw, as he provides us with an update on the Association and introduces the newly elected Board of Directors.

President's Reception

Monday, November 4, 2013
6:00 p.m. - 7:00 p.m.

Golf Tournament

Tuesday, November 5, 2013
12:30pm - 5:30pm

The 2013 ADMA Golf Tournament will take place at the LaQuinta Resort Dunes Course with a shot gun start of 12:30pm. The golf tournament is a fantastic way to network whether you are an experienced golfer or just starting your golfing career.

Tennis Clinic

Tuesday, November 5, 2013
1:00pm - 3:00pm
\$50.00 per person

This two hour clinic will consist of teaching techniques for ground strokes, volleys, overhands, and serves followed by fun tennis drills and games. The clinic will be held at the LaQuinta Resort Tennis Club at the west end of the resort property next to the spa.

Beginners Golf Clinic

Tuesday, November 5, 2013
1:00pm - 2:00pm
\$50.00 per person

The PGA West Academy at the Dunes Golf Course will host a one hour golf clinics for beginners. This one hour clinic will focus on building strong fundamental skills including grip, posture, ball position and weight distribution. Attendees will work on proper weight distribution throughout the swing, club position at the top of the swing and impact as well as a short game to focus on putting and chipping.

Bird's Eye View of Palm Springs

Tuesday, November 5, 2013
1:00pm - 5:00pm
\$85.00 per person

The Palm Springs Aerial Tramway, climbing smoothly over two and one half miles of cable to the evergreen trees of the San Jacinto Mountains, is on the West's most popular attractions. In 8.5 minutes, the two 80 passenger, revolving tramcars will carry guests safely from thorny cactus and warm desert sands to the invigorating mountain air and threshold of the Mt. San Jacinto State Wilderness Park. Once atop the mountain station of the tram, spectacular views of the desert manifest the immense diversity of California.

After the Tram ride, guests will enjoy a narrated Celebrity Home Tour of the Las Palmas area of Palm Springs. See where the stars lived when they escaped the busy Los Angeles/Hollywood area to enjoy time in the wonderful desert climate. You will see where Kirk Douglas, Goldie Hawn, Jack Benny and Liberace once lived, just to name a few!

\$85.00 per person (20 person minimum) includes round trip transportation, admission fee to aerial tram and celebrity home tour.



Closing Reception & Dinner

Wednesday,
November 6, 2013
6:30 p.m. - 10:00 p.m.

Join us for the Closing Reception and Dinner. The evening begins with cocktails at a hosted bar from 6:30 p.m. - 7:30 p.m. and will then become a cash bar through 10:00 p.m. Cocktails will be followed by dinner and a presentation from J.W. "Corkey" Fornof. The name "Corkey" was taken from the side of his father's WWII fighter. Having flown on every continent but Antarctica, he has logged 17,000+ hours in over 300 different types of aircraft. He has flown over 3,000 low level aerobatic shows in nine different types of airplanes. Flying has taken him through many adventures, captivating audiences at air shows and on the big screens for over 40 years. His skills and talents have given him a reputation for creating, flying, and filming action packed live stunts. His aviation stunts in the James Bond films have gained him worldwide recognition. Corkey is a member of SAG-AFTRA, Screen Actors Guild-American Federation of Television and Radio Artists. He currently holds a FAA Motion Picture/TV manual and FAA zero-level aerobatic card.

PRIVATE CONFERENCES

We have developed the following pointers to enhance your Private Conference Experience:

MANUFACTURERS:

- Address past results and future opportunities.
- Be honest!
- Begin every meeting with a positive attitude!
- Discuss Trends
- Do not sell around the distributor to a customer
- Follow up on action items after the meeting.
- Prepare well in advance of the meeting
- Understand the roll of distributors

DISTRIBUTORS:

- Address past results and future opportunities
- Begin every meeting with a positive attitude!
- Follow up on action items after the meeting
- Offer constructive suggestions
- Prepare well in advance of the meeting
- Understand the roll of manufacturers

MONDAY, NOVEMBER 4, 2013

Period 1: 9:00 AM-9:25 AM
Period 2: 9:30 AM-9:55 AM
Period 3: 10:00 AM-10:25 AM
Period 4: 10:30 AM-10:55 AM
Period 5: 11:00 AM-11:25 AM
Period 6: 11:30 AM-11:55 AM
Buffet Lunch: 12:00 PM-1:15 PM
Period 7: 1:30 PM-1:55 PM
Period 8: 2:00 PM-2:25 PM
Period 9: 2:30 PM-2:55 PM
Period 10: 3:00 PM-3:25 PM
Period 11: 3:30 PM-3:55 PM
Period 12: 4:00 PM-4:25 PM
Period 13: 4:30 PM-4:55 PM
Period 14: 5:00 PM-5:25 PM
Period 15: 5:30 PM-5:55 PM

TUESDAY, NOVEMBER 5, 2013

Period 16: 7:00 AM-7:25 AM
Period 17: 7:30 AM-7:55 AM
Period 18: 8:00 AM-8:25 AM
Period 19: 8:30 AM-8:55 AM
Period 20: 9:00 AM-9:25 AM
Period 21: 9:30 AM-9:55 AM
Period 22: 10:00 AM-10:25 AM
Period 23: 10:30 AM-10:55 AM

WEDNESDAY, NOVEMBER 6, 2013

Period 24: 8:15 AM-8:40 AM
Period 25: 8:45 AM-9:10 AM
Period 26: 9:10 AM-9:40 AM
Period 27: 9:45 AM-10:10 AM
Period 28: 10:15 AM-10:40 AM
Period 29: 10:45 AM-11:10 AM
Period 30: 11:15 AM-11:40 AM
Period 31: 11:45 AM-12:10 PM
Buffet Lunch: 12:15 PM-1:15 PM
Period 32: 1:30 PM-1:55 PM
Period 33: 2:00 PM-2:25 PM
Period 34: 2:30 PM-2:55 PM
Period 35: 3:00 PM-3:25 PM
Period 36: 3:30 PM-3:55 PM
Period 37: 4:00 PM-4:25 PM
Period 38: 4:30 PM-4:55 PM
Period 39: 5:00 PM-5:25 PM
Period 40: 5:30 PM-5:55 PM

THURSDAY, NOVEMBER 7, 2013

Period 41: 8:00 AM-8:25 AM
Period 42: 8:30 AM-8:55 AM
Period 43: 9:00 AM-9:25 AM
Period 44: 9:30 AM-9:55 AM
Period 45: 10:00 AM-10:25 AM
Period 46: 10:30 AM-10:55 AM
Period 47: 11:00 AM-11:25 AM
Period 48: 11:30 AM-11:55 AM

CONFERENCES GUIDELINES

ADMA Private Conference Expectations

ADMA's Private Conferences are a unique benefit to ADMA membership. Both distributor and manufacturer members agree that this is a rare and extraordinary opportunity to meet with industry partners in a 'private' setting. Please note that we encourage manufacturer members to set appointments with other manufacturer members

Read the following information to properly prepare for and conduct the conferences:

25 MINUTE APPOINTMENTS

Use these appointments to meet with non-marketing partner principals, on a one-to-one basis, who request an appointment with you. During this time, you may:

- Review company and marketing philosophy
- Introduce product line
- Learn more about the potential of a prospective partner
- Share technical and sales training information
- Unveil new programs

50 MINUTE AND 75 MINUTE APPOINTMENTS

Meet with existing partners to discuss areas of mutual concern. These would include, but are not limited to:

DISTRIBUTORS:

- Prepare market data for each vendor
- Check with field personnel for details on products and servicing
- Discuss sales trends and customer needs and queries
- Explore available advertising assistance
- Explore available sales training and technical assistance
- Unveil new programs, locations, etc.

MANUFACTURERS:

- Disseminate new product information
- Unveil new programs
- Share sales training information
- Discuss advertising plans
- Prepare individual distributor figures
- Explore sales trends

By preparing properly for these conferences in advance, you will enhance the value of the ADMA private conferences for both you and your company. Here is some additional information to help you better understand how to conduct these meetings.

MANUFACTURER EXPECTATIONS OF DISTRIBUTORS

Send decision-makers. ADMA is a management-to-management forum!

Don't dominate the discussion. Leave time for the manufacturer's presentation.

Distributors should not just listen; they should prepare for and contribute to the meeting.

- Updates on organizational changes
- Supplier-specific issues, concerns and opportunities
- Customer feedback on products, prices, marketing programs
- Share sales data in a format meaningful to manufacturers.
- Report sales at cost to allow comparison to purchases inventory
- Discuss specific future strategy and its application to the supplier's product line.
- If applicable, set mutual sales goals for new programs

DISTRIBUTOR EXPECTATIONS OF MANUFACTURERS

Send decision-makers. ADMA is a management-to-management forum!

Don't dominate the discussion. Leave time for the distributor's presentation.

Understand and communicate the distributor's purchase performance in comparison to the previous year, and also versus aggregate product line performance. If the distributor is losing market share, tell him.

Prepare for the meeting! This is the opportunity to tell distributors what's new, unveil marketing programs, present new products, announce organizational changes and communicate company strategy.

When communicating growth strategy, explain the distributor's role in accomplishing that strategy.

By preparing for these conferences in advance, you will enhance the value of this meeting for you and your company.

REGISTRATION INFORMATION

Delegate: \$595
Spouse/Companion: \$195
Registration Deadline: Monday, October 14, 2013

Register now using the enclosed Advance Registration Form or online through our website at www.adma.org, and return it to ADMA headquarters by Monday, October 14, 2013 to ensure you are listed in the printed program. Individuals who register after Monday, October 14, 2013 will appear in a Supplementary Registration list that will be available at the ADMA Registration Desk. Acknowledgements will be sent via email to each delegate on an individual basis. Please read the instructions on the back of the Registration Form before completing it. Please email the form to mmobley@fernley.com or fax it to ADMA Headquarters at 215-564-2175.

GOLF TOURNAMENT AT LA QUINTA RESORT DUNES COURSE



This course is a good trial to warm up for our TPC Stadium Course at PGA WEST. At par-72 this Pete Dye championship course is characterized by rolling Scottish-links-style fairways and thick penalizing rough. A leisurely round is punctuated by fantastic scenery and careful club selection. A dramatic left-turning fairway with a tantalizing green will tempt long hitters on the signature 17th while an insatiable lake eagerly awaits the chance to swallow the foolhardy.

Join your ADMA friends and industry partners for a day on the greens at **La Quinta Resort Dunes Course**. You can register for golf when registering for the conference. The fee includes green and cart fees, range balls, and lunch. Don't miss this excellent networking opportunity.

Fee: \$105.00
Please register using the meeting registration form

HOTEL INFORMATION

La Quinta Resort & Club
49-499 Eisenhower Drive
La Quinta, California 92253
Telephone: 760-564-4111
Website: www.laquintaresort.com

Few places on earth so capture your spirit and immediately transport you to a wonderful sense of peace, as does La Quinta Resort & Club. An original desert hideaway at the foot of the spectacular Santa Rosa Mountains, La Quinta Resort & Club has been the personal refuge for Hollywood luminaries and travelers (and their pets) from around the world since 1926. Remarkably secluded and personal, the resort's masterful layout and hand-crafted hacienda style architecture feels all at once like a charming village and a luxury destination.

While you could easily spend a week lounging in the sun beside one of 41 pools that sit just steps from your guestroom door, the lush 45-acre resort offers so much more. La Quinta Resort invites you to challenge golf's legends on five championship courses, indulge in the rejuvenating afternoon at Spa La Quinta, savor creations of top chefs in one of seven restaurants, shop, play tennis, or simply indulge the luxury of doing nothing at all.

HOTEL RECREATION

- Golf
- Tennis
- Swimming
- Spa La Quinta
- Bike Rentals
- Running
- Guided History Walking Tour
- Shopping

ROOM RATES

Single/Double: \$290+ tax per night.

Make your reservations no later than Thursday, October 3, 2013. Please keep in mind that rooms sell quickly at La Quinta and that the sooner that reservations are made, the better. If you are the suite holder, please remember to email your name and confirmation number to Monica Mobley at mmobley@fernley.com.

Here's what others are saying about the Fall Conference...

"Excellent vehicle to maintain and develop relationships."

TRAVEL INFORMATION

*The hotel is approximately one hour (20 miles) from Palm Springs International Airport (PSP).
Please note the hotel does not provide shuttle service from the airport.*

RENTAL CARS

ENTERPRISE RENT-A-CAR is the preferred car rental service for La Quinta Resort & Club and offers a convenient onsite location for picking up and dropping off. To make a reservation, call 1-800-261-7331

WEATHER

La Quinta generally experiences highs in the mid 80's and lows in mid 50's during the first weeks of November.

WARDROBE

The attire for the Annual Conference is business casual. For men, golf shirts, shirts, and leisure slacks are appropriate. For women, blouses, sweaters, skirts and slacks.

THINGS TO DO IN THE AREA

PALM SPRINGS AIR MUSEUM

Welcome to the most unique and fun venue for tour groups in the entire Palm Springs area! The Air Museum is home to one of the largest collections of flying WWII aircraft in the world including a B-17 Flying Fortress. Many of these aircraft have been used by motion picture companies in movies set during the Second World War. However, the most important component of the Museum's presentations is not part of the collection, but is, instead, the living history and eyewitness accounts of the hundreds of docents who volunteer their time to explain the exhibits. Many served and survived in air, ground and sea combat during World War Two. They are a priceless resource that is also a very finite asset of the institution. They are uniquely available to share their experiences and sacrifices for the education of future generations and to tell the stories that "should never be forgotten."

DESERT TRAIL RIDE

Horseback ride through the historic Palm Springs landscape! Enjoy year-round streams, beautiful palm Oasis; observe coyotes, rabbits, and numerous species of birds sharing the deserts infinite beauty. You are accompanied by a trail guide to assure safety and to re-create Western hospitality, capturing the flavor of bygone days.

BIKING LA QUINTA COVE

The Coachella Valley offers a variety of majestic biking trails. Ride through the La Quinta Cove and experience the beauty of the Santa Rosa Mountains. The ride starts with a gentle climb to the La Quinta cove via a well-marked and paved bike path. After taking in the views from atop the cove and enjoying a snack and informational talk, riders will continue on the network of dirt paths at the base of the Santa Rosa Mountains. They will have a chance to do some entry-level off-road riding before heading downhill on a well deserved descent through the La Quinta Cove.

HIKING IN THE CANYONS

Hike through the lush Indian Canyons with an experienced guide, and leave your cares behind. Sparkling springs and cascading water annuals shaded by lush vegetation ... Ancient fan palms marching up to rugged canyons ... Home of the Agua Caliente Band of Cahuilla Indians... Once inside hikers can choose from Andreas, Murray, or Palm Canyon. Adjacent to the Indian Canyons is the Tahquitz Canyon. Taking a guided tour allows hikers to take a languid amble through the canyon, stopping to look for bighorn sheep or phainopepla birds. The canyon is also full of desert plants like cholla, mesquite and desert lavender. The creek you'll follow along the trail originates at Tahquitz Annuals, a 60-foot high water annual that arcs into a beautiful pool. It's a short, relatively flat hike only 350 feet elevation gain, suitable for many fitness and ability levels.

RETRO TOUR OF PALM SPRINGS

In its heyday, Palm Springs housed some of the world's biggest celebrities and was the canvas for some of the foremost modernistic architects. This tour is for the architectural pilgrim allowing them to view homes and buildings created by Albert Frey and George & Bob Alexander and many other world famous architects. This tour will also allow guests to observe former homes of celebrities like: Frank Sinatra, Liberace, Bob Hope and a host of others. During the break, guests are treated to drinks and appetizers at Le Vallauris, which features Mediterranean French California cuisine. Located in a historical landmark, Le Vallauris is decorated with tapestries, Louis XV furniture, and a multitude of flowers that surrounds a beautiful tree-lined patio that is heated and air-cooled.

Here's what others are saying about the Fall Conference...

"The value comes from the private meetings and how you can build a network."