

**REGISTRATION  
BROCHURE**

**ADMA**  
INTERNATIONAL



***ADMA 2010  
Fall Conference***

***Sunday, October 31 –  
Thursday, November 4, 2010  
Marco Island Marriott Resort & Spa  
Marco Island, Florida***

**WWW.ADMA.ORG**

Dear ADMA Member:

The Program Committee and Board of Directors have put together another outstanding Fall Conference program for our Members this year. Numerous networking opportunities, an excellent speaker at our Opening Dinner, and plenty of group activities have been incorporated into the 2010 Fall Conference program.

Your Fall 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 and Dinner on Wednesday night
- Breakfasts on Monday, Tuesday, Wednesday, and Thursday
- Lunches on Monday and Wednesday

As in the past, the Private Conference Sessions are a major networking component of the Fall Conference and are included in your Fall Conference registration fee. We have increased your Private Conference meeting opportunities by adding four additional appointment times on Monday of the Fall Conference. Please visit the ADMA website for tips on how to maximize your opportunity during the ADMA Private Conferences.

ADMA will hold its annual Silent Auction at the Opening Reception on Sunday, October 31. As you know, the proceeds of this auction go to the scholarship fund for our aspiring A&P Mechanics, Aviation Managers, and Professional Pilots. Make your contribution by donating an item or 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.

The Sunday Evening Dinner will feature a terrific speaker, United States Air Force Retired Colonel Bob "Nunndog" Nunnally. Nunndog is a decorated combat fighter pilot, experienced business consultant, and successful CEO. He has led large, multi-national combat missions in Europe and has served as a senior mentor for leadership and ethics training for the Air Force and Department of Defense. Nunndog's message to *Never Fly Solo* concentrates on building trusting relationships in business and in life. His presentation promises to be highly engaging and inspirational so that you can continue to lead with courage, build trusting relationships, and work as a cohesive team with your organization.

ADMA offers multiple networking opportunities throughout the Fall Conference. One treasured pastime is the Annual ADMA Golf Tournament which will take place on Tuesday, November 2. Join us as we play the Flamingo Course at Lely Resort Golf & Country Club. Don't miss your chance to gain more exposure by sponsoring a prize hole during the Golf Tournament.

There will be two group activities offered to you this year on Tuesday of the Fall Conference. The first excursion will be a trip to a local pottery store where you can paint an assortment of objects from plates to potters! ADMA will ensure that your piece is shipped safely back to your home or place of business.

The second activity option is to climb aboard the Calusa Spirit for a catamaran tour of the Gulf of Mexico. Enjoy panoramic views of the Gulf of Mexico and Ten Thousand Islands on this 45 foot Corinthian Catamaran. You can register for the excursion to the pottery store or for the Calusa Spirit Catamaran tour on the ADMA Fall Conference registration form.

One of the most important components of the Fall Conference is the programming for our Companions and Spouses. Once again, Companions and Spouses will have access to all networking functions.

Additionally, Companions and Spouses are invited to attend a wine tasting luncheon on Monday, November 1, on the grounds of the Marco Island Marriott. A sommelier will be on hand at the luncheon providing our deserving Companions and Spouses with an assortment of aromatic and delicious wine samples.

We will continue last year's tradition of providing you with a private area on the beach. This private area can be used as a place to hold in-prompt-to meetings and other functions and will be for ADMA Fall Conference attendees only.

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 and we look forward to seeing you in Florida this October.

Kind regards,



Patrick White  
ADMA President



# SCHEDULE OF EVENTS

Please note: The information below is subject to change. Please see the 2010 Fall Conference Program for the most up-to-date room assignments

## Sunday, October 31, 2010

### Registration

12:00 p.m. – 7:00 p.m.  
Islands A Desk – Lobby Level

### Board Meeting

3:15 p.m. – 5:15 p.m.  
Everglades – Lobby Level

### Opening Reception/ Dinner/ Silent Auction

7:00 p.m. – 10:00 p.m.  
Tiki Terrace

## Monday, November 1, 2010

### \*Private Beach Area\*

All Day  
North Tower Beach

### Registration

7:00 a.m. – 12:00 p.m.  
Islands A Desk – Lobby Level

### Continental Breakfast

7:00 a.m. – 8:00 a.m.  
Tropiks Restaurant – Lower Level

### Business Session

8:00 a.m. – 8:45 a.m.  
Salons C & D- Lobby Level

### Private Conferences

9:00 a.m. – 12:10 p.m.  
Lanai Suites & Capri Salons

### Spouse Luncheon

12:15 p.m. – 2:30 p.m.  
Tiki Terrace

### Private Conference Lunch

12:00 p.m. – 1:15 p.m.  
Lanai Suites & Capris Foyer

### Private Conferences

1:30 p.m. – 5:55 p.m.  
Lanai Suites & Capri Salons

### President's Reception

6:00 p.m. – 7:00 p.m.  
Quinn's Beach

## Tuesday, November 2, 2010

### \*Private Beach Area\*

All Day  
North Tower Beach

### Continental Breakfast

6:00 a.m. – 7:00 a.m.  
Tropiks Restaurant – Lower Level

### Private Conferences

7:00 a.m. – 11:00 a.m.  
Lanai Suites & Capri Salons

### Golf Tournament

12:30 p.m. – 5:30 p.m.  
Lely Resort Golf & Country Club

**Your Choice! Choose from a voyage aboard a catamaran or an excursion to paint pottery!**

1:00 p.m. – 5:00 p.m.

## Wednesday, November 3, 2010

### \*Private Beach Area\*

All Day  
North Tower Beach

### Continental Breakfast

7:15 a.m. – 8:15 a.m.  
Tropiks Restaurant – Lower Level

### Private Conferences

8:15 a.m. – 12:10 p.m.  
Lanai Suites & Capri Salons

### Private Conference Lunch

12:10 p.m. – 1:30 p.m.  
Lanai Suites & Capri Foyer

### General Policy Luncheon

12:15 p.m. – 1:15 p.m.  
Key West – Lobby Level

### Private Conferences

1:30 p.m. – 5:55 p.m.  
Lanai Suites & Capri Salons

### Board Meeting

4:00 p.m. – 6:00 p.m.  
Everglades – Lobby Level

### Closing Reception and Dinner

6:30 p.m. – 10:00 p.m.  
Sunset Terrace

## Thursday, November 4, 2010

### \*Private Beach Area\*

6:00 a.m. – 12:00 p.m.  
North Tower Beach

### Continental Breakfast

7:00 a.m. – 8:00 a.m.  
Tropiks Restaurant – Lower Level

### Private Conferences

8:00 a.m. – 11:55 a.m.  
Lanai Suites & Capri Salons

\* ADMA has reserved a section of the beach for our attendees so that in-prompt-to meetings and other gatherings can be held. Upon registration, you will be given a map for easy reference for this location.\*



# 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 Fall Conference.

The 2010 ADMA Fall Conference Networking Opportunities are as follows:

### Opening Reception, Dinner & Silent Auction

Sunday, October 31, 2010

7:00 p.m. – 10:00 p.m.

*Tiki Terrace*

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!



United States Air Force Retired  
Colonel, Bob "Nunndog" Nunnally

Enjoy the presentation from United States Air Force Retired Colonel, Bob "Nunndog" Nunnally as he inspires us with his motivational discussion on *Never Flying Solo*.

### President's Reception

Monday, November 1, 2010

6:00 p.m. – 7:00 p.m.

*Quinn's Beach*

Cocktails and light appetizers will be served on the beach overlooking the Gulf of Mexico (weather permitting). This is a great opportunity to discuss the days' events or make dinner plans with your ADMA colleagues.

### Closing Reception & Dinner

Wednesday, November 3, 2010

6:30 p.m. – 10:00 p.m.

*Sunset Terrace*

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.

# 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 1, 2010

Period 1: 9:00AM-9:25AM

Period 2: 9:30AM-9:55AM

Period 3: 10:00AM-10:25AM

Period 4: 10:30AM-10:55 AM

Period 5: 11:00AM-11:25AM

Period 6: 11:30AM-11:55AM

Lunch: 12:00PM-1:15PM *(please leave this time open for now)*

Period 7: 1:30PM-1:55PM

Period 8: 2:00PM-2:25PM

Period 9: 2:30PM-2:55PM

Period 10: 3:00PM-3:25PM

Period 11: 3:30PM-3:55PM

Period 12: 4:00PM-4:25PM

Period 13: 4:30PM-4:55PM

Period 14: 5:00PM-5:25PM

Period 15: 5:30PM-5:55PM

## Tuesday, November 2, 2010

Period 16: 7:00AM-7:25AM

Period 17: 7:30AM-7:55AM

Period 18: 8:00AM-8:25AM

Period 19: 8:30AM-8:55AM

Period 20: 9:00AM-9:25AM

Period 21: 9:30AM-9:55AM

Period 22: 10:00AM-10:25AM

Period 23: 10:30AM-10:55AM

## Wednesday, November 3, 2010

Period 24: 8:15AM-8:40AM

Period 25: 8:45AM-9:10AM

Period 26: 9:10AM-9:40AM

Period 27: 9:45AM-10:10AM

Period 28: 10:15AM-10:40AM

Period 29: 10:45AM-11:10AM

Period 30: 11:15AM-11:40AM

Period 31: 11:45AM-12:10PM

Lunch: 12:15PM-1:15PM *(please leave this time open for now)*

Period 32: 1:30PM-1:55PM

Period 33: 2:00PM-2:25PM

Period 34: 2:30PM-2:55PM

Period 35: 3:00PM-3:25PM

Period 36: 3:30PM-3:55PM

Period 37: 4:00PM-4:25PM

Period 38: 4:30PM-4:55PM

Period 39: 5:00PM-5:25PM

Period 40: 5:30PM-5:55PM

## Thursday, November 4, 2010

Period 41: 8:00AM-8:25AM

Period 42: 8:30AM-8:55AM

Period 43: 9:00AM-9:25AM

Period 44: 9:30AM-9:55AM

Period 45: 10:00AM-10:25AM

Period 46: 10:30AM-10:55AM

Period 47: 11:00AM-11:25AM

Period 48: 11:30AM-11:55AM



# 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

### 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.
- Update on organizational changes.
- Mention supplier-specific issues, concerns and opportunities
- Discuss 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:** \$495  
**Spouse/Companion:** \$195  
**Registration Deadline:** **October 7, 2010**

Register now using the enclosed Advance Registration Form and return it to ADMA Headquarters by **Thursday, October 7, 2010** to ensure you are listed in the printed program. Individuals who register after **Thursday, October 7, 2010** 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 and please email the form to [mtaft@fernley.com](mailto:mtaft@fernley.com) or fax it to ADMA Headquarters at 215-564-2175.

## Golf Tournament at Lely Golf and Country Club



This course is a 7,171 yard, par 72 championship course that will match-up well against the lowest handicappers while providing casual players with a one-of-a-kind Everglades golf experience. Abundant wildlife, including a pair of American Bald Eagles, will accompany you as you make your way around the track. Designed in the Olde Florida tradition, Naples' best new golf course offers truly unparalleled ambiance.

Join your ADMA friends and industry partners for a day on the greens at Lely Golf & Country Club. Sign up using the meeting registration form for a low fee of \$85. This fee includes green and cart fees, range balls, and lunch. Don't miss this excellent networking opportunity.

**Fee: \$85.00**  
**Please register using the meeting registration form**

## HOTEL INFORMATION

Marco Island Marriott Resort & Spa  
400 South Collier Boulevard  
Marco Island, Florida 34145  
Telephone: 239-394-2511  
Facsimile: 239-642-2672  
Website: [www.marriott.com](http://www.marriott.com)

Searching for Paradise? Explore a world of paradise at Marriott's exclusive Marco Island hotel. Fresh from an extraordinary \$187 million makeover, this world-class Florida Gulf Coast resort is situated on three miles of pristine beachfront property and offers an exhilarating retreat from the ordinary. With the sophistication of traditional Naples beach resorts, a lavish spa boasts Balinese influenced treatments,. Spacious Marco Island resort accommodations feature premier amenities, technology upgrades, and views of the Gulf of Mexico private beachfront. Nearby Naples resort recreation includes exciting water sports, parasailing, shelling cruises, and sightseeing adventures. Eight unique and outstanding restaurants span this Marco Island beach resort, serving everything from laid-back island fare to succulent steakhouse creations. Discover Paradise at Marco Island Marriott Beach Resort, Golf Club & Spa.

## Hotel Recreation

- Biking Trails
- Jet-skiing
- Kayaking
- Sailing
- Table Tennis
- Volleyball
- Water-skiing
- Two outdoor pools
- State of the art fitness and health center
- A Beach on the Gulf of Mexico!

## Room Rates

Single/Double: \$282 + tax per night.

*Make your reservations no later than Monday, September 30, 2010. Reservations received after this date will be filled on a space-available basis.*

# TRAVEL INFORMATION

The hotel is approximately one hour (50 miles) from Fort Myers International Airport (RSW). The hotel does not provide shuttle service from the airport. ADMA recommends the following methods of transportation.

**Town Cars and Limousines**  
**Naples Transportation**  
**Telephone: 800-592-0848**

## Rental Cars

Hertz Rental Cars: The Marriott Marco Island has a reciprocal agreement with Hertz Rental Cars. You have the ability to drop off your rental car at the hotel and then pickup a car at the hotel without having to rent a car for your full stay!  
Telephone: 800-564-3131

## Weather

Marco Island generally experiences highs in the low 80's and lows in the low 60's during the middle to last weeks in November.

## Wardrobe

The attire for the Fall 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

### Dolphin Watch, Shelling & Eco Excursions

In the shelling capital of the world, search for sand dollars and shells on the remote barrier Islands with a naturalist to answer questions along the way. As you cruise the 10,000 Islands, you also may elect to join the ship's crew in studying the behavior and habits of the bottlenose dolphin indigenous to this area. All boats have US Coast Guard certification and licensed Captains. We use many different boats and will select the right boat or boats to properly accommodate your group.

### Florida Naturally...

for something **NEW**, natural, rewarding, enriching and refreshingly different, participate in one of our half or full-day **Eco Nature Tours** into the heart of the Everglades and the 10,000 Islands. All of our guides are enthusiastic, knowledgeable and certified Florida Master Naturalists. Our tours and activities include: cruising through the mangroves of the 10,000 Islands National Wildlife Refuge, kayaking through the mangroves, bird watching, swamp walks, and more.

### Sailing & Shelling Excursions

There is a vast array of sailing options. Four-hour sailing charters on 31 – 53- foot, six-passenger, monohull sailing yachts. Larger catamarans

with up to a 45 passenger capacity are available. Sailing Regattas are also available and are a lively, fun, team building experience. There is no more peaceful experience on the water than sailing affords.

### Fishing Excursions

Experience **off-shore** fishing in the beautiful Gulf of Mexico with US Coast Guard licensed Captains. Boats are limited to six passengers each. Fish for: Grouper, Snook, Cobia, Snapper, Barracuda, Sheepshead, Shark and, seasonally, for Spanish, King Mackerel and Permit.

**Backwater or inland fishing** in the 10,000 Islands is a great scenic trip. In the mangrove areas many species of fish are found, including Mangrove Snapper, Trout, Redfish, Sheepshead plus Snook and Tarpon when in season. Backwater fishing boats are limited to four passengers each. If **flats fishing** is your preference, then indulge yourself in the back country mangroves and estuaries for Snook, Redfish, Trout, Snapper, Jack Crevalle, Tarpon, when in season, and other salt water species. Fly-fishing is available along with plug and spin tackle. These 17' to 20' flats fishing boats are limited to two passengers.

*All boats have US Coast Guard licensed Captains and provide fishing license, bait, tackle, and coolers with ice.*

### Private Eco-Tour of the Everglades

Traveling down historic Tamiami Trail, your professionally trained safari guide will narrate and educate you about the history of the Everglades, and entertain with some fun and interesting stories of the early settlers.

You will arrive at the Fakahatchee Strand State Preserve near the Seminole Village. Take a walk on the wild side of the Everglades through a preserve seeing animals, birds, cypress and strangler fig trees in their natural setting. The boardwalk extends into the Fakahatchee Strand and Big Cypress Preserve area. You will embark on an airboat tour through the famous 10,000 Islands, a unique and memorable environmental preserve. As you conclude your adventure, you will visit a *Gator Exhibit* where you'll see alligator wrestling *and a wildlife show*.

There is a wide variety of Coastal Everglades and Everglades State Park excursions. We also have five, six, and seven hour trips with lunch at one of the colorful eateries in Everglades City. Prices vary according to the excursion selected.

