

**2012
REGISTRATION
BROCHURE**



***ADMA 2012
Fall Conference***

***November 11 - 15, 2012
Marco Island Marriott
Resort & Spa
Marco Island, Florida***





Dear ADMA Member:

The Program Committee and Board of Directors have put together another outstanding Fall Conference program for our Members this year. As always, there will be numerous networking opportunities, excellent speakers and plenty of group activities in our 2012 Fall Conference program.

As you probably realize, ADMA is a social network—people interacting with people. ADMA's networking goes beyond just business-related conversations, often leading to life-long friendships. So, we encourage you to bring your spouse or companion to the conference because it enhances the organization. To ensure that the experience is wonderful for them, ADMA spends a lot of effort on the programming for our companions and spouses. There will be a spouse luncheon on Monday, November 12th, a private section of the beach for use each day, a terrific spa, and several other opportunities for fun and relaxation. We enjoy having companions and spouses at all of our group functions.

Your 2012 Fall Conference registration fee will include the following networking functions:

- The opening reception, dinner and silent auction on Sunday night
- Private beach access Monday through Thursday for in-prompt-to meetings and other gatherings
- 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 Fall Conference and are included in your Fall Conference registration fee. We have maintained the number of Private Conference meeting opportunities at this year's Fall Conference. Please visit the ADMA website (www.adma.org) for tips on how to maximize your opportunity during the ADMA Private Conferences.

ADMA offers other networking opportunities throughout the Fall Conference. One treasured pastime is the annual ADMA Golf Tournament which will take place on Tuesday, November 13th. Join us as we play the Mustang Course at the Lely Golf & Country Club. 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 a Day at the Beach! This activity is tailor made for those who want to kick back and relax or get in some exercise! We will have umbrellas and lounge chairs along with a volleyball court, footballs, frisbees, kayaks, pedal boats, water hammocks and a hobie catamaran.

The tradition of providing you with a private area on the beach throughout the conference will remain as we conclude our last year at The Marco Island Marriott. 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.

We will have a speaker at the Wednesday Closing Dinner & Reception. Mark Grady, writer, commercial pilot and professional speaker pokes fun at his height (or lack of it!). In Flyin' Friendly Mark shares with you the perils of being a 'vertically-challenged' pilot. 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'm happy to announce that ADMA has contracted with the La Quinta Resort in California (near Palm Springs) for the 2013, 2015, and 2017 Fall Conferences. The Board of Directors had its Spring Meeting there recently and it was a wonderful facility. I found the Palm Springs desert to be a nice change from the beach locations we've had most recently. ADMA is also in final negotiations with The Sawgrass Marriott, a wonderful resort in Jacksonville, FL on the East Coast for 2014, 2016, and 2018 Fall Conferences.

I also hope you and your family will take advantage of the many opportunities available in the Marco Island area, so plan to bring them along! I look forward to seeing you in Florida this November.

Kind regards,

Charlie Elkins
ADMA President

SCHEDULE OF EVENTS

Please note: The information below is subject to change. Please see the 2012 Fall Conference Program for the most up-to-date room assignments

Sunday, November 11, 2012

Registration

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

Board Meeting

2:00 p.m. - 4:00 p.m.
Everglades - Lobby Level

First Timers Reception

6:00 p.m. - 6:30 p.m.
Tiki Terrace
Rain Location: Salons F & G

Opening Reception/ Dinner/ Silent Auction

7:00 p.m. - 10:00 p.m.
Tiki Terrace
Rain Location: Salons F & G

Monday, November 12, 2012

Private Beach Area

All Day
North Tower Beach

Registration

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

Business Session

8:00 a.m. - 9:20 a.m.
Salons C & D- Lobby Level

Private Conferences

9:30 a.m. - 12:10 p.m.
Lanai Suites & Capri Salons

Spouse Luncheon

12:15 p.m. - 2:30 p.m.
Salon G Lobby Level

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.

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
Rain Location: Salon A

Tuesday, November 13, 2012

Private Beach Area

All Day
North Tower Beach

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

A Day at the Beach!

1:00 p.m. - 4:00 p.m.
Quinn's Beach

Wednesday, November 14, 2012

Private Beach Area

All Day
North Tower Beach

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.
Tiki Terrace
Rain Location: Salons F & G

Thursday, November 15, 2012

Private Beach Area

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

Private Conferences

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

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

"Networking opportunities to share business ideas and build relationships."

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 2012 ADMA Fall Conference Networking Opportunities are as follows:

Opening Reception, Dinner & Silent Auction

Sunday, November 11, 2012
7:00 p.m. - 10:00 p.m.

Tiki Terrace

Backup Location: Capri Ballroom

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!

NEW THIS YEAR: ADMA has created a gift wish list for the silent auction items. Should you wish to buy items from this list to support the Scholarship Program, you can access this wish list by visiting, MyRegistry.Com and search for ADMA.



Monday Business Session

Monday, November 12, 2012
8:00 a.m. - 9:20 a.m.

Salons C & D

Join your fellow ADMA Members as awards for

ADMA Meeting attendance are distributed. We will also hear from our President, Charlie Elkins, as he provides us with an update on the Association.

Mr. Delano has a forty year career in the aviation industry ranging from shop and line maintenance to the military and progressing into quality management. He spent twenty years with the FAA, initially as a Manufacturing Airworthiness Safety Inspector where he evaluated small and large manufactures, issued airworthiness certificates, airworthiness approvals and managing FAA Designees. He followed by creating, developing and presenting courses for the FAA and Industry. He also instructed Manufacturing Inspectors, Engineers and Flight Test Pilots along with industry personnel in the areas of Part 21, Aircraft Certification Regulations and Part 183 and Designee Management.

President's Reception

Monday, November 12, 2012
6:00 p.m. - 7:00 p.m.

Quinn's Beach

Backup: Salon A

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.

Golf Tournament

Tuesday, November 13, 2012
12:30 p.m. - 5:30 p.m.

Lely Golf & Country Club

The 2012 ADMA Golf Tournament will take place on the Mustang Course of the Lely Golf & Country Club with a shotgun start of 12:30 p.m. Golfing is a fantastic way to network whether you are an experienced golfer or just starting your golfing career.

A Day at the Beach!

Tuesday, November 13, 2012
12:30 p.m. - 4:00 p.m.

Main Beach at the Marco Island Marriott Resort & Spa

The alternative to golfing is spending a Day at the Beach! We have reserved a private area on the beach from 1:00 - 4:00 on Tuesday afternoon complete with a volleyball court, footballs, frisbees, kayaks, pedal boats, water hammocks and a hobie catamaran. Of course lounge chairs and umbrellas will be available so that you can rest during your excursions!

Closing Reception & Dinner

Wednesday,
November 14, 2012
6:30 p.m. - 10:00 p.m.

Tiki Terrace

Backup: Salons F & G

Join us for the Closing Reception and Dinner. The evening begins with cocktails at a hosted bar from 6:30 p.m. through 7:30 p.m. which will become a cash bar through 10:00 p.m.

We will also experience the humor of Mark Grady, a writer, commercial pilot and professional speaker who will share the perils of being a 'vertically-challenged' pilot. Combining broadcasting with his love of flying, Mr. Grady worked for 10 years as a traffic watch pilot reporting for three radio stations. What Mark lacks in height, he makes up for in heart—and he tickles our funny bone. His relaxed friendly way of speaking is reflected in his writing for various publications.



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 12, 2012

Period 1: 9:30 AM-9:55 AM
Period 2: 10:00 AM-10:25 AM
Period 3: 10:30 AM-10:55 AM
Period 4: 11:00 AM-11:25 AM
Period 5: 11:30 AM-11:55 AM
Lunch: 12:00 PM-1:15 PM
(please leave this time open for now)
Period 6: 1:30 PM-1:55 PM
Period 7: 2:00 PM-2:25 PM
Period 8: 2:30 PM-2:55 PM
Period 9: 3:00 PM-3:25 PM
Period 10: 3:30 PM-3:55 PM
Period 11: 4:00 PM-4:25 PM
Period 12: 4:30 PM-4:55 PM
Period 13: 5:00 PM-5:25 PM
Period 14: 5:30 PM-5:55 PM

Tuesday, November 13, 2012

Period 15: 7:00 AM-7:25 AM
Period 16: 7:30 AM-7:55 AM
Period 17: 8:00 AM-8:25 AM
Period 18: 8:30 AM-8:55 AM
Period 19: 9:00 AM-9:25 AM
Period 20: 9:30 AM-9:55 AM
Period 21: 10:00 AM-10:25 AM
Period 22: 10:30 AM-10:55 AM

Wednesday, November 14, 2012

Period 23: 8:15 AM-8:40 AM
Period 24: 8:45 AM-9:10 AM
Period 25: 9:10 AM-9:40 AM
Period 26: 9:45 AM-10:10 AM
Period 27: 10:15 AM-10:40 AM
Period 28: 10:45 AM-11:10 AM
Period 29: 11:15 AM-11:40 AM
Period 30: 11:45 AM-12:10 PM
Lunch: 12:15 PM-1:15 PM
(please leave this time open for now)
Period 31: 1:30 PM-1:55 PM
Period 32: 2:00 PM-2:25 PM
Period 33: 2:30 PM-2:55 PM
Period 34: 3:00 PM-3:25 PM
Period 35: 3:30 PM-3:55 PM
Period 36: 4:00 PM-4:25 PM
Period 37: 4:30 PM-4:55 PM
Period 38: 5:00 PM-5:25 PM
Period 39: 5:30 PM-5:55 PM

Thursday, November 15, 2012

Period 40: 8:00 AM-8:25 AM
Period 41: 8:30 AM-8:55 AM
Period 42: 9:00 AM-9:25 AM
Period 43: 9:30 AM-9:55 AM
Period 44: 10:00 AM-10:25 AM
Period 45: 10:30 AM-10:55 AM
Period 46: 11:00 AM-11:25 AM
Period 47: 11:30 AM-11:55 AM

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

"Outstanding and essential."

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.

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.



Remember to show up for your meetings.
Missing them not only wastes your time,
but other people's too.



REGISTRATION INFORMATION

Delegate: \$595
Spouse/Companion: \$195
Registration Deadline: Monday, October 15, 2012

Register now using the enclosed Advance Registration Form and return it to ADMA headquarters by **Monday, October 15, 2012** to ensure you are listed in the printed program. Individuals who register after **Monday, October 15, 2012** 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 mtaft@fernley.com or fax it to ADMA Headquarters at 215-564-2175.

Golf Tournament at Lely Golf and Country Club, Flamingo Course



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.

Golf 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

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: \$310 + tax per night

Make your reservations no later than Tuesday, October 9, 2012. Please keep in mind that rooms sell quickly at the Marco Island Marriott and that the sooner that reservations are made, the better. If you are the suite holder, please email your name and confirmation number to Meg Taft at mtaft@fernley.com.

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

"Very valuable. Economic way to see many distributors & manufacturers in 3 days."

November 11 - 15, 2012

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 pick up 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.