



**2015 Annual Conference
November 1-5, La Quinta, CA**





Dear ADMA Member:

The Board of Directors have put together an outstanding Annual Conference program for our Members this year with an inspirational guest speaker, Jessica Cox, the famous golf tournament, and for the non-golfers, a desert jeep tour of the San Andreas Fault. As always, there will be numerous networking opportunities, and plenty of private conference appointments.

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.

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. Be sure to book your appointments early and review your schedule in advance.

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 3rd. 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, we hope you join us for the San Andreas Fault Jeep Tour.

Our speaker for the Wednesday Closing Dinner & Reception is Jessica Cox. Jessica is recognized internationally as an inspirational keynote speaker. Born without arms, Jessica now flies airplanes, drives cars, and otherwise lives a normal life using her feet as others use their hands. Make sure to not miss this exciting presentation.

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!

Kind regards,

A handwritten signature in black ink that reads "Steve Langston". The signature is written in a cursive, slightly slanted style.

Steve Langston
President

SCHEDULE OF EVENTS

*Please note: The information below is subject to change.
Please see the 2015 Annual Conference Program for the most up-to-date room assignments*

SUNDAY, NOVEMBER 1, 2015

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

MONDAY, NOVEMBER 2, 2015

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 Activity
12:00 p.m. - 3:00 p.m.

Private Conference Lunch
12:00 p.m. - 1:30 p.m.

President's Reception
6:00 p.m. - 7:00 p.m.

TUESDAY, NOVEMBER 3, 2015

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

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

Golf Tournament Registration
11:15 a.m. - 12:00 p.m.

Golf Tournament
12:00 p.m. - 5:00 p.m.

San Andreas Jeep Tour
1:00pm - 4:00pm

WEDNESDAY, NOVEMBER 4, 2015

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

Private Conference Lunch
12:15 p.m. - 1:15 p.m.

General Policy Luncheon
12:15 p.m. - 1:30 p.m.

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

Closing Reception and Dinner
6:30 p.m. - 10:00 p.m.

THURSDAY, NOVEMBER 5, 2015

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 Annual Conference...

"Extremely valuable. There is no other meeting where we can be as productive in such a short period of time as is provided by the ADMA conference."

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 2015 ADMA Annual Conference Networking Opportunities are as follows:

Opening Reception, Dinner & Silent Auction

Sunday, November 1, 2015
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 2, 2015
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, Steve Langston, as he provides us with an update on the Association and introduces the newly elected Board of Directors.

President's Reception

Monday, November 2, 2015
6:00 p.m. - 7:00 p.m.

Golf Tournament

Tuesday, November 3, 2015
12:00pm – 5:00pm

The 2015 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. (Lunch will be on your own)

San Andreas Jeep Tour

Tuesday, November 3, 2015
1:00pm – 4:00pm
\$140.00 per person

Experience the real desert and explore the San Andreas Fault's unique geologic features. Along the way, the jeeps will pass through some of the richest agricultural areas in the world. Learn how our rich soil traveled hundreds of miles to get here which allows the Coachella Valley to grow some rather unique crops. See the beauty of a natural palm oasis, narrow, steep-walled canyons and pools filled with water bubbling up from the San Andreas Fault. Learn how the Indians lived, hunted and used desert plants for food, clothing, construction, implements, weapons, and medicine. (Lunch will be on your own)

Closing Reception & Dinner

Wednesday, November 4, 2015
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 Jessica Cox.

Jessica is recognized internationally as an inspirational keynote speaker. Born without arms, Jessica now flies airplanes, drives cars, and otherwise lives a normal life using her feet as others use their hands. She holds the title of the first person without arms to get a black belt in ATA Martial Arts and the Guinness World Record for being the first armless person in aviation history to earn a pilot's certificate. Convinced that the way we think has a greater impact on our lives than our physical constraints, she chose to pursue a degree in psychology at the University of Arizona. Since then she has traveled to 20 countries and 6 continents sharing her inspirational message.



PRIVATE CONFERENCES

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

Manufacturers:

- Address past results and future opportunities.
- 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
- 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 2, 2015

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-1:30 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 3, 2015

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 4, 2015

Period 24: 8:15 AM-8:40 AM
Period 25: 8:45 AM-9:10 AM
Period 26: 9:15 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 5, 2015

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's what others are saying about the Annual Conference...

"Being able to meet with many of our international distributors in one location is priceless"

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.

REGISTRATION INFORMATION

Delegate: \$695
Spouse/Companion: \$195
Registration Deadline: Monday, October 5, 2015

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 5, 2015** to ensure you are listed in the printed program. Individuals who register after **Monday, October 5, 2015** 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.

[Click Here for Online Registration](#)

Golf Tournament at La Quinta Resort Dunes Course

This par-72 Pete Dye-designed course offers traditional rolling links-style golf with Scottish and Irish flair, characterized by rolling mounds framing manicured fairways and thick rough. The course provides an invigorating round of golf against a backdrop of rugged mountain landscapes. Length, strength and finesse are the key to scoring well on this course, which has hosted the PGA Club Professional Championship, the PGA Tour Final Qualifying School, the California State Open and the Ladies NCAA Championship.

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: \$79.00

Please register using the meeting registration form

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

"Very high. the conferences continue to provide great value to both parties and enhance the business relationship."

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 **Monday, October 5, 2015**. 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.

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.

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.

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.



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 Annual Conference...

"Excellent"

"Extremely valuable"