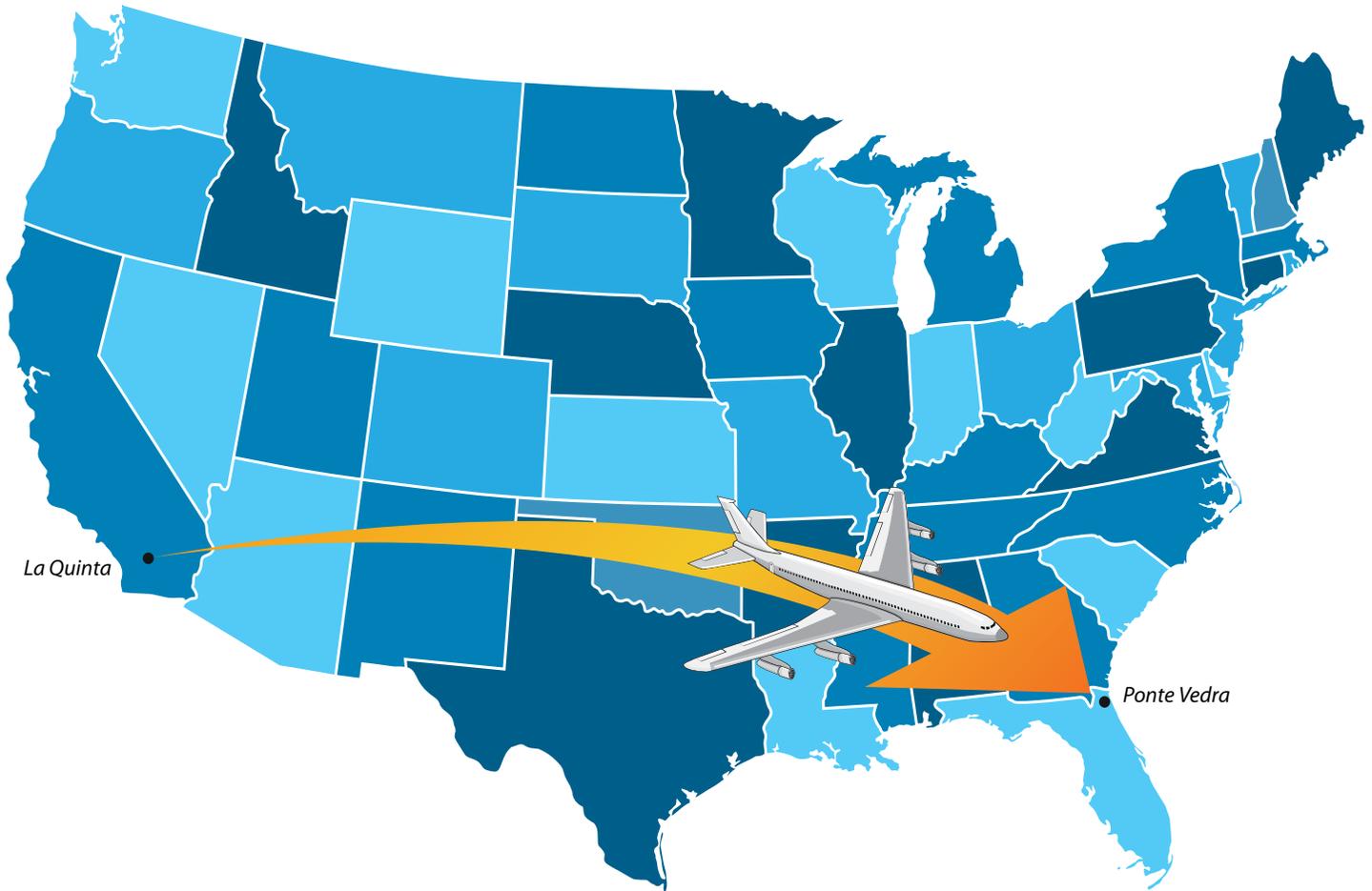




2014 Annual Conference



October 26-30, 2014

**Sawgrass Marriott
Golf Resort & Spa
Ponte Vedra Beach, FL**



Dear ADMA Member:

ADMA is headed back East to the Sunshine State for the 2014 Annual Conference!! From October 26 – 30, 2014 ADMA will be headed to the Sawgrass Marriott, in Ponte Vedra Beach, Florida. (Ponte Vedra Beach is near Jacksonville, FL) The Board of Directors is putting together an outstanding program for our Members this year, and as always, there will be numerous networking opportunities, plenty of group activities, (including an event for the non-golfers, how does sailing and fishing sound??), and a fantastic speaker at the closing reception.

We encourage you to bring your spouse or companion and the entire family to the conference as it enhances the organization. All attendees 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 family members that attend. What will we do this year for our family members that attend?? Stay tuned to find out, we will not disappoint!

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, October 28th. 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 an optional activity.

Our speaker for the Wednesday Closing Dinner & Reception is Michael Goulian. (www.mikegoulian.com) As an air show superstar, Mike Goulian continues to redefine what is possible in the air. His ability to push the limits while adhering to strict safety standards has earned Mike the reputation of being a true professional in his field. He was recognized for his efforts when the aviation industry bestowed upon him its greatest honors. He is one of a seven people to have been awarded all three of the air show industries most prestigious awards; the Art Scholl Memorial (2006) Showmanship Award, and the Bill Barber Award for Showmanship (2009), and the ICAS Sword of Excellence (2012). We are looking forward to hearing Michael present!

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 Jacksonville, FL area, so plan to bring them along!

Kind regards,

Mike Shaw
ADMA President

SCHEDULE OF EVENTS

Please note: The information below is subject to change.
Please see the 2014 Annual Conference Program for the most up-to-date room assignments

SUNDAY, OCTOBER 26, 2014

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

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

MONDAY, OCTOBER 27, 2014

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

St. Augustine Tour
12:30pm - 4:00pm

Private Conference Lunch

12:00 p.m. - 1:15 p.m.

President's Reception

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

TUESDAY, OCTOBER 28, 2014

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. - 5:30 p.m.

Optional Activity - Kayaking Excursion

12:00pm- 5:30pm

WEDNESDAY, OCTOBER 29, 2014

Private Conferences

8:00 a.m. - 5:55 p.m.

Private Conference Lunch

12:00 p.m. - 1:15 p.m.

General Policy Luncheon

12:00 p.m. - 1:15 p.m.

Board Meeting

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

Closing Reception and Dinner

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

THURSDAY, OCTOBER 30, 2014

Private Conferences

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

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

"The ADMA Conference is one of the most important platforms for us to build up business 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 with.

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 Yield 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 2014 ADMA Annual Conference Networking Opportunities are as follows:

Opening Reception, Dinner & Silent Auction

Sunday, October 26, 2014
6:30 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, October 27, 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, October 27, 2013
6:00 p.m. - 7:00 p.m.

Golf Tournament

Tuesday, October 28, 2014
12:00pm - 5:30pm

The 2014 ADMA Golf Tournament will take place at the Deercreek Country Club with a shotgun time of 12:00pm. The golf tournament is a fantastic way to network whether you are an experienced golfer or just starting your golfing career.

Kayaking Excursion

Tuesday, October 28, 2014
12:00 p.m. - 5:30 p.m.

This four hour tour will allow you to explore the tranquil inland marshes and creeks by kayak. You will learn about the area's eco-system and the barrier island eco-system. This activity includes a guided trip, instruction, and the equipment you need for a relaxing and comfortable paddle.

Closing Reception & Dinner

Wednesday, October 29, 2014
6:30 p.m. - 10:30 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 Mike Goulian. Mike Goulian's parents started the Executive Flyers Aviation Training Center in Boston, Massachusetts in 1964, and as a result have been involved with aviation for over 20 years. 17 of those 20+ years have been spent flying in air shows across the country and has regularly competed in the Red Bull Air Race World Championships since its inception.



He is currently a CFI and ATP with multiple jet aircraft type ratings, is a three-time member of the US Unlimited Aerobatic Team, and a 1995 National Aerobatic Champion. Mike has written two books on aerobatics, given numerous FAA safety seminars, filmed safety videos; and as a result has received several air show industry awards. He also presently serves on the board of directors for three different aviation groups including; the Experimental Aircraft Association (EAA), the Aircraft Owner and Pilots Association (AOPA), and the International Council of Air Shows (ICAS).

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, OCTOBER 27, 2014

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
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, OCTOBER 28, 2014

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, OCTOBER 29, 2014

Period 24: 8:00 AM-8:25 AM
Period 25: 8:30 AM-8:55 AM
Period 26: 9:00 AM-9:25 AM
Period 27: 9:30 AM-9:55 AM
Period 28: 10:00 AM-10:25 AM
Period 29: 10:30 AM-10:55 AM
Period 30: 11:00 AM-11:25 AM
Period 31: 11:30 AM-11:55 PM
Lunch: 12:00 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, OCTOBER 30, 2014

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 13, 2014

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 13, 2014** to ensure you are listed in the printed program. Individuals who register after **Monday, October 13, 2014** 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

Golf Tournament at Deercreek Country Club

This course is a great option for beginners and yet challenging enough for the expert golfer. At par-71, this Robert Miller designed course brings out the competitive golfer in everyone with its challenging carries, demanding doglegs, and sentinel pines lining the fairways. Enjoy golfing alongside you partner with the Snowy Egrets, ducks, and Great Blue Herons that visit the course regularly. Fast and true, the greens at this course rise like emerald isles guarded by bunkers and gentle mounding.

Join your ADMA friends and industry partners for a day on the greens at the Deercreek Country Club. 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: \$75.00

Please register online or using the meeting registration form

Kayaking Excursion on the Guana Six Mile

With ten miles of winding tributaries and intimate waterways to explore, the Guana Lake is one of the most unique environments on the east coast of Florida. This amazing ecosystem offers extraordinary views of "Real" Florida wildlife in their wild habitat.

Guana Six Mile located in the northern section of Guana Reserve, is one of Northeast Florida's best hidden secrets! Experience an abundance of wildlife in one of the best paddling spots in North East Florida. "This place is a birders paradise!" There are over 268 species of birds on the Guana birding list, so you'll be talking about this paddle for years to come!

Fee: \$95.00

Please register online or using the meeting registration form

Hotel Information

Sawgrass Marriott Golf Resort & Spa
1000 PGA TOUR Boulevard
Ponte Vedra Beach, Florida 32082
Telephone: 1-800-457-4653
Website: <http://www.sawgrassmarriott.com/>

Nestled along the northeast Florida Coast in Ponte Vedra Beach, The Sawgrass Marriott Golf Resort and Spa is a breathtaking destination for golf getaways, family vacations, and romantic escapes. Encompassing 60 stunning acres, our resort offers a beautiful landscape of trees, lagoons, waterfalls, and views to the green fairways of the TPC Sawgrass. In addition to the hotel's beautifully appointed guest rooms, golfers, families and executive groups alike can revel in true relaxation at the thoughtfully renovated Villas at Sawgrass.



Hotel Recreation

- Golf
- Tennis
- Kayak, Sailboat, Surf and Boogie Board Rentals
- Swimming
- Cabana Beach Club
- Volleyball
- Bike Rentals
- Sawgrass Spa
- Running
- Shopping

Room Rates

Single/Double: \$209+ tax per night.

Make your [reservations](#) no later than Wednesday, October 1, 2014. Please keep in mind that rooms sell quickly at Sawgrass 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...

"Extremely valuable!. A cost-effective way to meet with multiple OEM's."

TRAVEL INFORMATION

*The hotel is approximately one hour (35 miles) from the Jacksonville International Airport (JAX).
Please note the hotel does not provide shuttle service from the airport.*

Parking

The Sawgrass offers both valet and self-parking for all guests. Valet parking is available for \$24.00 per night plus 6% tax, per night. Self-parking is also available for \$14.00 per night plus 6% tax, per night. All charges are billed to your final hotel bill.

Rental Cars

The Sawgrass Marriott offers a convenient AVIS Car Rental desk at their property. The hours are listed below:
Monday-Friday: 10:00 a.m. – 6:00 p.m.
Saturday: 8:00 a.m. – 2:00 p.m.
Sunday: 10:00 a.m. – 2:00 p.m.

Things to do in the Area

TPC Sawgrass

Winding through North Florida's coastal landscape, TPC Sawgrass is an iconic golf destination that boasts two PGA championship golf courses designed by the legendary Pete Dye. Named one of the top golf courses in the world by Golf Magazine and ranked #1 by Travel & Leisure among the Best Resort Courses in Florida, THE PLAYERS Stadium Course is a beautiful and challenging course and home to THE PLAYERS Championship – a major PGA Tour Event. Dye's Valley Course is one of Golfweek's "Best Courses You Can Play in Florida". Enjoy dining in the Clubhouse, take golf lessons at the TOURAcademy and have custom made club fitting at the TaylorMade performance lab.

Jacksonville Beach

Nestled between the Atlantic Ocean and Intra-Coastal waterway on Florida's First Coast, Jacksonville Beach is a low-key seaside community with miles of white sand beach for sunning, swimming, surfing, wake boarding, jet skiing, and boating. Discover a beautiful vacation destination where you can enjoy waterfront dining, shopping, entertainment, festivals, and exciting outdoor activities. Fish off the Jacksonville Beach Fishing Pier, play a round at Jacksonville Beach Golf Club or explore the nearby Cummer Museum of Art on the St. Johns River.

Historic St. Augustine

America's oldest city, St. Augustine is a beautiful coastal destination with historic landmarks, churches, forts, and museums. Walk to cobblestone streets of the historic Colonial District to living history museums, quaint shops, restaurants and bars. Explore cultural landmarks including Castillo de San Marcos National Monument, Fort Matanzas, and the Lightner Museum that illuminate the history and romance of the Old City. Visit the Fountain of Youth, climb to the top of the St. Augustine Lighthouse, play on miles of pristine beach and enjoy swimming, surfing, boating, fishing, and diving in the Atlantic Ocean.

Weather

Ponte Vedra Beach generally experiences highs in the low 80's and lows in mid 50's during the last weeks of October.

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 are acceptable.

Ponte Vedra Beach

Situated along the Florida's Historic Coast, Ponte Vedra Beach is a seaside community with a blend of laid-back luxury and natural beauty. Ponte Vedra boasts miles of pristine Atlantic beach, championship golf, fashionable shopping, wonderful restaurants, and endless recreation, from tennis to surfing. Play spectacular golf courses, including THE PLAYERS Stadium course at TPC Sawgrass – home of the Tournament Players Championship – and Sawgrass Country Club. Enjoy live music at the Ponte Vedra Concert Hall and enjoy hiking and fishing at Guana Tolomato Matanzas National Estuarine Research Reserve.

World Golf Hall of Fame

Discover the history and legends of golf at the World Golf Hall of Fame in St. Augustine. Located in the World Golf Village, the museum features exhibits, prized memorabilia and golf's top trophies. Test your golfing skills and wander through exciting exhibits, such as "Nancy Lopez: Pride, Passion, and Personality". Have your picture taken at the Old Course at St. Andres, putt with a hickory club and peek in the lockers of the Hall's legends, including Arnold Palmer, Ben Hogan, and Jack Nicklaus. Take a guided tour, see exciting golf in 3D at the IMAX Theater and tee up at the Slammer & Squire. World Golf Village is a perfect destination for your Florida golf vacation and golf school experience.

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

"We loved the opening reception! It is a great opportunity to reconnect with friends and start off a busy week."