



# ADMA

INTERNATIONAL

**2016 Annual Conference**

**October 23 - 27, 2016**

**Ponte Vedra Beach, FL**



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**AVIATION DISTRIBUTORS & MANUFACTURERS  
ASSOCIATION  
2016 ANNUAL CONFERENCE  
OCTOBER 23-27, 2016  
Sawgrass Marriott Golf Resort & Spa  
Ponte Vedra Beach, FL**



Dear ADMA Member:

Welcome to the 2016 ADMA Annual Conference! We are looking forward to heading back east for another productive meeting with plenty of networking opportunities, and an excellent speaker at our closing dinner & reception.

We would like to thank everyone for taking the time out of your busy schedule to attend and we hope you brought your significant other to the conference to enjoy all that Florida has to offer.

The Annual Conference registration fee for all delegates, as well as spouses/companions and family members includes 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.

As in the past, the private conference sessions are a major networking component of the Annual Conference and are included in your registration fee. New this year, we will be offering additional private conference meeting times on Tuesday. This is an excellent time to conduct additional business during the conference.

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 25th. Join us as we play the Windsor Parke Golf 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, we hope you join us for the Spirits Tour in St. Augustine.

Our speaker for the Wednesday closing dinner & reception is Ben Sliney. His first day as National Operations Manager for the Federal Aviation Administration at the Air Traffic Control System Command Center, which encompasses all the airspace in the United States, was September 11, 2001. Can you imagine being on your first day of the job and the nation's biggest terrorist attack happens? Be sure to not miss this thrilling presentation.

The most exciting networking event is our opening reception which includes the silent auction! 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. As always, your generosity is very much appreciated – get ready to bid!

On Monday evening, please join me as I host the President's reception. The reception will be held from 6:00-7:00pm at the Cascades Deck.

On behalf of the Board of Directors and ADMA Headquarters, we hope that you find this program beneficial as we do.

Kind regards,

A handwritten signature in cursive script that reads "Steve Langston". The ink is dark and the signature is written in a fluid, personal style.

Steve Langston  
President

## SCHEDULE OF EVENTS

SUNDAY, OCTOBER 23, 2016

### **Registration**

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

*Masters Registration Desk*

### **Board Meeting**

2:00 p.m. – 4:00 p.m.

*Patrons*

### **First Timers Reception**

6:00 p.m. – 6:30 p.m.

*Cascades Deck (In case of rain, please join us in Masters E)*

### **Opening Reception/ Dinner/ Silent Auction**

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

*Cascades Deck (In case of rain, please join us in Masters E)*

MONDAY, OCTOBER 24, 2016

### **Registration**

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

*Masters Registration Desk*

### **Business Session**

8:00 a.m. – 8:45 a.m.

*Masters E*

### **Private Conferences**

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

*Villa Suites*

### **Spouse/Companion Luncheon & Salsa and Sangria Class**

11:30 a.m. -1:15 p.m. – Lunch

*Alice and Pete's*

1:30 p.m. - 3:30 p.m. – Salsa and Sangria Class

*Cascades Deck*

### **Private Conference Lunch**

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

*Vernon's Restaurant*

### **President's Reception**

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

*Cascades Deck*

TUESDAY, OCTOBER 25, 2016

**Private Conferences**

7:00 a.m. - 3:55 p.m.

*Villa Suites*

**Registration**

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

*Masters Registration Desk*

**Golf Tournament Registration**

11:30 a.m. – 12:15 p.m.

*Windsor Park Golf Club*

**Golf Tournament**

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

*Windsor Park Golf Club*

*Pre-registration for this event is required*

**Local Spirits Tour**

1:00 p.m. – 4:30 p.m.

*Pre-registration for this event is required. Please meet in the lobby at 12:30pm for transportation*

WEDNESDAY, OCTOBER 26, 2016

**Private Conferences**

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

*Villa Suites*

**Private Conference Lunch**

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

*Cascades Deck*

**General Policy Luncheon**

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

*Commissioner's Boardroom*

**Board Meeting**

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

*Patrons*

**Closing Reception and Dinner**

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

*Masters D*

THURSDAY, OCTOBER 27, 2016

**Private Conferences**

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

*Villa Suites*

## PROGRAM HIGHLIGHTS

### **Opening Reception, Dinner & Silent Auction**

Sunday, October 23, 2016

7:00 p.m. – 10:00 p.m.

*Cascades Deck (In case of rain, please join us in Masters E)*

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!

### **Annual Business Meeting**

Monday, October 24, 2016

8:00 a.m. – 8:45 a.m.

*Masters E*

We will hear from our President, Steve Langston, as he provides us with an update on the Association, as well as electing our new Board of Directors. Join your fellow ADMA Members as awards for ADMA Meeting attendance are distributed.

### **President's Reception**

Monday, October 24, 2016

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

*Cascades Deck*

Please join us for cocktails and light appetizers. This is a great opportunity to discuss the days' events or make dinner plans with your ADMA colleagues.

### **Closing Reception & Dinner**

Wednesday, October 26, 2016

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

*Masters D*

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 then becomes a cash bar through 10:00 p.m. Cocktails will be followed by dinner and a presentation from Ben Sliney.

Mr. Sliney graduated from Dowling College with a BS in Professional Studies in 1974 and graduated from St. John's University School of Law with a JD in 1978.

He began his career in aviation in the United States Air Force as an air traffic controller serving from 1964-1968. His career with the Federal Aviation Administration followed in 1969 until retirement in 2006 having been in and out of the FAA several times. He resigned first in 1982, one year after the PATCO strike which resulted in the termination of some 13,000 air traffic controllers fired by President Reagan for striking against the government. Mr. Sliney had returned to active air traffic control as did many managers in the absence of the fired controllers. After resigning, he then represented 25 fired controllers in the legal process to appeal their removal. He returned to the FAA, while continuing his law practice, in 1985 for one year, then 1988 for one year. On both occasions he returned to assist the development and implementation of traffic flow management practices. In 2000 he returned to the FAA as a traffic flow manager at the Command Center. His first day as National Operations Manager for the Federal Aviation Administration at the Air Traffic Control System Command Center, which encompasses all the airspace in the United States, was September 11, 2001.



He is a partner in the law firm, Leventhal, Sliney and Mullaney, LLP, which is located in New York, although not actively practicing law having retired to Cape Cod in 2013. In 2006, Mr., Sliney portrayed himself in the movie *United 93*, which depicts the events of 9-11 and dramatizes the heroic actions of the passengers of that flight.

Mr. Sliney was married to Irene Lynch Ahern on May 14, 1966 and they remain happily so today. They have 3 children, 2 grandchildren and one great-grandchild.

## PRIVATE CONFERENCES

Strengthen the Value and Benefit of ADMA's Private Conferences!

### Appointments:

Monday, October 24, 2016

9:00 a.m. – 5:55 p.m.

Tuesday, October 25, 2016

7:00 a.m. – 3:55 p.m.

Wednesday, October 26, 2016

8:15 a.m. – 5:55 p.m.

Thursday, October 27, 2016

8:00 a.m. – 11:55 a.m.

### 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.

## **ANNUAL GOLF TOURNAMENT**

### *Windsor Parke Golf Club*

Tuesday, October 25, 2016

\$75.00 per person

Registration will begin at 11:30 a.m. and play will begin at 12:30 p.m.

Windsor Parke Golf Club is a Semi-Private, 18-Hole Championship Golf Course designed by Arthur Hills. The course has hosted more USGA qualifying events than any other course in the city of Jacksonville. Hosted qualifying events include the US Open, US Amateur, US Publinks and US Senior Amateur. Windsor Parke Golf Club is recognized by the NGCOA as a "Beginner Friendly" golf course – the first certified club in Jacksonville.

## **OPTIONAL ACTIVITIES**

### *Local Spirits Tour*

Tuesday, October 25, 2016

\$140.00 per person

1:00pm – 4:30pm

*Meet at the lobby at 12:30 p.m. for transportation*

Get ready for a fun and exciting afternoon in St Augustine FL, the oldest city in America. We will meet your attendees at the **St. Augustine Distillery**, located inside the Historic FP&L Ice Plant. On the tour of the distillery, you will watch as they mix, mash, cook and distill small batch vodka, rum, gin and whiskey in a historically renovated ice manufacturing plant from 1917. You will learn about the history of ice and distilling in Florida, see their products being made, and then taste their small batch spirits for yourself in their tasting room.

The next stop will be to the **San Sebastian Winery**, founded in 1996 located in one of Henry Flagler's old East Coast Railway buildings located just a few blocks from historic downtown. Upon arrival at San Sebastian Winery you will be

greeted by our friendly staff who will take you on an interesting journey through the complete wine making process. After a short audio-visual presentation in our upstairs theater, you will enjoy a guided walking tour of the 18,000 square foot wine production facility. Discover the art of winemaking as you learn the important details of our 5,000 gallon stainless steel tanks where the wine is fermented and stored prior to bottling. After visiting our rustic authentic Barrel Room, where they house their Port, you will be treated to the wine tasting experience.

After the Tours, we will continue to have some beverages visiting a few of the local watering holes, ending our day with some “on your own time” to explore all that Historic St George Street has to offer.

### **COMPANION ACTIVITY**

#### *Salsa and Sangria Class*

Monday, October 24, 2016

Included in companion registration fee

1:30pm – 3:30pm

Lunch will be provided at Alice and Pete's, a restaurant on property at the hotel, from 11:30am-1:15pm. You will be able to choose from a pre-selected menu and enjoy a fabulous meal before your class.

Following lunch, you will head to Cascades Deck where you will be divided into teams and tasked to create your own brand of Salsa and Sangria. We will start the activity with a few fun challenges that lead into an interactive trivia game which allows for the teams to score points and funny money. The more you earn, the bigger your spending can be.

The “ingredients” store then opens and you can only purchase what you can afford with your funny money. Teams are sent to their stations to begin their creative process where they will cut, chop, mix and stir their creations. A marketing sub-team must brand, label and create marketing material for their products and then present a guerilla marketing commercial spot to the audience.

We provide the cutting boards, knives, mixing bowls, pitchers, mason jars, and marketing materials and the hotel provides food and beverage ingredients.

### **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, the 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.

#### **Room Rates**

Single/Double: \$259 + tax per night

## TRAVEL INFORMATION

The hotel is approximately one hour (37 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 Marriott Sawgrass offers a convenient AVIS Car Rental desk at their property, with cars onsite. To make a reservation call: 904-285-6250. The hours are listed below:

Monday-Friday: 7:30 a.m. – 6:00 p.m.

Saturday: 8:00 a.m. – 4:00 p.m.

Sunday: 10:00 a.m. – 4:00 p.m.

## 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.

## HELPFUL HINTS

The ADMA Registration Desk is located at the Masters Registration Desk on the following days:

Sunday, October 23, 2016	12:00 Noon – 7:00 p.m.
Monday, October 24, 2016	7:00 a.m. – 12:00 noon
Tuesday, October 25, 2016	7:00 a.m. – 11:00 a.m.

Your badge is your admission ticket to all meeting functions. Badges are color-coordinated as follows:

RED	Distributor Member
BLUE	Manufacturer Member
GOLD	Associate Members and Invited Guests
RED DOT	Indicates first time attendance

Numbers in the upper right hand corner of the badge indicate total meetings attended, including this one.

### Registration Fees

Delegates:	\$695
Spouse:	\$195
Honorary Member:	\$195

Spouses/companions are invited to attend all ADMA functions.