



Dear NAHAD Member,

The NAHAD Board met in mid-September at the Gaylord National Harbor Resort located outside Washington, D.C., site of our April, 2013 Annual Meeting and Convention. It is a very impressive venue on the east bank of the Potomac River across the river from Alexandria, VA and



within sight of our nation's capital. We hope you will enjoy this impressive facility with its enclosed atrium, the sites of National Harbor and the countless attractions of Washington, D.C.

For those of you who were unable to attend the 2012 Annual Meeting which was held in April 2012 in Las Vegas, I would like to share a brief personal message about lost opportunity that I related in to attendees at that convention. Having the good fortune to find the industrial rubber industry by accident 38 years ago it was not until 2002 that I became engaged in NAHAD and attended my first annual meeting in Orlando in 2003; after the organization was in existence for 18 years. A previous owner of our distribution company did not understand the value of the network and the benefits of the annual meeting and as a result I never had the opportunity to attend.

We are in a relationship driven business and while our customer relationships are very important to our companies, the relationships with our vendors and with other non-competing distributors cannot be over-

looked. Our annual meeting presents a forum for the top management of our large vendor community to meet with the owners and management of our distributor membership in a relaxed environment away from the pressures of our offices to maintain and grow business and personal relationships. Many vendor members use our Showcase of Hose Solutions/Contact Table Program as the launching pad for new product announcements. This key event has been enhanced over the years to include the latest in not only new hose and fitting constructions and styles but the latest in hose assembly, tagging and testing equipment in our evolving marketplace. The vendors are provided the opportunity to meet the decision makers within the distributor network to influence their trade purchases as well as their capital spend.

Our industry pioneers did a lot of "heavy lifting" over the years to refine and improve this networking event. While there are training events, featured industry speakers and a variety of local tours scheduled; the value of the network has created a competitive advantage for many of our annual meeting attendees. There are social events as well as the business environment that drew our 2012 attendance to over 1,000 members. In the spirit of this lost opportunity that I have personally missed for nearly two decades; I would encourage you to attend if you have not in the past. For the regular attendees, please consider our event as a training and mentoring ground for the rising stars in your organization and have them join you in Washington, D.C. in April 20-24, 2013.

Best regards,

Don Fritzing

Don Fritzing
NAHAD President

Don Fritzing

Meeting
Registration

Speakers & Presentations

Program Highlights

Welcome

This is a composite of first five page spreads of this brochure.

The right-hand corner was trimmed at 45° angles to create tabs for the reader.



PAGE TRIMMED ON DIAGONAL

Welcome

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Best regards,

Don Fritzing

Don Fritzing
NAHAD President

Don Fritzing

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NAHAD Hose Safety Institute Kiosk

Located next to the NAHAD Convention Desk.

Saturday, April 20 • 10:30 am – 5:00 pm

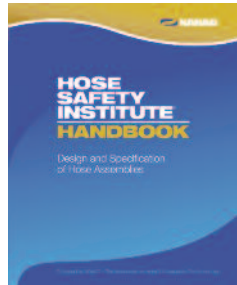
Sunday April 21 • 8:00 am – 5:00 pm

Monday April 22 • 7:30 am – 12:30 pm

Tuesday April 23 • 12:30 pm – 3:00 pm

Looking for powerful ways to connect with your customers and prospects? Is hose safety on the mind of your end-users? Want to improve your employees' technical abilities while enhancing their engagement and loyalty?

Find out how to meet all of these challenges quickly and easily, at minimum cost. Take some time to visit the Hose Safety Institute Kiosk to check out the all-new



Handbook for the Design & Specification of Safe Hose Assemblies as well as the five new online exams. Get the latest updates on hose safety applications and meet with the Institute Advisory Council members to learn how the Institute can help you to build stronger relations with your customers. As an Institute member, you'll be prepared to have intelligent discussions with your customers about safety, quality and reliability, and not about price!

Be sure to enter the Institute drawings for Apple Gift Cards (use for your next iPhone, iPad or iPod!).

First Time Attendee Welcome to NAHAD

Saturday, April 20 • 6:30 pm – 7:00 pm

As a first time attendee, we'd like to extend a special welcome to you. We ask you to arrive early in Washington and gather together to meet NAHAD's leadership to receive



a brief orientation as to what to expect over the next few days and how to get the most out of your attendance. In addition, we encourage you to participate in the Speed Networking Session, held earlier in the day, to meet NAHAD leaders and fellow first-timers. Note that this will be your first meeting on the registration form on page 11 and sign

up for speed networking on page 12. Take the fast-track to maximize your networking opportunities for the entire convention.

NAHAD

Member Convention Registration & Hospitality

Friday, April 19 • 2:00 pm – 5:00 pm

Saturday, April 20 • 8:30 am – 7:30 pm

Sunday, April 21 • 8:00 am – 5:00 pm

Monday, April 22 • 7:30 am – 12:30 pm

Tuesday, April 23 • 7:30 am – 2:30 pm

Enjoy leisurely conference registration at any time convenient to you.

Be sure to pick up your badge prior to attending any events. Beverages and light refreshments will be served in a relaxing setting. Use this opportunity to enjoy a quiet chat with NAHAD acquaintances, and network to make new friends. This is also an excellent opportunity to visit NAHAD's Hose Safety Institute Kiosk and learn all about the latest and greatest member benefits and the advantages of the Hose Safety Institute membership. NAHAD conference registration staff will be available throughout the convention to answer questions and to assist you.

Founding Fathers

1985-1986
Harry (Buzz) Hooper



1986-1988
Edward B. Fabacher, Jr.



1988-1989
George W. Carver



1989-1990
Allan H. Beverly

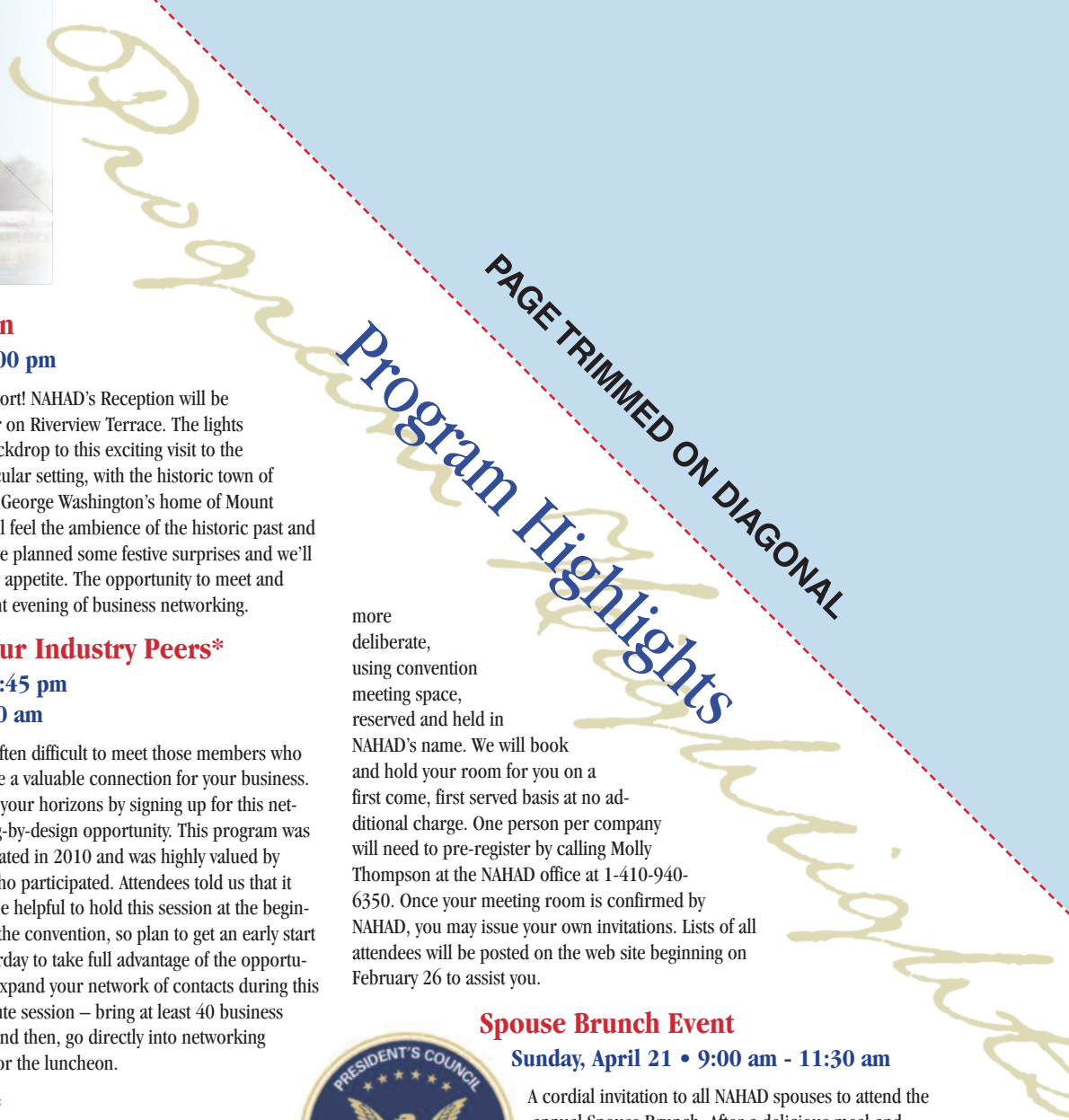


1990-1991
Bob Lyons



1991-1992
Michael P. Summers





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Opening Welcome Reception

Saturday, April 20 • 7:00 pm – 9:00 pm

Welcome to the Gaylord National Harbor Resort! NAHAD's Reception will be held poolside overlooking the Potomac River on Riverview Terrace. The lights of the Washington monuments will be the backdrop to this exciting visit to the United States Capital environs. In this spectacular setting, with the historic town of Alexandria, Virginia just across the river and George Washington's home of Mount Vernon just a short boat ride beyond, you will feel the ambience of the historic past and the U.S. seat of power as a backdrop. We have planned some festive surprises and we'll provide enough delicious food to satisfy your appetite. The opportunity to meet and mingle is our special ingredient for a pleasant evening of business networking.

Speed Networking: Meet Your Industry Peers*

Saturday, April 20 • 11:30 am – 1:45 pm

Buffet Luncheon available at 11:30 am

With over 600 delegates in attendance, it is often difficult to meet those members who might be a valuable connection for your business. Expand your horizons by signing up for this networking-by-design opportunity. This program was inaugurated in 2010 and was highly valued by those who participated. Attendees told us that it would be helpful to hold this session at the beginning of the convention, so plan to get an early start on Saturday to take full advantage of the opportunity to expand your network of contacts during this 90 minute session – bring at least 40 business



cards. We will begin with a buffet luncheon and then, go directly into networking session rooms. Pre-registration is required for the luncheon.

Trading Partners Meetings*

Saturday, April 20 • 4:30 pm or 5:30 pm

Tuesday, April 23 • 2:30 pm - 5:00 pm

NAHAD Convention evaluation surveys consistently request more time for attendees to have conversations with trading partners in both formal and informal meetings. Last year, we began this program and took advantage of the all-suites host hotel to allow members to set aside time for private meetings. This year, we need to be a bit

more deliberate, using convention meeting space, reserved and held in NAHAD's name. We will book and hold your room for you on a first come, first served basis at no additional charge. One person per company will need to pre-register by calling Molly Thompson at the NAHAD office at 1-410-940-6350. Once your meeting room is confirmed by NAHAD, you may issue your own invitations. Lists of all attendees will be posted on the web site beginning on February 26 to assist you.

Spouse Brunch Event

Sunday, April 21 • 9:00 am - 11:30 am



A cordial invitation to all NAHAD spouses to attend the annual Spouse Brunch. After a delicious meal and opportunity to meet and greet each other, we will hear a timely presentation from Cornell McClellan, a Fitness Consultant and Personal Trainer to the First Family of the United States of America. His timely topic will be Taking the First Step to a Healthy Work/Life Balance (see more information on page 10). Good food and good company are the ingredients for this uplifting event. Come and make new friends!

1992-1993
Richard D. Hall

1993-1994
Howard E. Neff

1994-1995
James W. Mitchell

1995-1996
Michael C. Lentz

1996-1997
Curtis W. Sprague

1997-1998
Al Talbot

1998-1999
Thomas Slater



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NAHAD Showcase of Hose Solutions

Tuesday, April 23 • 9:00 am – 2:30 pm

Adaptation and responsiveness to members' feedback is an important factor in the design of the 2013 premier event.

Last year, we instituted a festive evening kick-off to the Showcase of Hose Solutions which was very well received. In 2013, NAHAD will enliven the Showcase with a special lunch-time event which we are calling AprilFest. Beer, wine and soft drinks will be butler served, along with small plates of a variety of food. This will allow attendees to continue to circulate through the booths with a strolling lunch. Exhibitors will be served in the booths for their convenience, continuing to showcase their products and services throughout the 5 ½ hour event. One further adaptation is that the Showcase will begin at 9:00 am (in response to feedback that the earlier opening of 8:00 am gave the initial hour a slow start). The later opening should give everyone a chance to have a relaxed networking breakfast and enter the Showcase fully caffeinated and ready to do business.



Manufacturer and Associate Sponsored Hospitality Suites Sunday, April 21 Beginning at 6:30 pm



Manufacturers and Associates are invited to entertain NAHAD's distributor members on this evening. If you are interested in contacting the Gaylord National Harbor Resort for

information regarding hosting a Hospitality Suite, you may call Ashley Akright, Convention Services Manager, Gaylord National Resort and Convention Center by telephone Direct: 1-301-965-3714 or email Akright@GaylordHotels.com. As a special convenience, Manufacturers and Associates may order a complete set of NAHAD distributor mailing labels (no cost) or specialized reports (fee charged) from the NAHAD office. Please call the NAHAD office directly for details.

Member Luncheon & Keynote Address Sunday, April 21 • 1:00 pm – 2:00 pm

Our 2013 Keynote address comes with a definite Washington-insider flare. Andrew H. Card served as former President George W. Bush's Chief of Staff and is most well-known as the person who imparted the news about the September 11 attacks to the President during a presidential school visit in Florida. Mr. Card has a long history of public service, as well as working in industry at General Motors, a term as CEO of the American Automobile Manufacturers Association and his current position as the acting Dean of the Bush School of Government and Public Service at Texas A & M University. His insights into strategic leadership, particularly during challenging times, is not to be missed.

Here's our plan for 2013:

- Exhibitors may include an expanded display of products and information (see item 6 of Contact Table rules on page 13). You may set up your booth on Monday, April 22 from 1:30 pm – 8:30 pm, to get everything in place and ready for the Grand Opening on Tuesday morning. This time spread should give you a chance to enjoy a tour or a round of golf in the afternoon, or if you prefer, set up immediately after your lunch.
- Affiliate Member Exhibits (the former ServiceMart program) will again be integrated into the Contact Table program. Contact Table rules apply.
- Double Booth Space available: exhibitors have the opportunity to expand their booth space to encompass a space of 10' x 20', side by side. See Registration information on page 13.

All attendees will receive complimentary tote bags and 29th Annual Meeting collector's mugs. Preceding the program, there will be a breakfast buffet for exhibitors and attendees together. Exhibitors who have a bit more assembling to do before the opening may enjoy an early breakfast starting at 7:00 am. Exhibitors booth teardown will begin at 2:30 pm.

Manufacturer, Associate and Affiliate members are invited to register as soon as possible for an exhibit booth by completing the registration form on page 13. Booth selection will be on a first received, best selection basis. For further details, contact the NAHAD office directly.

Childrens' Dinner and Party*

Tuesday, April 23 • 6:30 pm – 10:30 pm

While parents are busy with cocktails and dinner, children ages 3 & up can enjoy their own dinner and age appropriate entertainment. See more information about registering your children on page 15. Registration for the convention is free. Certain activities are available to children on a space available, age appropriate basis.

1999-2000
H. Lee Helfer

2000-2001
Chuck Connors

2001-2002
Joe Mika

2002-2003
John W. Mork

2003-2004
Michael C.
Armbruster

2004-2005
Thomas
von Hillebrandt

2005-2006
Daniel D.
Ahuero



Closing Cocktail Reception, Dinner & The Capitol Steps

**Tuesday, April 23
6:30 pm – 10:30 pm**



Windows on the Potomac will provide a beautiful setting for our final Cocktail reception. Greet old and new friends and snap a photo of the sunset over the Potomac River as we kick off the final evening's activities. A gala dinner will be served at 7:30 pm. Following dinner, you will be entertained by the Capitol Steps. The ensemble began as a group of U.S. Senate staffers who set out to satirize the very people and places that employed them. In the years that followed, many of the Steps ignored the conventional wisdom ("Don't quit your day job!"), and although not all of the current members of the Steps are former Capitol Hill staffers, taken together, the performers have worked in a total of eighteen Congressional offices and represent 62 years of collective House and Senate staff experience. Since they began, the Capitol Steps have recorded 27 albums and have been featured on NBC, CBS, ABC, PBS and now NAHAD. See what they bring to light about the new Congress and President Obama's second term.



After Party with DC DJ

**Tuesday, April 23
10:30 pm – 11:30 pm**

Keep the Party Going! NAHAD has brought the Dancing back in 2013. Bring your best moves to the dance floor. We are expecting all of our Young Executives to show the young at heart NAHAD all-stars how to network on the dance floor.

James P. Meil, Eaton



Corporation

James P. Meil is vice president and chief economist with Eaton Corporation, a \$16.0 billion global diversified power management company. He has been recognized as a leading industrial sector economist for over 20 years. At Eaton Corporation, he is responsible for domestic and international forecasts of economic conditions and for the markets Eaton serves in electrical, hydraulics, aerospace, commercial truck and automotive.

He is a contributor to Blue Chip Economic Indicators, Consensus Economics, USA Today and The Wall Street Journal economic surveys as well as the Federal Reserve Bank of Philadelphia's "Survey of Professional Forecasters." Meil is a member of the American Economic Association, the American Finance Association, the Automotive Market Research Council, the National Business Economic Issues Council and the Conference of Business Economists. He previously served on the board of directors of the National Association for Business Economics.

Saturday, April 20 • 2:10 pm – 3:00 pm

Capitalizing Resources in 2013

The forward visibility needed to capitalize resources is particularly challenging given the uncertainties of Washington policymaking, the Euro currency and Europe's periphery in distress, and the disappointing performance of the once high-flying 'BRICS' (Brazil, Russia, India and China). In this presentation, Jim Meil will try to take a 'clean-sheet-of-paper' approach in his outlook for the global economy and the key industrial markets in North America, Europe, Latin America, Asia and the Mideast/Africa.

Topics to be covered will include: monetary and fiscal monetary policy; credit conditions; investment fundamentals; impacts from the energy sector and transportation; and, other issues that will have a bearing on end-market performance. Don't miss this insightful, eye-opening session, presented by one of the industry's leading financial thought-leaders.



Brent R. Grover, Evergreen Consulting, LLC

Brent is managing partner of Evergreen Consulting LLC, advisors to the distribution channel (distributors, suppliers and trade associations) on pricing optimization, strategic planning, acquisitions and profit improvement.

He is an Adjunct Professor at the Weatherhead School of Management at Case Western Reserve University and previously worked at a national accounting firm and was CEO and co-owner of an innovative and successful wholesale distributor. Brent has served as a director of numerous distributors and also industry organizations including HIDA and NPTA.

**2006-2007
Mark E. Forget**

**2007-2008
Joe Lark**

**2008-2009
Jack Kacsur**

**2009-2010
Rob Lyons**

**2010-2011
Alex McGill**

**2011-2012
Timothy O'Shaughnessy**

**2012-2013
Don Fritzingler**



Speakers & Presentations

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Mr. Grover has written eight books as well as numerous articles about distribution management for industry publications and is one of five NAW Institute Research Fellows. His newest book is "The Little Black Book of Strategic Planning for Distributors" published by Gale Media (Modern Distribution Management) in July 2012.

Saturday, April 20 • 3:00 pm – 4:30 pm
Strategic Planning for Hose & Accessories Distribution

These days, companies are almost always focused on the 'Now'. In this keynote presentation Brent Grover will help you shift that mindset. The insights from his newest book "The Little Black Book of Strategic Planning for Distributors" will help you organize a strategic planning project, gather the needed information and build a one-page plan. And, it includes what you will need to put your plan into action – a plan specifically tuned for a wholesale distribution company. Here's what industry experts are saying about the value of Brent's newest book:

"Brent Grover's new book is a practical and timeless guide for building a strategic plan for a wholesale distribution company. Take it one chapter at a time, or use the full book as a blueprint for formulating a long-term plan for your company." - Thomas P. Gale, publisher, Modern Distribution Management

"Check out Brent Grover's newest book - The distributor-oriented content is well worth it. Brent's planning process is simple, streamlined, memorable and actionable. And, his owner-operator, distribution-specific questions will make you squirm. Revise his tough questions to make them your own. Prioritize them and selectively share them with your advisors and management team. Make them sweat about and dive into these questions with you!" - Bruce Merrifield, Merrifield Consulting Group.



UID-in-a-Day
NAHAD'S University of Flexible Solutions
Six Key University of Industrial Distribution programs, delivered by three top UID faculty

members! Choose one of the morning and one of the afternoon sessions.



Nancye M. Combs, HR Enterprise, Inc

Nancye M. Combs, AEP-SPHR is president of HR Enterprise, Inc., a management consulting company in Louisville, KY. Authoritative and entertaining, her colleagues call her a "walking, talking, HR genius who has no peer." Clients call her "a priceless resource." More than 100 articles on managing people at work written by Ms. Combs appear in leading business publications and the press often solicits her views on contemporary business topics

Ms. Combs has been a featured speaker at the White House on programs with the President, the Vice President and Members of the U.S. Cabinet. She was named one of the top women business owners in Louisville and received the Award of Professional Excellence from the Louisville Society for Human Resource Management, which awards a scholarship in her name. She is a member of the Louisville Society for Human Resources Management and The Society for Human Resources Management. She is accredited for life as a Senior Human Resources Professional for accomplishments in her field and graduated from the University of Kentucky and from the University of Louisville with a coveted 4.0 point grade average.

Sunday, April 21 • 9:00 am – 11:30 am

**Human Capital Investment –
Selecting a Winning Sales Professional**

Suggested for Directors of Sales, CEOs, COOs and Human Resources Professionals

Hiring the best starts with a gatekeeper who understands what it takes to identify a great employee. Sales professionals need the knowledge of your products and services, along with the skills to mine for customers, land the accounts, follow through on their promises, and build the business. Selecting the person with both the technical ability and selling skills requires an arsenal of tools, as well as understanding the techniques for selecting a winning sales staff. This rapid-fire interactive session will prepare you to identify great employee candidates and qualify them to become part of your sales team, using a valid selection system. You will learn from a pro and leave with the knowledge and tools that will be invaluable. Topics covered include:

- **What Do Hiring Specialists Look for in a Winning Sales Professional?** - There are three key questions every hiring specialist needs to answer to qualify a sales professional.
- **Why is a Resume Inadequate?** - The resume is a marketing tool and embellished to create a favorable image. You must know where to look and what to look for to avoid being "duped" by a phony resume.
- **What Questions Should You Ask?** - The employment interview is the most critical part of the employment process. Learning which questions to ask is the key to finding a winner. You will learn them during your session.
- **Is the Expense of Pre-employment Testing Necessary?** - Pre-employment testing is invaluable only if the process includes the right test to identify the right person for the job. Learn which tests are worth the time and money.
- **Are There Some Red Flags to Look for That Could Spell Trouble?** - Red flags are the warning signs that success is unlikely with some sales candidates. Winning sales professionals need specific qualities that assure they can learn the work, make presentations, overcome objections, close the sale, and manage the complete sales process. Learning to recognize them will reduce frustration and turnover.
- **Why is the Background Check Critical?** - Negligent hiring is a rapidly growing legal problem. You will learn how to visit a free Internet site and quickly eliminate those who are the greatest threat to your business.

Sunday, April 21 • 2:30 pm – 5:00 pm

**The Right Compensation System –
A Key to Business Success***

CEOs, COOs, General Managers and other Principals Only

(NOTE: This session is only available for business owners, principles and executives who make salary decisions, by pre-registering on the Convention Registration Form)*

Getting the pay plan right is the key to retaining talent in your company. It is no surprise that half of the employees who quit say inadequate pay was the number one reason for leaving. Fair and equitable compensation is the goal, but creating a pay system is baffling, even to senior level executives. Many pay plans are piecemeal or non-existent and could never pass a legal challenge. This is a session to learn about basic pay systems and what works best for your business. You will find the answers to critical questions about independent contractors and how to determine which positions are exempt from overtime. Since there are more wage and hour claims filed than all other complaints filed with the U.S. Department of Labor, this is a subject that is critical to your business success. Topics covered include:

- **Which Plan Works for You?** - One size does not fit all kinds of businesses but you can select the one that works for you.
- **What Steps are Necessary to Defend Your Pay Plan?** - The steps to setting up a basic pay plan are not intimidating with the right education and tools, including how to establish salary grades and ranges.
- **What Does That Salary Survey Data Really Mean?** - Credible wage data is available to you and you can learn where to find it. You will also learn what data is bogus!
- **How Can You Find Out if Your Plan is Defendable?** - Using a simple calculation called the "compa-ratio," you can quickly audit your wage-salary plan. Potential problems will pop out in a flash and help you avoid charges of discrimination.
- **What Does the "Exemption Test" Mean?** - Misapplying the "white collar" exemption test is a common problem and results in extraordinary costs for back pay and fines. Learn what the test really means and how to apply it.
- **How Do You Decide Who Can be Called an "Independent Contractor"?** - The IRS has beefed up their enforcement of the misuse of Independent Contractor status and has employed a thousand agents to examine company records that use Independent Contractors. Can you pass the "20-Factor Test?"



Jason Bader, *The Distribution Team*

Jason Bader is the managing partner of The Distribution Team, specializing in providing strategic business coaching, inventory management training and technology utilization to the wholesale distribution industry. Jason brings over 20 years of experience working in the distribution field. He has overseen various operational teams, managed small and large facilities, and served in an executive management capacity for the last 10 years of his distribution career.

Jason is a regular speaker at distribution industry events and he is a featured contributor to several trade publications, such as *The Wholesaler*, *Construction Supply*, *Industrial Supply* and *Today's Electrical Distributor*.

Sunday, April 21 • 9:00am – 11:30am

Cover Your Assets: Protecting People, Property and Products in the Warehouse

Suggested for CFOs, Branch Managers, Inventory Managers, etc.

This session is all about changing the way we look at the physical warehouse. Most distributors will readily agree that inventory is really just cash in another form. But does their behavior match their words? If their warehouse was filled with \$100 dollar bills, would they treat it the same way they do today? If asked the question, every business owner would rather pay for proper maintenance versus costly repairs. Without preventative oversight, even our most basic equipment can fail at the most inopportune time. Does your company have a preventative maintenance program? Finally, we will discuss how to develop a safety sense in the warehouse. Not only are we trying to protect ourselves from a nasty OSHA inspection, but we want to provide a safe working environment for the people we have grown to depend on.

Learning Objectives:

- Develop a sustainable preventative maintenance program.
- Enhance warehouse security
- Minimize product damage and negligence
- Develop a safety sense in the warehouse
- Drive operational procedure back to net profit

Sunday, April 21 • 2:30pm – 5:00pm

Turning Buyers into Investors: Balancing Financial Performance with Customer Service

Suggested for Sales Managers, Branch Managers

Who do you think spends the most money in your company? Every time one of your buyers generates a purchase order, they are essentially cutting a company check. The idea is to get the best return on that investment of company money. This session is designed to help buyers learn how to analyze the performance of inventory so that they can make more prudent investments in the future. Looking at the Gross Margin Return on Inventory Investment provides a better understanding as to the success of our sales and purchasing efforts. Comparing gross margin analysis by line items ordered and by total order gives a good basis as to where we make and lose our net profit. Further exploration of the Turn and Earn ratio provides a basis for future purchasing dollars invested, giving us a more targeted net profit approach. The goal of the session is not only to buy smarter, but get a better return on the dollars we've already spent.

Learning Objectives:

- Moving past the clerical perception of buying inventory
- Calculate inventory turns, customer service and return on investment
- Make improvement to poor performing lines
- Generate vendor feedback tools
- Finding the balance between inventory turns and customer service



Don Buttrey, *Sales Professional Training, Inc.*

Don Buttrey is the President of Sales Professional Training, Inc. specializing in proven sales training and practical, hands-on tools for professional selling. They offer a comprehensive curriculum for sales management, sales professionals and sales/service support.

Don has a solid background in manufacturing, industrial distribution and inside/outside sales. He understands the hose and accessories industry and knows what is needed for a distributor or

manufacturer salesperson to succeed in sales. Don has worked with many small and large distributors and has trained thousands of sales professionals. His enthusiasm and materials speak for themselves. Don is the author of *The SELL Process*. He is a powerful keynote speaker for workshops or sales meetings and is an expert facilitator for intensive training camps adapted to your organization.

Sunday, April 21 • 9:00 am – 11:30 am

How to Structure a Winning Sales Team

Suggested for Sales Professionals, Owners

The primary focus of this workshop is helping sales leaders establish structure in their sales team. The economy has leveled a brutal attack—and a good sales department structure and is needed more than ever! Nearly every distributor in the past 2-3 years has awakened and restructured the sales team. Some of that restructuring has been organizational...territory sizing, manpower correction, leadership realignment, CRM, systems and reporting accountability. Much has been focused on directing and equipping the front-line sales team to be more effective in every customer interaction.

In this workshop we will help sales leaders, who are facing a whole new selling environment, to lead their sales organization with clarity and conviction. You will begin to understand the structure, tools and disciplines required to win in today's economy. We will establish you as leaders and coaches versus cheerleaders and dictators! Our market and territories have experienced volatile change. This demands decisive leadership with clear direction – confident leaders that people will follow!

Sunday, April 21 2:30 pm – 5:00 pm

The SELL Process – Your Offense & Defense

Suggested for Sales Professionals

Based on Don Buttrey's brand new book, *The SELL Process*, this 2-part workshop will provide immediate, practical improvement for all customer interactions.

Part 1: The SELL Process™ - Your Offense for Pre-call Planning

The will to win is not nearly as important as the will to prepare to win! The days of 'winging it' are over. Customers want professional salespeople who are focused and prepared. Sales interactions in a shop, across the desk, face-to-face and on the phone are where sales are won or lost every day. This workshop will teach sales professionals how to prepare and execute highly effective, consultative customer interactions. Salespeople can improve call success by this powerful pre-call planning process. Standardize your pre-call planning and customer interaction process with this 'hands-on' workshop!

Part 2: SELL Defense - Your Defense to Prepare for Objections, Complaints and Negotiation Ploys.

Objections will come. Sales professionals must be trained and ready to deal with them effectively. You need SELL Defense! Complaints are inevitable. Every company makes mistakes – it's how our professionals interact with the customer that makes the difference. These negative experiences, handled correctly, can actually solidify customer loyalty. You need SELL Defense! Negotiation Ploys requesting discounts and concessions will rear their ugly heads to anyone in your distributorship who interacts with the customer. In order to protect margins and communicate your dealer value daily, it is imperative to respond effectively to negative interactions. You need SELL Defense! This is a hands-on skill development workshop. We will first look at what objections are and learn the dynamics surrounding them. I will then teach a proven methodology for how to respond using the "SELL Defense". Everyone will receive a detailed handout and a worksheet tool to help develop skillful responses to the objections you face!

Speakers & Presentations

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Andrew H. Card,
*Dean of the Bush School
of Government and Public
Service at Texas A&M University*

On November 26, 2000, **Andrew H. Card, Jr.**, was appointed Chief of Staff in the presidential administration of Texas Governor George W. Bush. Card was chosen because of his impressive service record in the public and private sector, including serving in the administrations of two former presidents. Card's last day was April 14, 2006, making him the second-longest serving White House Chief of Staff. Mr. Card's impressive record includes:



- 11th U.S. Secretary of Transportation under President George H. W. Bush.
- Assistant to President Bush and Deputy Chief of Staff.
- Special Assistant to President Ronald Reagan for Intergovernmental Affairs and subsequently as Deputy Assistant to the President and Director of Intergovernmental Affairs
- General Motors' Vice President of Government Relations.
- President and Chief Executive Officer of the American Automobile Manufacturers Association (AAMA)
- Member of Massachusetts House of Representatives
- Named Legislator of the Year by the National Republican Legislators Association
- Received Distinguished Legislator Award from the Massachusetts Municipal Association.

Currently, Card is the acting dean of the Bush School of Government and Public Service at Texas A&M University. He is also a senior counselor at the global public relations firm Fleishman-Hillard, serving on the international advisory board. He serves on the board of directors at Union Pacific Corporation. He also serves on the U.S. Chamber of Commerce Advisory Board, an Advisory Board for Alexander Proudfoot and some privately held corporate and non-profit boards.

Card graduated from the University of South Carolina with a Bachelor of Science degree in engineering. He attended the United States Merchant Marine Academy and the John F. Kennedy School of Government at Harvard University and has received numerous honorary degrees and awards.

Sunday, April 21 • 1:00 pm – 2:00 pm

Strategic Leadership: Challenges and Choices Amidst Crisis

Keynote Address

The true test of a leader is their record of accomplishments. Andy Card was inside the Oval Office as U.S. Presidents and world leaders laid out their vision and agendas for their respective nations. As White House Chief of Staff for President George W. Bush, Mr. Card leveraged both strategy and execution, and the vital skill of negotiation, to orchestrate domestic, foreign, homeland security and anti-terrorism policy.

In this dynamic presentation, Mr. Card will draw analogies between his unique White House experience and the everyday pressures of executive-level management in the business world, especially those organizations undergoing change or facing a crisis. He will provide insight on dealing instantly and strategically with changes in perception, changes in the marketplace, dealing with innovation and new technologies, and how to quickly and successfully forge a new corporate culture due to business growth, merger or acquisition.



Cornell McClellan, *Naturally Fit*

Cornell McClellan is a Fitness Consultant and Personal Trainer to the First Family of United States of America. He is also the owner of *Naturally Fit*, a training and wellness facility in Chicago. McClellan is on a mission to illustrate how fitness can be achieved through a holistic approach that enhances the mind, strengthens the body, and nurtures the spirit; he encourages achieving the proper balance in pursuit of a totally fit lifestyle.

McClellan began his journey into the world of physical fitness over 30 years ago, first as a karate student and later as an instructor. It was during his time as a coach for children in the sports of basketball and football that he realized his passion for activities involving both physical and mental discipline. His involvement with the physical fitness of youth continued throughout his career as he spent much of his time as a wrestling and fitness coach for neighborhood youth. This led him to the sport of weight lifting where he became a training partner for several weight lifting enthusiasts who went on to win titles for the Illinois Cup, Mr. Illinois, Mr. U.S.A., Mr. America and Mr. Universe. This experience set the stage for McClellan's entrance into personal training. Having dabbled in so many different areas of fitness, McClellan possesses a variety of perspectives that contribute to his extensive knowledge of the human body and nutrition.

Spouse Brunch Presentation

Sunday, April 21 • 9:00 am – 11:30 am

Taking the First Step to a Healthy Work/Life Balance

Cornell McClellan's personal and professional philosophy on fitness is that everyone is capable of obtaining it, and being fit, healthy and well should be viewed as an everyday experience in maintaining a healthy work/life balance. As personal trainer to the First Family for more than a decade, member of the President's Council on Fitness, Sports & Nutrition and the owner of *Naturally Fit, Inc.*, his personal training and wellness center, McClellan knows firsthand that just one small change can cause a positive ripple effect in one's life. He gives audiences the tools to not only make the decision to get healthy and stay healthy but to turn things around by being fully engaged, physically energized, emotionally connected, mentally focused and fully aligned to maintain the balance we all crave both in our professional and personal lives.

J. Michael Marks, *Indian River Consulting Group*

Mike Marks co-founded IRCG in April 1987. He began his consulting practice after working in distribution management for more than 20 years. Over the years, his narrow focus in B2B channel-driven markets has created an extensive number of deep executive relationships within virtually every business vertical in construction, industrial, OEM, agriculture, and healthcare. His contributions to the field include serving multiple terms as a Research Fellow with the National Association of Wholesaler-Distributors, permanent faculty at Purdue University's University of Industrial Distribution, eight years as Graduate Adjunct Faculty in the Industrial Distribution Program at Texas A & M University, and rendering several precedent-setting expert opinions in contract disputes between manufacturers and distributors.

Game-Changing Innovation

Monday, April 22 • 9:00am – 11:30am

This session is about escaping the low margin "commodity ghetto" in which



your customers see you as equivalent to all their other suppliers. The escape begins by moving up the value chain so that you become more important and distinctive to at least a portion of your core customer base. In the wholesale distribution channel, offering higher value is the key to improving gross profit levels and customer loyalty. If you can solve their problems and provide the important things better than anyone else, you are in a position to sustain high profitability for a long time. If you don't, you may be able to

temporarily gain higher margins by cutting service or secretly raising prices; but, sooner or later, they will recognize the disconnect between cost and value, and defect to your competitors.

Almost by definition, providing higher value means doing something different. If you are offering the same "outstanding service and top tier products" value proposition as everyone else, then you can't really blame customers for treating you as interchangeable. Escaping the 'commodity ghetto' means being authentically distinctive. You won't do it by benchmarking or copying other companies "best practices." To carve out a distinctive position in the market, you must innovate.

Mike Marks will show you the art and science of customer-driven innovation. He will cover proven tools and methods for identifying customers' key value drivers and positioning your company to deliver them. This will be a provocative session with personal exercises so that you can immediately apply the concepts.

The key topics will include:

1. Understanding what really drives business-to-business customer buying behavior (hint: it's not what your sales force tells you). This insight is the foundation for a market driven strategy.
2. Disruptive and innovative business models. This is a relatively new field of study that is being pioneered by technology companies and not-for-profit organizations. It offers valuable lessons for both distributors and manufacturers.
3. Future forces. We are in the midst of several large-scale changes that are transforming the wholesale distribution channel. Understanding these will enable you to get ahead of the curve and "skate to where the puck will be."

NAHAD Twenty Ninth Annual Meeting & Convention

Gaylord National Resort & Conference Center

National Harbor, MD (Washington DC environs) • April 20 – 24, 2013

Please Check One: Distributor Manufacturer Associate Affiliate

Please check if first time attendee: Please check if Young Executive: (40 or under)

Please type or print information, as you would like it to appear on your Registration Badge and in the Official Convention Program.

Please submit one copy of this form, or a photocopy for each individual or family attending NAHAD's Twenty Ninth Annual Meeting & Convention.

Payment must accompany your registration. To register by fax, sign this registration form, indicating your VISA, MasterCard, Discover or American Express number and the expiration date. Or, mail a copy of the completed form with your check to: NAHAD, 105 Eastern Avenue, Suite 104, Annapolis, MD 21403-3300. Delegate registration forms received by February 11, 2013 will be included in the official convention program, and will qualify for the \$625 early registration fee. For Distributor delegates - from each Distributor Company registering before February 11, 2013, pay just \$545 for your company's third and any subsequent attendee – a savings of \$80 per additional registration. The \$665 regular registration fee will apply to delegate registrations received between February 12 and March 11, 2013. Delegate registrations received after March 11, 2013 will pay the \$745 late-faxed-in delegate registration fee.

Delegate Name _____ Badge Nickname _____

Title _____

Company Name _____

Company Address _____

City _____ State/Province _____ Zip/Postal Code _____

Country _____ Email _____

Phone _____ Fax _____

Do you have any physical conditions requiring special needs? Yes No

If yes, please specify _____

Do you have any dietary restrictions? Yes No

If yes, please list _____

Spouse Name (if attending) _____ Badge Nickname _____

Guest/Companion Name _____ Badge Name _____

Child Name #1 _____ Age _____ Badge Name _____

Child Name #2 _____ Age _____ Badge Name _____

Child Name #3 _____ Age _____ Badge Name _____

Home Address (spouse/guest correspondence will be mailed to the home)

City _____ State/Province _____ Zip/Postal Code _____

Country _____ Email _____

Do you have any physical conditions requiring special needs? Yes No

If yes, please specify what and who _____

Do you have any dietary restrictions? Yes No

If yes, please specify what and who _____

Meeting
Registration

Registration and Cancellation Policies

In order to obtain a refund for convention registration fees or golf, written notice of cancellation is required, to be received at the NAHAD office, by the dates noted below:

By February 11, 2013–
for Full Refund

By March 11, 2013 –
for 50% Refund

After March 11, 2013 -
No Refund

Tour Cancellation Policy

All tours are subject to cancellation if minimum enrollments are not met. Registrants will receive notification, if possible, and full refund if tour is cancelled by NAHAD. Refunds will be issued by May 24, 2013.

If a member wishes to cancel a tour registration, written notification must be received by the NAHAD office no later than February 11, 2013, for full refund. Each tour has minimums and restrictions, which may require pre-payment by NAHAD. After February 11, please contact the NAHAD Registrar to inquire about partial refund. No Tour Refunds will be issued for cancellation requests received after March 11, 2013.

Mail all Meeting registrations and Payment (not Hotel Reservations) to:

NAHAD

105 Eastern Ave., Suite 104
Annapolis, MD 21403

Make all checks payable to:
NAHAD

Register online at
www.nahad.org

Phone: 1-410-940-6350

Fax: 1-410-263-1659

Registration Fees/Optional Tours & Activities Sign Up

Delegate Name	Cost	Delegate	Spouse	Child 1	Child 2	Child 3
Delegate Early Registration Fee <i>(If paid by February 11, 2013)</i>	\$625		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are you a Distributor and are you the third or subsequent attendee from your company? <input type="checkbox"/> Yes <input type="checkbox"/> No						
Third Distributor Delegate Fee <i>(If paid by February 11, 2013)</i>	\$545		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delegate Regular Registration Fee <i>(If paid between February 12 and March 11, 2013)</i>	\$665		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delegate Late-Fax-In Registration Fee <i>(If paid after March 11, 2013)</i>	\$745		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spouse/Companion/Guest Registration Fee	\$375	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Golf Tournament <i>Monday, April 22 • 11:30 am</i>	\$170			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delegate: Golf Club Rental <i>Indicate <input type="checkbox"/> Left <input type="checkbox"/> Right Rental Clubs</i> <i>Indicate Handicap/Avg. Score _____/_____</i> <i>I'd like to play with _____</i>	\$46		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spouse/Guest/Companion: Golf Club Rental <i>Indicate <input type="checkbox"/> Left <input type="checkbox"/> Right Rental Clubs</i> <i>Indicate Handicap/Avg. Score _____/_____</i> <i>I'd like to play with _____</i>	\$46	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A Tribute to Our Nation's Heroes Tour <i>Saturday, April 20 • 8:00 am – 1:00 pm</i>	\$72					
Luncheon and Speed Networking Session <i>Saturday, April 20 • 11:30 am – 1:45 pm</i>	\$39		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fifteenth Annual Fun Run Walk <i>Sunday, April 21 • 7:00 am – 7:30 am</i>	\$15					
Washington DC in Springtime Spouse Tour <i>Sunday, April 21 • 12:00 pm – 4:00 pm</i>	\$59	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CEO and Principals Only UID Session <i>Sunday, April 21 • 2:30 pm – 5:00 pm</i>	N/C		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An Afternoon at the Smithsonian Tour <i>Monday, April 22 • 12:00 pm – 5:00 pm</i>	\$64					
Abraham Lincoln's Washington Tour <i>Monday, April 22 • 12:30 pm – 5:30 pm</i>	\$87					
Private Tour of the U.S. Capitol <i>Monday, April 22 • 1:00 pm – 5:00 pm</i>	\$115					
Being President is No Walk in the Park Tour <i>Monday, April 22 • 1:00 pm – 5:00 pm</i>	\$75					
Special Tour of the Supreme Court <i>Monday, April 22 • 1:45 pm – 5:00 pm</i>	\$45					
Monuments by Moonlight Tour <i>Monday, April 22 • 8:00 pm – 11:00 pm</i>	\$54					
Spouse Tour of America's First Home and Luncheon <i>Tuesday, April 23 • 9:30 am – 2:30 pm</i>	\$135	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children's Party and Dinner <i>Tuesday, April 23 • 6:30 pm – 10:30 pm</i>	\$65	<input type="checkbox"/>	<input type="checkbox"/>			
Total Fees Due for Each Attendee:		\$	\$	\$	\$	\$

Payment Options

GRAND TOTAL DUE: US\$

Enclosed is my check for \$ _____

Please make checks payable in U.S. dollars, to **NAHAD**, and mail to:

NAHAD, 105 Eastern Avenue, Suite 104, Annapolis, MD 21403-3300.

Please charge to my (check one) VISA MasterCard Discover American Express


Account # _____ Exp. Date _____ Verification Code _____

Name on Card *(please type or print)* _____ Card Signature _____

Telephone Inquiries (800) 624-2227 Register by Fax (410) 263-1659 Register online at www.nabad.org

For office use only Check Date _____ Check Number _____ Invoice Number _____

Please check age restrictions for children on tours.



General Information

Registration Summary/Deadlines

A variety of materials are enclosed in this Annual Meeting Program brochure. To simplify the registration process, the following is a summary of enclosures, the deadlines to return the various forms, and where to send them.

Meeting Registration

Early Registration Discount

Deadline: February 11, 2013

Register by February 11, 2013 to take advantage of the discounted registration fee, and to guarantee your company's listing in the Official Convention program and the Preliminary Registration Roster, which will be available on the web and updated every Wednesday evening beginning on February 22, 2013.

Mail-In Registration deadline

Deadline: March 11, 2013

After this date, fax your registration form to NAHAD at (410) 263-1659 and pay the Late Registration Fee of \$ 745.00.

Mail all Meeting Registrations and payment (not Hotel reservations) to:

NAHAD, 105 Eastern Avenue, Suite 104, Annapolis, MD 21403-3300. Make all checks payable to NAHAD.

Register on-line at www.nahad.org

Registration and Cancellation Policies

In order to obtain a refund for convention registration fees or golf, written notice of cancellation is required, to be received at the NAHAD office, by the dates noted below:

- By February 11, 2013 – for Full Refund
- By March 11, 2013 – for 50% Refund
- After March 11, 2013 - No Refund

Tour Cancellation Policy

All tours are subject to cancellation if minimum enrollments are not met. Registrants will receive notification, if possible, and full refund if tour is cancelled by NAHAD. Refunds will be issued by May 24, 2013.

If a member wishes to cancel a tour registration, written notification must be received by the NAHAD office no later than February 11, 2013, for full refund. Each tour has minimums and restrictions, which may require pre-payment by NAHAD. After February 11, please contact the NAHAD Registrar to inquire about partial refund. No Tour Refunds will be issued for cancellation requests received after March 11, 2013.

Spouse Registration Fee

NAHAD's Spouse Registration Fee is designed to be an economical way for your spouse or companion who is over the age of 18 to attend all of the convention activities. Registered spouses are welcome and encouraged to participate in NAHAD activities. Historically, we have found that registered spouses have derived more enjoyment and received more value in the form of a sense of full participation, life-long friendships, and support of the NAHAD delegate. The spouse fee is carefully calculated to cover the direct costs of spouse meals and spouse materials. The following meal functions are included in the spouse fee: Saturday's Welcoming Reception (meal equivalent of dinner), Sunday's Spouse Lunch, and the Cocktail Reception and Dinner on Tuesday with entertainment by the Capitol Steps. In addition, spouses are welcome to attend, with their delegate, Monday's breakfast and any of the General Session presentations that they find to be of interest. The spouse registration fee also covers the cost of spouse materials and the NAHAD spouse program on Sunday morning.

This fee is also appropriate for guests/companions of the registered delegate. Who does NAHAD consider a guest or companion? This might be your mother-in-law or adult child who is traveling with you to Washington, DC. In order to attend NAHAD functions, a spouse, guest or companion must be registered and must pay the spouse registration fee to receive a badge and gain admission to NAHAD food functions and to participate in tours and events.

Children (under Age 18) Registration

There is no charge for registered children in attendance at the meeting. Please indicate the names and ages of your children on the Registration Form on page 11 and include your home address. Your child is welcome to attend the Welcoming Reception at no charge. Children may not attend business sessions or any convention food functions, with the exception of the Welcoming Reception. Children over the age of 18 are welcome to attend the Closing Dinner on Tuesday evening, but they must register as a Guest and pay the Guest fee. NAHAD is offering a children's party on Tuesday evening for younger children while parents are attending the Closing Reception, Dinner and Entertainment (from 6:30 pm until 10:30 pm). There is a fee charged. Please register your child(ren) on page 12 for this event.

Admittance to convention activities will be by badge. Non-registered attendees, guests or spouses will not receive a badge. Optional tours and recreational activities are only open to registered attendees.

Tours & Events

A Tribute to Our Nation's Heroes

Saturday, April 22 • 8:00 am – 1:00 pm

Price: \$72 per person

This tour begins with a stop at Arlington National Cemetery, where the sight of some two hundred thousand identical headstones uniformly placed on a hillside of 612 acres overlooks the Potomac River. Our guide will share with you the many stories of the fallen heroes who were our American casualties of war as we take the guests on a walk-



ing tour. View the powerful Eternal Flame that illuminates the inspiring and somber gravesites of President John F. Kennedy, his wife, Jacqueline Kennedy Onassis and his brother, Robert Kennedy. The tour continues on to The Tomb of the Unknowns, a moving site guarded 24 hours a day and a monument to those fallen American soldiers that remain unknown. Witness the impressive "Changing of the Guard" ceremony performed with perfect precision by a team of Marines, which takes place hourly at the tomb. And finally, tour the Women in Military Service For America Memorial.

Next, you will see the United States Marine Memorial affectionately known as the Iwo Jima Memorial. The memorial is dedicated to all Marines who have given their lives in the defense of the United States since 1775. The sculpture was designed by sculptor Felix W. de Weldon, then on duty with the U.S. Navy, from the Pulitzer prize-winning photo by news photographer Joe Rosenthal. From there guests will board the bus and head to the Air Force Memorial also located in Arlington, VA.

No tour of Washington would be complete without a visit to the National World War II Memorial. The memorial honors the 16 million who served in the armed forces of the U.S. during World War II, as well as the more than 400,000 who died, and the millions who supported the war effort from home. Symbolic of the defining event of the 20th Century, the memorial is a monument to the spirit, sacrifice, and commitment of the American people to the common defense of the nation and to the causes of peace and freedom from tyranny throughout the world.

Tour requirements: Dress in layers for Washington spring weather with comfortable shoes

Fifteenth Annual Fun Run/Walk

Sunday, April 21 • 7:00 am – 7:30 am

Price: \$15 per person

Take it as fast or as slow as you like. All participants will receive a NAHAD 2013 tee shirt.

Washington DC in Springtime Spouse Tour

Sunday, April 21 • 12:00 pm – 4:00 pm

Price: \$59 per person

Washington DC is a majestic city which turns magical in the spring. Join other NAHAD spouses and become a part of our nation's most historic landscape and feel history come to life as you visit some of our country's most beloved sites. As the tour makes its way to Capitol Hill, you'll follow a route that affords splendid views of the monuments, famous sites along the Potomac



River with the blossoming of spring in the foreground. See the majestic U.S. Capitol Building, Senate and House office buildings.

As you travel along the National Mall, your tour guide will also point out the famous Smithsonian Museums, the U.S. Holocaust Memorial Museum, the Bureau of Engraving and Printing. View the World War II Memorial and the Washington Monument. Weather permitting, guests will walk down by the reflecting pool to the Lincoln Memorial, where you will climb the marble steps to the temple that enshrines Abraham Lincoln. From there, you will take a short walk to the somber setting of the powerful Vietnam Veterans Memorial. Your guide will then walk you to the Korean War Veterans Memorial – a powerful reminder of this important war.

End the day with a stop on Pennsylvania Avenue to view the White House. As you approach the White House through Lafayette Park, your Capitol Services tour guide will tell you the history of the park and of the many famous buildings that surround you.

NAHAD'S Annual Golf Tournament

Monday, April 22 • Bus Departures Begin

at 11:45 am for a 1:00 pm Shotgun Start

Price: \$170 includes green fees, cart, barbeque lunch, prizes and tournament services.

Rental Clubs available for \$46, includes tax



Lake Presidential

Lake Presidential Golf Course has been rated the #2 course in Maryland by Golf Week and as one of the top 10 best new courses in the United States by Golf Magazine. Created by the developers of spectacular Kiawah Island in South Carolina and internationally known PGA West in California, Landmark Land Company, Golf Magazine has called it the "Golf for Business" destination in DC. Sited around a 30-acre lake, this course will offer you both the scenery and the challenges that you expect from a NAHAD tournament location.

After arriving on the golf shuttle, NAHAD Golfers will be served a full barbeque lunch, followed with the opportunity to warm up on the Practice Range, Short Game area or Putting Green before the 1:00 pm Shotgun start. Please indicate on the Registration Form if you would like to be paired with another member. It is usually extremely easy for NAHAD to honor your request for pairings with advance notice, but impossible to do this at the last minute. Pairings will be done on a first noted, first designated basis, with consideration to matching distributors with manufacturers wherever possible.



An Afternoon at the Smithsonian Tour

Monday, April 22 • 12:00 pm – 5:00 pm

Price: \$64 per person



Smithsonian

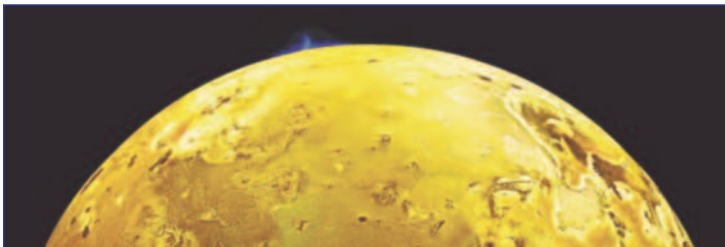
Your first stop is at the world famous and most visited museum on the planet, The Smithsonian Institution's National Air and Space Museum – an absolute must for any visitor to our capital city! This magnificent glass and marble building maintains the largest collection of historic air and spacecraft in the world. Located on the Mall, the museum has hundreds of artifacts on display including the original



Wright 1903 "Flyer," Charles Lindbergh's "Spirit of St. Louis," the Apollo 11 command module, "The Voyager," which flew around the world on one tank of gas, and a lunar rock display that visitors can touch. This Museum is a fitting tribute to the great explorers who have advanced the history of flight.

After the Air and Space Museum guests will move to the newly renovated Museum of American History where you will find a marvelous collection of treasures from America's past; beginning with the actual Star Spangled Banner which inspired Francis Scott Key to compose our national anthem, to the first telephone, the atomic bomb and the original Apple Computer. You'll see Henry Ford's Model T, the world's oldest operative locomotive, and early American history displays which include George Washington's Revolutionary War uniform and a 1776 Gunboat. Special exhibits include the dresses of all the First Ladies, a Conestoga Wagon and Thomas Jefferson's writing desk and the Greensboro lunch counter the site of the 1960 civil rights sit-in.

Tour requirements: comfortable shoes and some spending money (you may want to purchase items like astronauts' ice cream from the Gift Shop.)



Abraham Lincoln's Washington Tour

Monday, April 22 • 12:30 pm – 5:30 pm

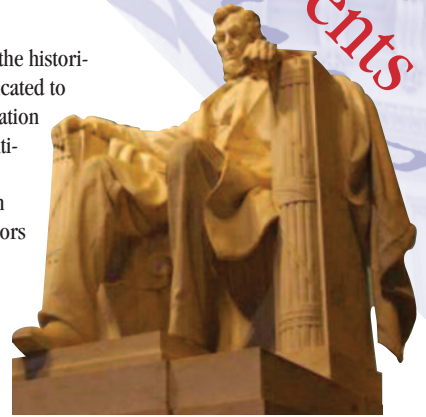
Price: \$87 per person, price includes transportation, guide and admission to Ford's Theatre and Museum

Your tour will begin at President Lincoln's Cottage, the most significant historic site directly associated with Lincoln's presidency aside from the White House. In February 2008, President Lincoln's Cottage at the Soldiers' Home opened to the public for the first time, giving Americans an intimate, never-before-seen view of Abraham Lincoln's presidency and family life. While here, you will visit Lincoln's country home and workplace where he spent a quarter of his presidency. A special exhibition gallery at the Visitor Education Center presents rotating displays of objects related to Lincoln and



his legacy. In "Lincoln's Cabinet Room," you can participate in an innovative interactive experience exploring Lincoln's Toughest Decisions related to emancipation, politics, and military affairs.

Next, you will stop at Ford's Theatre, the historical landmark in Washington, DC dedicated to President Abraham Lincoln at the location where he was shot. Completing a multi-million dollar expansion in February 2009 in time for the Abraham Lincoln Bicentennial Celebration, it gives visitors the opportunity to learn more about Abraham Lincoln's life and his presidency. The theater and museum include a state-of-the-art education center (completed in 2012) directly across the street from the theater.

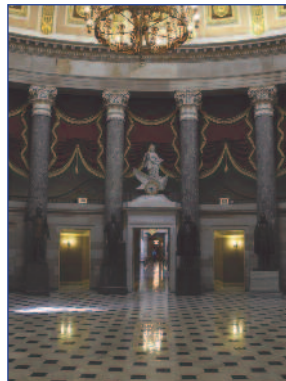


Tours & Events

Private Tour of U.S. Capitol

Monday, April 22 • 1:00 pm – 5:00 pm

Price: \$115 per person



On the city's most prominent hill lies Washington's most spectacular structure, The U.S. Capitol. It is a symbol of the American people and their government; the meeting place of the nation's legislature; an art and history museum. Today's visit will take NAHAD guests through this magnificent building where the laws of the land are still being created. Within the building, amaze at Bernini's "Apotheosis of Washington" in the Rotunda, learn the secret of Statuary Hall and visit the many nooks and crannies of this impressive structure.

The NAHAD tour continues within the chambers of the buildings. This private tour is conducted by expert docents from the US Capitol Historical Society and includes a donation per person to support USHS.

Tour requirements: You must have a valid government issued identification for admission through security to the U.S. Capitol. Also, this tour can be cancelled at any time due to official government business.

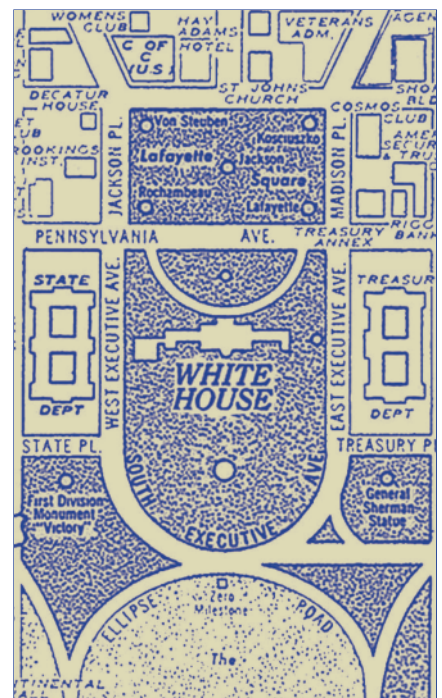
Being President is No Walk in the Park

Monday, April 22

1:00 pm – 5:00 pm

Price: \$75 per person, tour includes tea at Woodrow Wilson House

Your tour will begin as you pass by the White House, home to every president since John Adams, then cross to Blair House, guest quarters for visiting royalty, presidents, and prime ministers, and where terrorists tried to gun down President Truman. Stroll around Lafayette Square to the homes of the mad major who struggled with Lincoln's assassin and the Congressman who raced across this square to kill the son of Francis Scott Key.



As you walk to your next destination you will amble past the hallowed home where beloved Dolley Madison lived and died. Continue your walk along Pennsylvania Avenue and admire the south face of the White House.

Following the walking portion of the tour, you will board your coach for a driving tour past the homes of Washington's powerful. You will tour the Woodrow Wilson House, an impressive Georgian Revival mansion located in one of the most affluent neighborhoods in all of Washington. Learn about the world of Woodrow Wilson - the man, his ideals and his relevance today.



Woodrow Wilson House is a national historic landmark and house museum that focuses on President Woodrow Wilson's "Washington Years (1912-1924)". The museum promotes a greater awareness of Wilson's public life and ideals for future generations through guided tours, exhibitions and educational programs. The museum also serves as a community preservation model and resource, dedicated to the stewardship and presentation of an authentic collection and property. We will then continue down Embassy Row and past the US Naval Observatory, home to Vice President Biden.

Tour requirements: comfortable shoes and a sweater or jacket for Washington Springtime weather.

Special Tour of the Supreme Court

Monday, April 22 • 1:45 pm – 5:00 pm

Price: \$45 per person

The most fascinating thing about the city of Washington, DC is how many attractions there are to see. The NAHAD convention gives attendees opportunities to take "once in a lifetime" tours and this tour of the U.S. Supreme Court is a perfect example. For many

years, NAHAD has been privileged to include Kevin Cline as one of the NAHAD staff members working on the convention. Many NAHAD members know that Kevin has a day job – he is Budget Officer for the Supreme Court. He has taken the time to set up a special tour of the Court.

Our group will assemble in the Great Hall to be met by the Court's docent. She will lead the group to the Courtroom where a private lecture about the work and procedures of the Court has been

arranged. After the presentation in the Courtroom, there will be an opportunity to continue the tour of the building and visit the Gift Shop.

Tour requirements: A valid government issued identification

Monuments by Moonlight Tour

Monday, April 22 • 8:00 pm – 11:00 pm

Price: \$54 per person

When the sun goes down, Washington turns into a different city, and Old Town Trolley Tours knows just the right way to show off the Capitol City at night! Enjoy the sights and sounds of this truly magnificent city as you join the professional tour guides for entertaining anecdotes and historical information along with a sprinkling of bewitching ghost stories of the spirits that haunt our nation's capital.

On-board you'll see some of the city's most popular monuments such as the Capitol Building, the White House, the Jefferson Memorial and the Washington Monument. The tour makes three stops, the new MLK Jr. / FDR Memorials, the Lincoln Memorial, and the Iwo Jima Memorial. The Lincoln Memorial stop also serves the Vietnam Veteran's Memorial and the Korean War Veteran's Memorial allowing you to see these sights in a different light.

Tour requirements: Please wear comfortable shoes to walk around the monuments, as well as a jacket or windbreaker as the open-air trolley lets in the night breezes!

Spouse Tour of America's First Home – Mount Vernon

Tuesday, April 23 • 9:30 am – 2:30 pm

Price: \$135 per person for this private VIP tour with docent and colonial luncheon



Today, you will travel back in time to the eighteenth century – to the life and times of the father of our country, George Washington. A motor coach will take you over the Potomac River to Mount Vernon Estate, America's most visited historic house. The estate sits on a grassy, shaded slope overlooking the Potomac River. Upon

arrival you will pass thru the newest additions to the estate: The Ford Orientation Center and Donald W. Reynolds Museum and Education Center. The exhibits depict Washington as an incomparable American hero who evolved from a young man of modest means into this country's first and greatest president.

From the visitor's center, you will make your way along the garden path to Washington's home, where you will be presented with an authentic look at the life of George and Martha Washington. Docents will describe the rich history and significant historical events that took place in each of the bright and colorful rooms in the mansion. From there, you will tour the outbuildings where much of the day-to-day domestic activity on the plantation took place – from the curing, spinning and laundry houses to the living quarters for overseers and slaves. The plantation gardens will demonstrate firsthand why Washington was considered the foremost horticulturist of his day. As you venture down the pathway, you will see the tombs where George and Martha Washington are buried along with other family members. Throughout your visit, you will observe the beautiful landscape that has been carefully and meticulously groomed for decades.

After the tour's conclusion, you will enjoy a luncheon at the adjacent Colonial Inn and you will have an opportunity to shop in the outstanding Gift Shop which includes wonderful decorative items, books, souvenirs for children, and specialty items such as jewelry.



Tour requirements: wear comfortable shoes for walking on colonial pathways and bring a jacket or sweater.



Transportation Information

Gaylord National is 15 minutes due south of Washington, D.C.—just off the Capital Beltway (I-95/I-495)—making it an easy drive from the surrounding Maryland and Virginia areas as well.

Daily Parking Rates

Parking at Gaylord National Resort is \$22 per day for overnight self-parking and \$32 per day for overnight valet parking.

Airports

Reagan National Airport (DCA) — approximately 8 miles, 15 minutes
Gaylord National Airport Shuttle to Reagan National Airport (DCA)

Gaylord National is now proud to offer an exclusive, express shuttle to and from Reagan National Airport. This convenient new service will depart every twenty minutes from Gaylord National's front door to Reagan National Airport, and every twenty minutes from the Reagan National Airport baggage claim. Reservations are recommended, but tickets also will be available from the SuperShuttle desk, located on the lower level of the airport, near baggage claim.

Daily Shuttle Schedule : 6:00 am – 8:00 pm

Alternative Airports:

Washington Dulles International Airport (IAD) — approximately 35 miles, 45 minutes

Baltimore/Washington International Airport (BWI) — approximately 42 miles, 45 minutes

By Train:

Washington Union Station — approximately 10 miles, 20 minutes

Rental Car

Hertz is offering special meeting rates, available from April 12 – May 1, 2013 from all Washington, DC and Baltimore area locations.



To reserve your special meeting rates, you may provide this CV# to your corporate travel department or travel agent CV #027W0018 or you may call Hertz directly from the United States or Canada at 1-800-654-2240 or from International locations 1-405-749-4434. Please provide the CV #027W0018.



Weather and What to Wear

April is a great month to be in the District. The cherry blossoms are in full bloom and the city seems to come alive with visitors and things to do and see. With the Washington Nationals season beginning, baseball is all the talk; the cherry blossom festival is in full swing; and the White House will host its annual spring garden tour; and so much more. Please pack a raincoat or umbrella to prepare for any April showers; but also pack some warm weather clothes, sunglasses and comfortable shoes for all the sightseeing you will be able to experience. The Gaylord National Harbor Hotel is perfectly designed for whatever the weatherman sends our way. The entire front of the building, facing the Potomac River is glass encased, with climate control, allowing for maximum light and view.

Casual business attire is recommended for all educational and business session. It is always a wise idea to have a sweater or suit jacket handy as meeting rooms tend to be kept cool. Saturday's night Welcome Reception will be outside (weather permitting), so flat shoes and a wrap or jacket for ladies is recommended. The attire for that event is "smart" casual. Tuesday morning's Showcase of Hose Solutions is business casual to allow members the opportunity to sport their company logo golf shirts paired with business slacks. Two dressier occasions are Sunday night's Hospitality Suites and Tuesday night's Closing Dinner where suit jackets, a cocktail dress or dressy pant suit are recommended.

Weather: Average high temperature 64 degrees
Average low temperature: 45 degrees





Hotel Information **Gaylord National Hotel and Convention Center**

**201 Waterfront Street
National Harbor, MD 20745
Phone: 1-301-965-2300
Fax: 1-301-965-2039**

Just minutes outside of Washington, DC, Gaylord National Resort & Convention Center offers visitors to the Capital region everything they are looking for in a vacation, weekend getaway, business trip or just a night out. Discover this first-class destination with fun for everyone, including fine dining and casual restaurants, unique shopping experiences, an indoor pool, and a 20,000-square-foot spa and fitness center. And for late-night excitement, an express elevator speeds you to the two-story rooftop Pose Ultra Lounge.

Whether you are coming to the Washington DC area for business or pleasure—or even a combination of both—Gaylord National is the perfect place to stay in order to enjoy the region's rich cultural and business destinations. Located in National Harbor, Maryland in Prince George's County, Gaylord National offers its guests convenient access to Washington, DC with an hourly shuttle service, water taxi to Old Town Alexandria, and shuttle service to Ronald Reagan National Airport.



With 2000 luxurious rooms, including 110 lavish suites, the spectacular 18-story glass atrium welcomes you to the hotel, offering sweeping views of the Potomac River, Washington, DC and Old Town Alexandria. Come and discover for yourself the jewel of the capital region—Gaylord National Hotel & Convention Center. Take an interactive walkthrough underneath the majestic climate-controlled glass atriums and discover the “wow factor” guests keep talking about!

Gaylord National's luxurious guest rooms blend classical design and residential comfort, with custom furnishings and rich fabrics. These Deluxe guest rooms are uniquely designed and richly decorated to complement the heritage of the Chesapeake region.

NAHAD Sleeping Room Rates: \$229 single or double occupancy, plus tax

Run of Hotel: View and bed-type requests are based on availability upon arrival.

Sleeping rooms will be held in the NAHAD block until March 21, 2013. After this date, rooms may be available on a space available, rate available basis, so please book as soon as possible. Upgrades are available at the NAHAD rate of \$269, plus tax for an Atrium Room and \$399, plus tax for an Executive Suite.

Gaylord Hotels has now joined the Marriott portfolio of brands. Gaylord National is a Category 5 Marriott Rewards property. To make a reservation, you may book online at www.nahad.org, follow hotel link.



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www.nahad.org

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