

*The*  
**A**  
*up Your Sleeve*

**WASDA's 33rd Annual Meeting**

February 26-29, 2012 • Caesar's Palace • Las Vegas, Nevada

# Schedule of Events

## Sunday, February 26, 2012

**12:00 P.M. — 5:00 P.M.**

Board of Directors Meeting & Working Lunch

**5:00 P.M. — 7:00 P.M.**

Registration

**5:30 P.M. — 7:00 P.M.**

Welcome Reception

**7:00 P.M.**

Dinner on own

## Monday, February 27, 2012

**7:30 A.M. — 12:00 P.M.**

Registration

**8:00 A.M. — 9:30 A.M.**

Concurrent Committee Meetings  
with Breakfast

- Associate Member Committee
- Membership Committee
- Marketing Committee
- Program Committee

**9:30 A.M. — 10:15 A.M.**

General Business Session  
*Distributor Attendance Mandatory*

**9:30 A.M. — 10:30 A.M.**

Spouse/Companion Breakfast/Introductions

**10:15 A.M. — 10:30 A.M.**

Break

**10:30 A.M. — 12:00 P.M.**

Joseph Hallinan, *Why We Make Mistakes*

**12:00 P.M. — 1:00 P.M.**

Lunch with Brass Tsunami Update

**1:00 P.M. — 5:00 P.M.**

Free Afternoon/Tours

**5:30 P.M. — 7:00 P.M.**

Networking Reception

**7:00 P.M.**

Dinner on own

## Tuesday, February 28, 2012

**8:00 A.M. — 11:00 A.M.**

Registration

**8:30 A.M. — 9:30 A.M.**

Board Meeting and Breakfast

**8:30 A.M. — 9:30 A.M.**

Breakfast Buffet

**9:30 A.M. — 10:30 A.M.**

Spouse/Companion Breakfast

**9:30 A.M. — 11:00 A.M.**

Dr. Charles Petty,  
*Ambush at the Generation Gap*

**11:00 A.M. — 5:00 P.M.**

Free Afternoon/Tours

**11:30 A.M.**

Shuttle Departure for Golf Tournament

**12:30 P.M. — 5:00 P.M.**

Golf Tournament

**5:15 P.M. — 5:45 P.M.**

Shuttles Return from Golf Tournament

**7:00 P.M. — 8:30 P.M.**

Reception

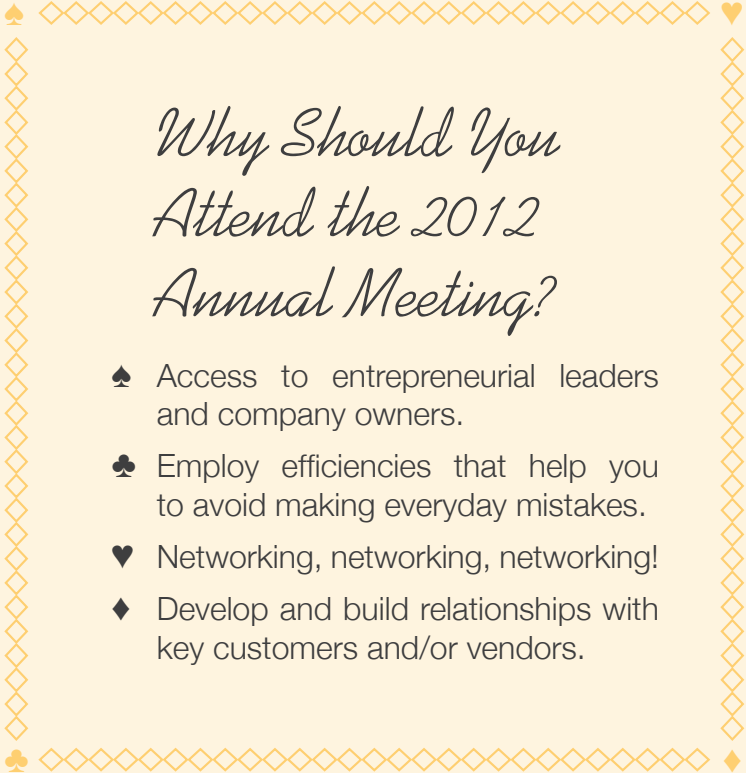
**8:30 P.M.**

Dinner on own

## Wednesday, February 29, 2012

**9:00 A.M. — 10:30 A.M.**

Breakfast & Membership Benefits Review



*Why Should You  
Attend the 2012  
Annual Meeting?*

- ♠ Access to entrepreneurial leaders and company owners.
- ♣ Employ efficiencies that help you to avoid making everyday mistakes.
- ♥ Networking, networking, networking!
- ♦ Develop and build relationships with key customers and/or vendors.

## Featured Sessions



### **Why We Make Mistakes**

**Keynote Speaker,  
Joseph Hallinan**

**Monday, February 27, 2012  
10:30 A.M. — 12:00 P.M.**

This year's Keynote Speaker, Joe Hallinan, author, professor and Pulitzer Prize-winning journalist will be speaking on the topic "Why We Make Mistakes" based on his book of the same title. Joe helps provide answers to questions such as:

- *Why do otherwise intelligent people make obvious mistakes?*
- *Why do we often miss what's right in front of our eyes?*
- *Why do we make mistakes?*

In a discussion full of anecdotes, relevant studies and tips you can use immediately, Joe shows us that some of the same qualities that make us efficient also make us error-prone. How to prevent these errors – how to anticipate and then "outsmart" them – are at the heart of this engaging, entertaining and interactive talk.



### **Ambush at the Generational Gap**

**Charles Petty, PhD**

**Tuesday, February 28, 2012  
9:30 A.M. — 11:00 A.M.**

This presentation examines the difference in mind-sets of each generation, the origin of mind-sets, and the implications these mind-sets have for business and industry, as well as for one's personal and professional lives. The premise is that one does not manage people or sell goods or services but rather manages/sells mind sets. Profound truths are packaged in humor. Audiences laugh and learn. Dr. Petty is a professional humorist speaker, and was inducted into the National Speakers Association Hall of Fame.



### **Brass Tsunami Update**

(with lunch)

### **Volunteer Panel**

**Monday, February 27, 2012  
12:00 P.M. — 1:00 P.M.**

The Brass Tsunami panel discussion on the lead-free law and its impact on the industry during the 2011 Annual Meeting was a rousing success and one of the highest-rated and most-valued sessions of that meeting. Panel facilitator Ed Nugent of Utility Supply Company and his panel of manufacturers and distributors will provide an update on this critical issue during lunch.

## *General Business Session/ Committee Reports*

**Monday, February 27, 2012**  
**9:30 A.M. — 10:15 A.M.**

Join us for this important association session. Directors to the Board will be voted into office during this session; Distributor attendance is needed to ensure a quorum since only Distributors can vote. Additionally, each Committee Chair will report on the status of the work of their committees. If you have been interested in joining a WASDA Committee, this is a great time to find out what they are working on. Consider joining a WASDA Committee and apply your experience to help guide WASDA. ♣

## *Networking Events*

**Sunday, February 26, 2012**

**Welcome Reception**  
**5:30 P.M. — 7:00 P.M.**

Celebrate the opening of WASDA's 33<sup>rd</sup> Annual Meeting at the Welcome Reception. This is a great opportunity to network in a casual setting surrounded by delicious hors d'oeuvres.

**Monday, February 27,  
and Tuesday, February 28, 2012**

**Spouse/Companion Breakfast**  
**9:30 A.M. — 10:30 A.M.**

Register your spouse or companion so he or she can take advantage of the social activities offered as part of the meeting. Registered spouses are encouraged to attend the Spouse/Companion Breakfast on Monday and Tuesday mornings as well as the evening receptions.

**Networking Reception**  
**5:30 P.M. — 7:00 P.M.**

After an afternoon of site seeing, conducting business with a round of golf or cashing in your winnings, circle back to the Networking Reception to meet up with your WASDA colleagues for a drink or two and a bite to eat.

**Tuesday, February 28, 2012**

**Golf Tournament at Desert Pines  
Golf Club**  
**Shotgun Start at 12:30 P.M. / Shuttles  
Depart at 11:30 A.M.**  
**Cost: \$150 per person**

Join us for an afternoon of golf at the Desert Pines Golf Club. The golf fee includes greens fees for 18 holes, cart fees, bag handling gratuity, roundtrip transportation and a boxed lunch. Please note that caddie gratuity is at your discretion. Desert Pines is often referred to as Las Vegas' "Top Strategic Course" and is conveniently located less than 15 minutes from the Las Vegas Strip. Desert Pines was recognized as one of the best upscale courses in the country by Golf Digest and was selected as a host course by The Golf Channel for the very popular Big Break II. It also ranked in the Top 50 of Public Golf Courses in the Country by the 2009 Golf Digest's Readers Choice.

**Reception**  
**7:00 P.M. — 8:30 P.M.**

Enjoy cocktails and an array of appetizers on our last evening in Las Vegas. Take this time to kick back and recharge your batteries before venturing back to the office to apply all that you've learned. Dinner will be on your own afterwards so that you can take advantage of Vegas nightlife one last time before heading home. ♣

## Hotel Information

### Caesar's Palace

**3570 Las Vegas Boulevard South  
Las Vegas, NV 89109**

**Toll Free Reservations** (866) 227-5944

**Website** [www.caesarspalace.com](http://www.caesarspalace.com)

**Check-In** 4:00 P.M.

**Check-Out** 11:00 A.M.

**Room Rate** \$199 per night

### Reservations

WASDA has secured a special group rate of \$199 per night for Forum Tower rooms. The WASDA group rate will be available through January 27, 2012 or until the group block is sold-out, whichever comes first. Please do not wait to make your hotel reservations. WASDA strongly encourages all members to make their reservation well ahead of the cut off-date. After the January 27 cut-off date or the sell out of rooms (whichever comes first), the special group rate of \$199 per night cannot be guaranteed.

Room reservations must be guaranteed with a deposit for the first night's room and tax. If the reservation is guaranteed to a credit card, the first night's room and tax will be billed immediately to the cardholder's account. Cancellations must be made 72 hours prior to the scheduled arrival date to receive a full refund.

If making your reservations by phone, please mention the WASDA Annual Meeting to secure the group rate.

Online reservations at the group rate can be made at: [bit.ly/WASDA2012\\_Hotel](http://bit.ly/WASDA2012_Hotel). ♣

## Registration Information

The deadline to receive the advance registration discount is Friday, January 27, 2012. Download a registration form from [www.wasda.com](http://www.wasda.com) and fax it to WASDA Headquarters at (215) 564-2175. Additionally registrations are accepted online with credit card payment at [bit.ly/WASDA2012\\_Register](http://bit.ly/WASDA2012_Register).

### Advance Registration Fees

**By January 27, 2012**

**1st and 2nd Delegate** \$650

**3rd and Additional** \$550

**Spouse/Companion** \$200

**Golf Tournament** \$150

### Regular Registration Fee

**January 28, 2012 and after**

1st and 2nd Delegate \$800

3rd and Additional \$700

Companion Fee \$200

Golf Tournament \$150

### Refunds

Full refunds will be given only when written cancellations reach the Headquarters office by Friday, February 10, 2012. Refund requests should be submitted to [Trish Keppler](#). There will be a \$50 processing fee for all refunds. Refunds after February 10, 2012 will be considered on a case-by-case basis. Refunds cannot be made for net amounts under \$10. Please note that refunds may take up to 90 days following the meeting to be issued. It is your responsibility to cancel hotel room reservations. ♣

# Travel Information

## Parking

The Caesar's Palace offers complimentary garage parking and complimentary valet parking.

## Taxi

Taxis are available at the McCarran Airport on the east side of baggage claim, outside door exits 1-4. Taxis are also available at the McCarran Rent-A-Car Center. Attendants are available to assist. Some taxis will not accept credit card payments. Customers should notify the attendant if they plan to use

a credit card for payment. A taxi to Caesar's Palace will cost approximately \$30 and will take about 10-15 minutes.

## Rental Cars

WASDA & Avis have secured a partnership that offers you spectacular savings while in Las Vegas. Call Avis at (800) 331-1600 or online at [www.avis.com](http://www.avis.com) and give them WASDA'S AVIS WORLDWIDE DISCOUNT number (T148598) to make your reservations and get the discount. ♣

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