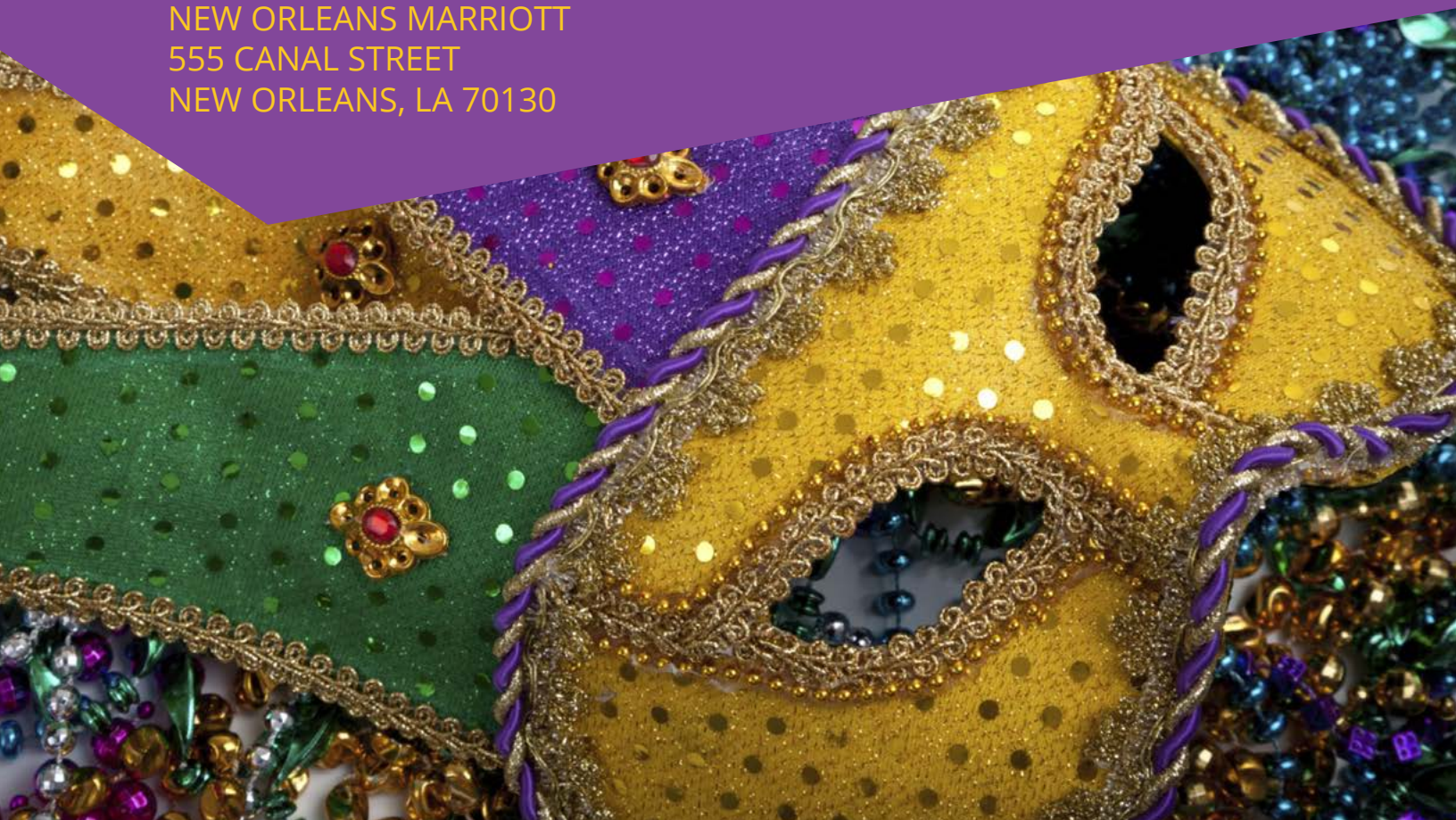




2015 SPRING MANAGEMENT CONFERENCE

SUNDAY, MAY 3 – WEDNESDAY, MAY 5, 2015
NEW ORLEANS MARRIOTT
555 CANAL STREET
NEW ORLEANS, LA 70130



GAWDA 70TH ANNIVERSARY!

CELEBRATING the past and **PREPARING** for the future

Join us in New Orleans, LA for the 2015 Spring Management Conference. Meeting highlights:

- Buy 2, get the 3rd FREE, Full Delegate Registration
- Education Seminars with experts. Topics in Sales, Management, Leadership and Industrial Distribution
- Peer to Peer networking at the President's Welcome Reception, Contact Booth Program, Breakfast, Lunch and more

CONFERENCE AT A GLANCE

MEETING DATES

Sunday, May 3 - Tuesday, May 5, 2015

HOSTING HOTEL

New Orleans Marriott

555 Canal Street, New Orleans, Louisiana 70130

Phone: 1-504-581-1000/ Toll-free: 1-888-364-1200

www.marriott.com/hotels/travel/msyla-new-orleans-marriott

Check in time: 4:00 pm **Check out time:** 11:00 am

GAWDA has negotiated a special rate of \$199.00 for single or double occupancy at the New Orleans Marriott. The room rate does not include applicable state and local taxes, currently at 9%.

No rooms available on Saturday, May 2nd

Book your rooms by phone or online:

ONLINE visit www.starwoodmeeting.com/Book/GAWDA2014

PHONE 1-504-581-1000

Book your room reservations early!

The New Orleans Marriott Thursday, April 2, 2015.

IMPORTANT MEETING INFORMATION AND DEADLINES

REGISTRATION

Thursday, April 2, 2015	Early Bird Registration Deadline
Thursday, April 2, 2015	Hotel Reservation Deadline
Thursday, April 2, 2015	Advance Registration List Deadline (inclusion in SMC Program Book)
Friday, April 24, 2015	Supplement Registration List Deadline (separate list from SMC Program Book)
Friday, April 30, 2015	Cancellation with Refund Deadline

EXHIBITOR SCHEDULE

Thursday, April 2, 2015	Contact Booth Program Payment Deadline
Sunday, May 3, 2015	Exhibitor Move-in: 1pm – 4pm
Monday, May 4, 2015	Exhibitor Move-in: 8am – 12pm
Monday, May 4, 2015	Booth Program: 2pm – 5:30pm
Monday, May 4, 2015	Exhibitor Move-out: 5:30pm – 7pm



2015 CONFERENCE EVENT SCHEDULE

SATURDAY MAY 2, 2015

TIME	MEETING	LOCATION
2:00pm – 6:00pm	Early Bird Registration Avoid the rush. Pick up your badge early! The Early Bird Registration Desk will be available for questions as well.	Galleries Registration Booth/New Orleans Marriott

DAY 1 SUNDAY MAY 3, 2015

TIME	MEETING	LOCATION
8:00am – 6:00pm	Conference Registration	Galleries Registration Booth/New Orleans Marriott
8:00am – 9:00am	Executive Committee Meeting	New Orleans Marriott
9:00am – 12:00pm	Board of Directors Meeting	New Orleans Marriott
12:00pm – 4:00pm	Young Professionals Event	Red Fish Grill/Offsite
2:00pm – 4:00pm	Committee Meetings	New Orleans Marriott
6:00pm – 8:00pm	President's Welcome Reception This year, GAWDA President Tom Biedermann welcomes all attendees to the 2015 Spring Management Conference at Mardi Gras World. Mardi Gras World is home to all floats for the Mardi Gras parade. Join us for a unique evening of networking and fun. Shuttle service will begin at 5:30pm.	Mardi Gras World/Offsite
		
7:30pm	Industry Hospitalities	

DAY 2

MONDAY

MAY 4, 2015


TIME	MEETING	LOCATION
6:00am – 5:00pm	Conference Registration	Galleries Registration Booth/New Orleans Marriott
7:00am – 7:20am	Networking Breakfast	New Orleans Marriott
7:20am – 8:00am	Breakfast Workshop	New Orleans Marriott
	 <p>Steven Alig, Online Marketing/Web Optimization Expert Steven Alig is the President and owner of South Florida Web Studio. He is a graduate of FAU College of Business and has been professionally involved in the technology industry since 1997. Working directly with large, national, corporate accounts and small, local, businesses, Steven understands the diverse complexities businesses face in their respective markets. Over the years he has provided online marketing, web development, and consultation services for clients including The Miami Dolphins, Walmart, Motorola, Interim Healthcare, The Hollywood Florida Office of Tourism and more.</p>	
8:15am – 12:00pm	General Business Session	New Orleans Marriott
	 <p>Tim Connor, Global Sales and Management Speaker and Trainer Tim is the President and CEO of Connor Resource Group and Peak Performance Institute. He has been a full time professional speaker, trainer, coach, consultant and best selling author for 36 years. Since 1973 he has given over 4000 presentations in twenty-one countries around the world to a wide variety of audiences. He is a results oriented business coach and consultant working with a select few clients each year helping them improve their individual and organization performance.</p>	
	 <p>Archie Manning, Former NFL MVP, Father of two superbowl winning quarterbacks When people think of Archie Manning, they think football. But Archie's appeal transcends his athletic achievements. People far and wide have been inspired by his warm personality, his drive and sense of humor. He was selected Father of the Year by the National Father's Day Council. He currently serves in public relations and consulting capacities for several local, regional and national companies, including Gatorade, Liberty Mutual Coach of the Year, Direct TV and Zurich.</p>	
12:00pm – 1:30pm	Group Lunch	New Orleans Marriott
12:00pm – 2:00pm	Women of Gases and Welding	Bourbon New Orleans/Offsite
2:00pm – 5:30pm	Contact Booth Program	New Orleans Marriott
6:00pm	Industry Hospitalities	

DAY 3

TUESDAY


MAY 5, 2015

TIME	MEETING	LOCATION
6:00am – 1:00pm	Registration	Galleries Registration Booth/New Orleans Marriott
7:00am – 8:00am	Networking Breakfast	New Orleans Marriott
8:00am – 12:00pm	General Business Session	New Orleans Marriott



Dr. Tom DeCarlo, Professor of Industrial Distribution at the University of Alabama Collate School of Business

Thomas E. DeCarlo is the Ben S. Weil Endowed Chair of Industrial Distribution and Professor of Marketing and Industrial Distribution at the University of Alabama at Birmingham. Dr. DeCarlo has also conducted many seminars and research projects dealing with new product development, market analysis and segmentation, sales force and brand management for companies such as 3M, Agenta Biotechnologies, Lockheed Martin, Andersen Windows, Vermeer Manufacturing, among others. His primary research interests deal with strategic issues in selling and sales force management, customer relationship management, and marketing communications.



Marc Wayshak, Sales Strategist and Bestselling Author

Marc Wayshak (www.MarcWayshak.com) is the bestselling author of two books on sales and leadership, *Game Plan Selling* and *Breaking All Barriers*. He is a sales expert who created the Game Plan Selling System based upon his experiences as an All-American athlete, Ivy League graduate, startup entrepreneur and years of research, training and selling. Marc has established a revolutionary selling system for salespeople, entrepreneurs and companies alike. He is a regular online contributor for *Fast Company*, *Forbes*, *Entrepreneur Magazine*, *Huffington Post Business*, *NBC News* and *salesforce.com Blog*, and he holds an MBA from the University of Oxford and a BA from Harvard University.



Ralph Brennan's
RED FISH GRILL
CASUAL NEW ORLEANS SEAFOOD



**2015 Spring
Management Conference
Young Professionals Event**

Redfish Grill

Bourbon Street, New Orleans, LA

Sunday, May 3, 2015

12:00pm – 4:00pm

For more details contact the
Young Professionals Committee Chairs
Justin Trafton Justin@mcdantim.com
OR
Erich Haun erich@thehaunedge.com



BOURBON ORLEANS HOTEL
NEW ORLEANS HOTEL COLLECTION

GAWDA
GASES AND WELDING DISTRIBUTORS ASSOCIATION

**2015 Spring Management Conference
Women of Gases and Welding Event**

Monday, May 4, 2015 • 12:00pm – 2:00pm

Bourbon Orleans Hotel • 717 Orleans Street • New Orleans, LA 70116

To sign up to attend this event email aprily@wescoweld.com

REGISTRATION INFORMATION

THREE WAYS TO REGISTER FOR THE CONFERENCE



ONLINE WITH A CREDIT CARD

Visit: <https://customer20577afb3.portal.production.membersuite.com/Login.aspx>, confirmation will be sent immediately



FAX WITH A CREDIT CARD

Fax 954-367-7790 with credit card: Attention Bruce Ellenbogen, confirmation will be sent within 5 business days



BY MAIL WITH A CREDIT CARD OR CHECK

By Mail with credit card or check: Attention Bruce Ellenbogen. 1 Oakwood Blvd. Suite #195, Hollywood, FL 33020, confirmation will be sent within 5 business days

TO REGISTER FOR A BOOTH



COMPLETE APPLICATION

Complete the Contact Booth Application, visit www.gawda.org to download the form



REGISTER DELEGATE

Have at minimum one fully registered delegate registered for the Spring Management Conferences



PAYMENT

Submit payment for booth space by **Thursday, April 2, 2015**

MULTI-REGISTRATION DISCOUNT

Register two (2) Full Delegates for the Spring Management Conference and receive a third Full Delegate registration complimentary. In order to receive the third Full Delegate complimentary, two (2) other Full Delegates must be first registered for the same GAWDA member company, be current on their dues, and issue full payment to Headquarters by the early registration deadline of Thursday, April 2, 2015.

REGISTRATION DISCOUNT FOR CONTACT BOOTH ONLY REGISTRANTS

Two (2) Contact Booth Only registrants must first register from the same GAWDA member company, be current on their dues, and issue full payment to Headquarters by the early registration deadline of Thursday, April 2, 2015 to receive the registration discount. To register as a Contact Booth Only Delegate at least ONE Full Delegate must be registered for the conference.

The multi-registration discounts will not apply, if either of the full paid delegates or Contact Booth Only registrants cancels their registration. The third Full Delegate or Contact Booth Only registrant must submit payment of registration or register another person. All cancellation fees will apply as noted below.

CANCELLATION AND REFUNDS

Spring Management Conference cancellations must be submitted to Headquarters in writing. All refunds are assessed a \$75.00 processing fee. Requests for refunds must be submitted in writing by Friday, April 30, 2015. After this date refunds will be given for medical emergencies only. Credit card refunds will be processed immediately. Allow 2-4 weeks after the meeting for check refunds.

GENERAL INFORMATION

HOSPITALITY GUIDELINES

GAWDA's hospitality guidelines promote equal access to Supplier Member hospitality functions for all attending Distributor members during the Spring Management Conference. The policy stipulates that no hospitality function or demonstration may be scheduled during association-wide, GAWDA sponsored meetings, golf outings, events or banquets. Those companies wishing to plan entertainment must first notify GAWDA Headquarters.

SPONSORSHIP OPPORTUNITIES

GAWDA is pleased to offer supplier members the opportunity to gain visibility during GAWDA meetings. This is a great way to market your company products and services to attending company members. For the 2015 Spring Management Conference, GAWDA is offering a variety of sponsorship opportunities to cater to both small and large supplier members.

Visit www.gawda.org to review more details on the 2015 Spring Management Conference Sponsorship Program, contact nalexis@gawda.org with all questions.

TRAVEL INFORMATION

Set in the heart of New Orleans on Canal Street, just a few steps from Bourbon Street, the New Orleans Marriott is an ideal setting for the 2015 GAWDA Spring Management Conference. Steeped in a history of influences from Europe, the Caribbean, Africa and beyond, New Orleans is truly a unique melting pot of culture, food and music.

GETTING THERE

Distance from Louis Armstrong New Orleans International Airport MSY to New Orleans Marriott – 13 miles SE.

Transportation Options:

Taxi (price depends on traffic)

Estimated taxi fare: 33 USD (one way)

This hotel does not provide shuttle service.

Airport Shuttle fee: 20 USD (one way); reservation required.

Call 1-866-596-2699 or (504) 522-3500 for more details or to make a reservation.

DRESS AND WEATHER

Average temperature for May in New Orleans, LA is 80°F. Attire for all meetings/events during the Spring Management Conference is business casual. Comfortable shoes are recommended for members that wish to explore downtown and the French Quarters.

REGISTRATION PRICING

ATTENDEE TYPE	BEFORE APRIL 2, 2015	AFTER APRIL 2, 2015
Full Delegate Includes admittance to all meeting functions including Breakfasts, Business Sessions, Contact Booth Program, Workshop and Receptions. Full Delegate is ANY adult (18+) that plans on attending all the programs listed above	\$465	\$565
Free Delegate When you pay for two full Delegates get the third Delegate FREE!	Free	Free
Spouse/Companion Includes admittance to all meeting functions including Breakfasts, Business Sessions, Contact Booth Program, Workshop and Receptions	\$175	\$275
10'x10' Contact Booth Space Includes 10' x 10' booth space, 6ft draped table, 2 chairs and a waste basket for your company during the Contact Booth Program. A Full Delegate must be registered to process and must complete and return the Contact Booth Contract.	\$650	\$750
10'x20' Contact Booth Space Includes 10' x 20' booth space, (2) 6ft draped tables, 4 chairs and 2 waste baskets for your company during the Contact Booth Program. A Full Delegate must be registered to process and must complete and return the Contact Booth Contract.	\$1,150	\$1,250
10'x10' Bar Row Contact Booth Space Includes 10' x 10' booth space in the Sponsorship Bar Row, a full page B/W ad in the conference program, and recognition with other sponsors during the business session and emailed communications. Regular booth package is also included. A Full Delegate must be registered to process and must complete and return the Contact Booth Contract.	\$850	\$950
10'x20' Bar Row Contact Booth Space Includes 10' x 20' booth space, in the Sponsorship Bar Row, a full page B/W ad in the conference program, and recognition with other sponsors during the business session and emailed communications. Regular booth package is also included. A Full Delegate must be registered to process and must complete and return the Contact Booth Contract.	\$1,450	\$1,550
Distributor Contact Booth Only Badge Includes admittance to the Contact Booth Program ONLY for Distributor members	\$50	\$150
Supplier Contact Booth Only Badge Includes admittance to the Contact Booth Program ONLY for Supplier members	\$100	\$200



GAWDA Foundation Scholarship Program for the 2015-2016 Academic Year

It is my pleasure to announce that for the third consecutive year, the GAWDA Foundation will continue its Scholarship Program!

Fifteen scholarships of \$2,000 each are available

In 2013, eleven were awarded. In 2014, fifteen were authorized and fourteen were awarded. It is the Foundation's goal to award all scholarships. Scholarships are available to employees and immediate family of current GAWDA Member Companies. Scholarships are for tuition only. Students who have received one in the past can reapply.

Applications and detailed information can be found at:

<http://www.gawda.org/scholarship/>

Or by contacting Bruce Ellenbogen at 954-367-7728 or bellenbogen@gawda.org.

GAWDA funds this program through member contributions. GAWDA will match all member contributions up to a total not to exceed \$25,000. If you would like to support it, please see details below.

To all GAWDA Members, thank you for your continued support of the future leaders of our Industry!

Sincerely,

Tom Biedermann
GAWDA President

____ YES! I want to make a contribution to The GAWDA Foundation in the **AMOUNT OF \$** _____

On Behalf of: *(Please fill in the name on the official donation)* _____

Donor Contact Name _____ **Company Name** _____

Street/P.O. Box _____ **City** _____ **State** _____ **Zip Code** _____

Telephone _____ **Email** _____

Payment Information

To Pay By Credit Card: complete below and fax to Bruce Ellenbogen at 954-367-7790 (Circle One) **Visa MC Amex Discover**

CARD NUMBER _____ **Exp. Date** _____ **CVV** _____

Cardholder Name _____ **Signature** _____

To Pay By Check: make your contributions payable to GAWDA Foundation and mail to the attention of **Bruce Ellenbogen**, One Oakwood Blvd., Suite 195, Hollywood, FL 33020

“CELEBRATING the past and
PREPARING
for the future”



2015 SPRING MANAGEMENT CONFERENCE
MAY 3 - MAY 5, 2015 / NEW ORLEANS MARRIOTT / NEW ORLEANS, LA

Contact Booth Contract

CONTACT BOOTH PROGRAM

Monday, May 4th 2:00 – 5:30 p.m.
New Orleans Marriott, New Orleans, LA

REGULAR BOOTH PRICES

	<u>Before 4/2/15</u>	<u>After 4/2/15</u>
Regular Row 10'X10'	\$650	\$750
Regular Row 10'X20'	\$1,150	\$1,250

SPECIAL SPONSORSHIP-BOOTH ROW

The Contact Booth Program will include two open bars this year, and we've offered another opportunity for your company to gain exposure. For only \$200 above the regular booth rate, you can secure your spot in one of the two. Bar rows are indicated on layout in red.

BAR ROW BOOTH PRICES

	<u>Before 4/2/15</u>	<u>After 4/2/15</u>
Bar Row 10'X10'	\$850	\$950
Bar Row 10'X20'	\$1,450	\$1,550

- **PAYMENT FOR BOOTH SPACE DOES NOT INCLUDE ATTENDEE REGISTRATION. ATTENDEES MUST PAY SEPARATELY.**
- **ALL PAYMENT INFORMATION MUST BE INCLUDED ON THE MAIN REGISTRATION PAYMENT FORM.**

DEADLINE for sign-up is **Thursday, April 2, 2015** or when booths have sold out

Please keep a copy of the completed form for your records, and read the next pages for more details and the Contact Booth Guidelines.

Company/Organization Name

Booth Coordinator

Email for Booth Coordinator (please print clearly)

Mailing Address

City

State

Zip

Telephone

Fax

Signature

Date

Competitor 1

Competitor 2

Competitor 3

Competitor 4

COMPETITORS – To assist in appropriately assigning booth locations, please list your four major competitors (who are GAWDA members). We cannot guarantee the distance between competitors.

COMPLETING THE APPLICATION does not register you as a delegate to attend the Conference. The booth application will not be processed if a FULL delegate is not registered for the Conference. **You MUST complete the Registration Payment Form to attend the Conference as a delegate.** Please refer to www.gawda.org for delegate registration instructions.

SPECIAL REQUESTS may be noted on this sheet, although, there are no guarantees. **Please do not assume we know company affiliations and will therefore place you near each other.**

SPECIAL REQUESTS:

Fax to: (954) 367-7790

Mail to: GAWDA Headquarters
One Oakwood Blvd. Suite 195
Hollywood, FL 33020