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# THE 95<sup>TH</sup> ANNUAL CONVENTION

## "SOCIAL NETWORKING YOUR BRAND"

PGA National Resort and Spa  
Palm Beach Gardens, Florida



### "SOCIAL NETWORKING YOUR BRAND"

For 2012 we explore strengthening your business and maximizing your profits by utilizing Social Networking.

### WE'VE MADE IT EVEN EASIER

You can renew your membership, register for the convention, book your hotel, car, airline and make additional tee times by simply using [ABMA.org/AC2012quicklinks](http://ABMA.org/AC2012quicklinks) or use your smart phone to read this QR code.



### ABMA SOCIAL NETWORKING YOUR BRAND.

Download the new ABMA APP  
Or scan the QR code below:



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# MARCH 7 - 10, 2012

Register Online at [ABMA.org/AC2012quicklinks](http://ABMA.org/AC2012quicklinks) or use your smart phone to read the QR code.

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# PROGRAM HIGHLIGHTS

## WEDNESDAY, MARCH 7, 2012

### TECHNICAL PRESENTATIONS

- 2:00 PM – 2:50 PM Technical Presentation**  
Presented by Broom and Mop Division  
PelRay International - "The Magic of Broomcorn"
- 3:00 PM – 3:50 PM Technical Presentation**  
Presented by Industrial Maintenance Division  
Zahoransky USA "Current Developments in Injection Mold Technology"
- 4:00 PM – 4:50 PM Technical Presentation**  
Presented by Paint Applicator Division  
Purdy Corporation - "Zero to Landfill"

## THURSDAY, MARCH 8, 2012

### ALL-ATTENDEE GENERAL SESSION

- 8:00 AM – 8:50 AM Opening Business Session**  
President's Welcome
- 9:00 AM – 10:45 AM ABMA Educational Institute**  
Alan McLaren - "Using Social Networking to Build Your Brand"

### ABMA SCRAMBLE GOLF TOURNAMENT

- 1:00 PM – 6:00 PM PGA National Palmer Course**



**ALAN McLAREN**  
"USING SOCIAL NETWORKING TO BUILD YOUR BRAND"

Alan's experience includes working with companies that range from private start-ups to Fortune 50 public companies. He has developed sales teams and strategies that have consistently exceeded expectations, created innovative, efficient training programs and spearheaded wildly successful PR campaigns. Alan has over twenty-five years of dynamic leadership experience in all key aspects of business management.

## FRIDAY MARCH 9, 2012

### ABMA COMPANION PROGRAM

- 9:00 AM – 10:30 AM Social Networking Do's and Don'ts**

### SUPPLIERS RECEPTION

- 7:00 PM – 10:00 PM** Theme: Celebration of the Importance of Brushes to the Paint Artist featuring Michael Israel

## SATURDAY MARCH 10, 2012

### ALL-ATTENDEE CLOSING SESSION

- 8:30 AM – 9:20 AM CLOSING BUSINESS SESSION**  
ABMA Committee Reports  
ABMA Division Reports

### INNOVATION AWARD WINNER PRESENTATION

- 9:20 AM** Mr. Carlos Petzold, Public Relations Chair

### ABMA EDUCATIONAL INSTITUTE

- 9:30 AM – 10:30 AM** David Carson - "Product Development from Birth to Shelf"



# SPECIAL EVENTS

### FINISHED GOODS STATIC DISPLAY

**Wednesday, March 7, 2012 – Friday, March 9, 2012**

Visit the Finished Goods Static Display to learn about the vast array of products manufactured by our brushmaking members. This new exhibit is a great showcase of ABMA member talent.

### ABMA SCRAMBLE GOLF TOURNAMENT

**Thursday, March 8, 2012 • 1:00 PM Shotgun**  
**PGA National Golf Club - Palmer Course**

ABMA's annual scramble tourney is a great way to network, meet old friends, make new friends and have some fun. The PGA National Golf Club features 5 courses of world-class golf and is home to the Honda Classic on the PGA Tour. The ABMA Scramble Tournament fee includes greens and tournament fees, golf cart, range balls and prizes.

\*Please make your club rental arrangements directly through the Pro Shop. For other tee times call (800) 863-2819 or go to [ABMA.org/AC2012quicklinks](http://ABMA.org/AC2012quicklinks) or use your smart phone to read the QR code on the back of this brochure.



**DAVID CARSON**  
"PRODUCT DEVELOPMENT FROM BIRTH TO SHELF"

David has more than 25 years professional advanced design and hands-on development experience in a number of disciplines, with his degree in Mechanical Design Technology. The range, quantity and quality of part, assembly and new product designs produced at his direction speak for themselves.

For More Information visit [ABMA.org/abmaannualconvention](http://ABMA.org/abmaannualconvention)



# SCHEDULE OF EVENTS

## TUESDAY, MARCH 6

- 5:00 PM – 6:00 PM Officers' Finance Meeting**  
(Executive Officers and Suppliers Division Chair)
- 7:00 PM – 9:00 PM 100th Anniversary Task Force Meeting**

## WEDNESDAY, MARCH 7

- 8:00 AM – 9:20 AM Convention Committee Breakfast Meeting**
- 9:30 AM – 10:20 AM Public Relations Committee Meeting**
- 10:30 AM – 11:50 AM Membership Committee Meeting**
- 11:00 AM – 6:00 PM Registration / "Gathering Place"**
- 12:00 PM – 6:00 PM Finished Goods Static Display**
- 12:00 PM – 12:50 PM Statistical Committee Lunch Meeting**
- 1:00 PM – 1:50 PM Safety & Standards Committee**
- 2:00 PM – 2:50 PM Broom & Mop Division Meeting**
- 3:00 PM – 3:50 PM Industrial Maintenance Division Meeting**
- 4:00 PM – 4:50 PM Paint Applicator Division Meeting**
- 5:00 PM – 5:30 PM Suppliers Division Meeting**
- 6:00 PM – 7:00 PM New Members & First-Time Attendees Welcome Reception**  
Dress: Business Casual
- 7:00 PM – 9:00 PM Welcoming Reception**  
Dress: Business Casual

## THURSDAY, MARCH 8

- 7:00 AM – 8:30 AM Continental Breakfast**
- 7:30 AM – 2:00 PM Registration / "Gathering Place"**
- 8:00 AM – 6:00 PM Finished Goods Static Display**
- 8:00 AM – 8:50 AM Opening Business Session - President's Welcome**
- 9:00 AM – 10:45 AM ABMA All-Attendee Educational Institute**  
"Using Social Network to Build Your Brand"

## THURSDAY, MARCH 8 (CONTINUED)

- 11:00 AM – 5:00 PM Supplier Display Setup**
- 11:00 AM – 12:30 PM Lunch on own**
- 1:00 PM – 6:00 PM Golf Scramble Tournament**
- 6:30 PM – 7:30 PM Mid-Convention Reception**
- 7:00 PM Dinner on Own**

## FRIDAY, MARCH 9

- 7:00 AM – 8:30 AM Continental Breakfast**
- 7:00 AM – 7:45 AM All Exhibitor Display Setup**
- 7:30 AM – 12:00 PM Registration / "Gathering Place"**
- 8:00 AM – 12:00 PM ABMA Suppliers Display**
- 8:00 AM – 6:00 PM Finished Goods Static Display**
- 9:00 AM – 10:30 AM Companion Program - Social Networking Do's & Dont's**
- 12:00 PM – 1:00 PM Buffet Lunch**
- 2:00 PM – 5:00 PM Bonus Networking Time**
- 7:00 PM – 10:00 PM Suppliers' Reception**  
Theme: Celebration of the Importance of Brushes to the Paint Artist featuring Michael Israel.

## SATURDAY, MARCH 10

- 7:30 AM – 9:00 AM Continental breakfast**
- 8:30 AM – 9:20 AM Closing Business Session**
- 9:20 AM – 9:30 AM Innovation Award Presentation**
- 9:30 AM – 10:30 AM ABMA All-Attendee Educational Institute-**  
"Product Development from Birth to Shelf"
- 11:00 AM – 2:30 PM Board of Directors Luncheon & Meeting**
- 6:30 PM – 9:30 PM Board of Directors Dinner**



# GENERAL INFORMATION, TRAVEL & REGISTRATION DESTINATION INFORMATION

### Destination Information

A Championship Experience - Everything at PGA National Resort & Spa is designed to deliver a luxurious championship experience. Feel the vibrant buzz as you enter the spacious lobby, and enjoy a cocktail in the savvy, sophisticated iBAR. Rest and relaxation take on new meaning at the 40,000-square-foot Spa, a salon, and the exclusive "Waters of the World" mineral pools. Health & Racquet Club, offering 19 Har-Tru tennis courts, free weight and cardiovascular exercise rooms, pilates, aerobic and ballet studios and personal training; nine sparkling pools.

### Dining and Entertainment

Seven onsite restaurants and lounges.

### Sports, Activities and Recreation

Five Tournament-ready golf courses, 19 tennis courts, 9 swimming pools to name just a few.

### Spa

Smooth the day away in one of the 32 private treatment rooms in our 40,000-square-foot Mediterranean sanctuary, that also houses a full-service hair salon and the Waters of the World Café.

### Travel Discounts with American Airlines and Hertz

**American Airlines Reservations** (1-800-433-1790 Meeting Services Desk). Receive a 5% discount off the lowest applicable published fare, or special zone fare discounts for travel. Book online at [www.aa.com](http://www.aa.com) and choose More Flight Search Options and insert the Promotion Code **6832BC**. Please remember to book online as there is an additional charge if booking by phone or at the airport.

### Hertz Meeting Discount Number: CV 03XD0006.

Reservations may be placed online or through Hertz Meeting Sales Desk within the U.S. or Canada at 1-800-654-2240. In international locations, call your nearest Hertz reservation center or 1-405-749-4434. When booking reservations through Hertz reservations please reference the Meeting Number (CV) as shown above or identify our group by name (ABMA) to the reservationist. Or simply go to [ABMA.org/AC2012quicklinks](http://ABMA.org/AC2012quicklinks) or use your smart phone to read the QR code on the back of this brochure

### Dress

For ABMA events, comfortable and casual dress is appropriate. Daytime attire is casual and sportswear is customary (golf shirts and slacks or shorts for men; slacks, shorts or skirts/dresses for ladies). Evening activities are "nice" informal or daytime business casual attire and may include sport coat for men; pantsuits, slacks, skirts/dresses for ladies.

### Convention Registration Information

Take advantage of the "Early Bird Discount." If you register by February 1, 2012, you and your company will be listed in the advance program available online to all attendees prior to the convention, as well as save money on your registration fees. Please note: a companion is a spouse or significant other, and the One Day Fee must accompany a fully paid delegate. For ABMA 2012 Annual Convention you may either register, using the enclosed insert or register, pay all of your fees, and renew your 2012 dues online! Simply go to [ABMA.org/AC2012quicklinks](http://ABMA.org/AC2012quicklinks) or use your smart phone to read the QR code on the back of this brochure.

### Hotel Registration Information

The Hotel reservation deadline is **February 1, 2012**. \*Reservations made after the deadline will not be guaranteed at the group rate and space may not be available.

**PGA National Resort and Spa**  
**400 Avenue of the Champions**  
**Palm Beach Gardens, FL 32418**

**Reservations: +1 800 863-2819**  
**Group Code: 626261**

### Online Hotel Reservations: New LOWER Rates!

Simply go to [ABMA.org/AC2012quicklinks](http://ABMA.org/AC2012quicklinks) or use your smart phone to read the QR code on the back of this brochure.

### Room Rates: (Single/Double): \$269 Resort Room.

\*There are upgraded rooms available. Please contact the hotel for pricing and availability.

Rates will be extended three days prior and three days after the meeting, pending availability. Rates are subject to taxes (currently 11%), and the daily resort fee of \$15. Portage and housekeeping fees are at the discretion of the individual. Check in time is 3:00 PM. Checkout time is 12 noon.

You are responsible for making your own room reservations, and will be required to adhere to the resort's confirmation, deposit, guarantee and cancellation policies.



# ABMA 95<sup>th</sup> Annual Convention - 2012

## REGISTRATION INSTRUCTIONS

- Check all appropriate boxes. Print clearly directly on the registration form.
- A companion is not a colleague or partner in the business. The One Day Attendee may only attend the Suppliers' Display and must accompany a fully paid delegate.
- Completed registration forms can be mailed at any time. Payment covering the cost of the meeting is required to complete the registration.
- Please remit one check payable to ABMA when registering for all meeting functions. ***Do not include any fees for anything other than those relating to the meeting in your payment (including dues & assessments).***
- Dues must be paid in full prior to registering.
- Checks must be payable to ABMA, in US Dollars drawn on a US bank. If paying via wire, please add \$30 USD for the wire transfer service fee. Please contact HQ for wire instructions.
- The ABMA Board offers an ***"Early Bird Discount"*** of \$100 per attendee fee and \$100 per exhibit space fee, for payments received by January 31, 2012. Take advantage of this great savings and be sure to send your registration and payment in early.
- Badges will be available for pick-up at the ABMA Registration Desk at the convention site.

## IMPORTANT DATES

- Receipt of registration will be acknowledged to each individual when received by **JANUARY 31, 2012.**
- Forms and payment must be received by **JANUARY 31, 2012** to be included in the printed program.
- All hotel reservations must be made by **JANUARY 31, 2012.** Call the PGA National Resort directly at 800-863-2819 to make your room reservation. Group Code: 626261 Am Brush Mfgs Association

## REFUND POLICY

- Full refunds will be made only when **written** cancellations reach our office by **JANUARY 31, 2012.** It is your responsibility to cancel hotel room reservations. There will be a \$35.00 processing fee for all refunds.
- Refunds after the cut-off date listed above will be considered on a case-by-case basis.
- Activity (Golf, Tennis, Tours) spots are guaranteed by ABMA; therefore, if you sign up and "no-show" you will be charged.

December, 2011

**REGISTER AND PAY ONLINE:** [www.abma.org](http://www.abma.org)

**TO: All Key Contacts at Member Companies**

## **2012 ABMA Suppliers' Display**

**And Again for 2012...**

## **2012 ABMA Finished Goods Static Display**

If you have not already received the appropriate service kit for the 2012 ABMA Suppliers' Display and the 2012 Finished Goods Static Display, you will shortly. ABMA has contracted with Gems to handle the various services and equipment required for a product event for all concerned.

The **Suppliers Display** will take place on March 9, 2012 from 8:00 AM to 12:00 PM in the PGA Ballroom of the PGA National Resort. The **reservation deadline is January 31st**. Please remember that the display of completed brushes, rollers, brooms, and mops for resale is prohibited as are imports of finished paint applicator and accessories found for sale in retail stores.

The **Finished Goods Static Display** will take place from March 7, 2012 from 12:00 PM to until March 9, 2012 at 6:00 PM. This unmanned tabletop event will provide an exciting venue to showcase your products as you network with colleagues. The **reservation deadline is January 31<sup>st</sup>**. **The purpose of this exhibit is to showcase our members' unique manufacturing talents and capabilities.** Please remember only your North American manufactured product (and labeled as such) may be exhibited. Finished products made by others and distributed by your company are not allowed.

### **Booth Registration:**

The registration fee for a booth in either the ABMA Suppliers' Display is \$325; for the ABMA Finished Goods Display is \$100, if paid by January 31, 2012. Otherwise, the booth fee is \$425 and \$200 respectively. (Checks should be made payable to ABMA in US funds drawn against a US bank. If making a wire transfer, add \$30 for the service fee.) The Suppliers fee includes:

- ◆ One 8' x 10' booth with draping
- ◆ Two chairs, Wastebasket
- ◆ One 6' draped table
- ◆ ID Sign with company name

The Finished Goods fee includes a simple display table. To register, complete and return the Suppliers/Finished Goods Display Booth Space portion of the Convention Registration Form; sign and return the Suppliers'/Finished Goods Display Contract and Policies sheet; and enclose your payment, or complete the entire process on-line at [www.abma.org](http://www.abma.org). Remember, only exhibiting suppliers and registered manufacturing delegates may participate in the Suppliers' Display; non-exhibiting Suppliers will NOT be allowed in the Suppliers' Display.

### **Exhibitor Requirements:**

In order to participate in either the Suppliers' Display, the Finished Goods Display, or both, all members must be in compliance with the following:



**FINISHED GOODS STATIC DISPLAY Show Hours:**

**Wednesday, March 7**  
**Friday, March 9**

**12:00 PM**  
**6:00 PM**

**FG Display Opens**  
**FG Display Closes**

Please keep in mind that the purpose of the ABMA Finished Goods show is to acquaint ABMA Manufacturers with the unique manufacturing capabilities of your business. The ABMA Finished Goods Display works to strengthen our members by increasing awareness and networking.

The Display also promotes the domestic manufacturing of brushes and brush related products including mops, rollers, and brooms. Therefore, the display of *completed* brushes, rollers, brooms, and mops for resale is restricted to those products manufactured in North America by our members.

The ABMA Suppliers' Display and Finished Goods Static Display are ideal forums for meeting with your industry peers. You might want to consider providing your customers with carry bags for brochures and samples. Nevertheless, be sure to participate by completing your registration form today!

If you have any questions, please contact ABMA headquarters, (720) 392-2262 or Jill Shinnors of Pioneer Packaging Inc. at (413) 378-6930.

Sincerely,



David C. Parr  
Executive Director

# ABMA Display Contract and Policies

1. **Location and Dates.** ABMA Suppliers' Display (March 9) and Finished Goods Display (March 7-9) will be held at the PGA National Resort in Palm Beach Gardens, FL.
2. **Arrangement of Educational Displays.** All displays will be arranged in accordance with the master floor plan developed by ABMA Staff, the Suppliers Division Executive Committee, the ABMA Convention Committee and the designated contract supplier.
3. **Use of Space.** The purpose of the exhibits is to inform and educate ABMA members regarding the uses, characteristics, applications, technology, etc. of the exhibitor's products or services. Only those products and services of the company represented may be displayed and offered for sale. Subletting any portion of exhibit space is prohibited.
4. **Guidelines.** Pop-up, tabletop or similar portable displays are acceptable. Exhibits, displays or any devices, which in the opinion of management are not suitable or in keeping with management's policy, will be prohibited.

Conference management reserves the right, to restrict exhibits which, because of noise, method of operation or any other reason, become objectionable or otherwise detract from or are out of keeping with the character of the exhibition as a whole. Exhibit activities must be conducted so as not to infringe on the rights of other exhibitors or offend visitors.

The exhibitor agrees not to sponsor functions, such as tours, golf and recreational outings, speeches, or other activities, during exhibit hours or in conflict with any officially programmed ABMA Annual Conference event.

5. **Exhibit Set-up (Suppliers).** ABMA will provide, as part of the exhibit fee, the following:
  - 8' (wide) x 10' booth space with pipe and drape
  - draped 6' table, two chairs, electrical outlet (electricity use is an additional charge), wastebasket
  - identification signage
  - listing in the ABMA program
  - Finished Goods Static Display is furnished with table only

6. **Payment and Cancellation.** Full payment for exhibit space and registration fees must accompany exhibit space agreement. After space agreement is accepted, it shall be binding upon the applicant and subject to all terms and conditions of the agreement, rules and regulations, exhibitor manual and memos issued prior to the Conference.

In the event the Meeting is canceled, interrupted, or access of the premises is prohibited by reason of any strike, lockout, injunction, act of war, act of God or any other reasons, this contract will be terminated by ABMA. In the event of such termination, exhibitor waives any and all damages and claims for damages and agrees the sole liability of ABMA shall be to return to the exhibitor his prepaid fees, less his pro-rata share of all costs and expenses incurred by the ABMA.

In the event the Exhibitor cancels participation in the Conference, the following shall apply:

- a. Cancellation notice must be received by ABMA in writing (via mail, e-mail or fax).
  - b. Notice of cancellation received by ABMA 30 days prior to Display Date or before - refund of 50% of exhibit fee.
  - c. Within 29 days or sooner to Display Date, no refund will be made.
7. **Exhibit Hours.** Exhibit hours for the Suppliers Display will be from 8:00 AM to 12:00 PM. Exhibit hours for the Finished Goods Display will be from 12:00 PM Wednesday to 6:00 PM Friday. Beverages may be served during exhibit hours, but not during setup.
  8. **Installation/Dismantle.** Supplier Exhibitors may begin move in Thursday, March 8, from 11:00 AM to 5:00 PM. OR Friday, March 9, from 7:00 AM to 7:45 AM. No exhibit, or portion thereof, may be removed during the exhibition without written authorization of ABMA. Exhibitors (Suppliers Display) may begin move out at 12:00 PM, Friday, March 9 and must be completed by 1:00 pm on that day. Exhibitors (Finished Goods Static Display) may begin move in at a 12:00 PM, Wednesday, March 7 and must be completed by 7:00 PM on Friday, March 9. *Any breakdown or preparation for move out prior to the designated closing time will result in a \$250 fine without the consent of ABMA management.*
  9. **Care of Premises.** No part of an exhibit and no signs or other materials may be posted in any way that might mar or deface the premises. Exhibitors will be held responsible for any and all property damage incurred by their employees/representatives.
  10. **Liability.** Exhibitor assumes full responsibility for losses, damages, and claims arising out of injury or damage to exhibitor's display, equipment, and other property brought upon by the Hotel and shall indemnify and hold harmless the Hotel agents, servants, service contractor, and all employees, and all ABMA members, officers, directors, agents and employees from any and all such losses, damages and claims.

The ABMA reserves the right to render all interpretations and decisions, should any questions arise, and to establish further regulations as may be necessary for the success and general well being of ABMA Suppliers' Display.

\_\_\_\_\_  
NAME

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
COMPANY

\_\_\_\_\_  
DATE



# Special Performance and Live Auction

Michael Israel "Art in Concert"



Enjoy the Suppliers Reception and support the ABMA 100<sup>th</sup> Anniversary Fund by participating in our spectacular live auction event, immediately following this high energy, awe inspiring performance. This is your chance to collect a piece of world class art before it even dries!

Interested in Learning More?

[www.michaelisrael.com](http://www.michaelisrael.com)

