

# 2009 NASF Management Conference

February 8-12, 2009



Palm Beach Aruba  
The Westin Aruba Resort

- Management Sessions
- Receptions & Banquet
- Beach Party
- Optional Tour and Dinner
- Golf / Shopping Excursion
- Optional Activities



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## Message from the Chairman



We hope you'll join us in creating the memories of a lifetime at the 2009 NASF Management Conference. The Westin Aruba is the perfect island destination in which to renew old acquaintances, meet new friends and come away with some ideas on how to improve your business.



Richard P. Farrell, President of Tangent Knowledge Systems will be our speaker for the management sessions. Having been responsible for sales, and business development for nearly 25 years, Richard brings a tremendous depth of experience and results to his audiences. Richard stresses a non-selling posture that allows the sales person to play the role of a "change agent" rather than a product centric transactional sales person.

As always, we've left plenty of time for relaxation and have provided many opportunities for networking. We've taken special care to select a resort that has an intimate feel and one at which our attendees will feel at home and not "just part of the crowd".

Melanie and I, as well as the local iguanas, are looking forward to greeting you personally in Aruba!

Ray Lucas  
Chairman, 2009 NASF Management Conference

## Chairs

### Convention Chairs

Ray and Melanie Lucas  
Bill and Rosemary Saas

### Convention Committee

Brian Chenette  
Dan Cunningham  
Greg Halligan  
Mike Kelly  
Bob McBride  
Kim Price  
Tony Revier  
Graham Torr

### Golf Chairman

Brian Chenette

### Raffle Chairman

Jim Stevenson

**Please note that beginning January 23, 2007, all U.S. citizens will need a valid passport to travel to and from the U.S to the Caribbean.**

## About the Resort

The Westin Aruba Resort offers the charm of the Dutch Caribbean, a magnificent beach, glittering casino, and a host of outdoor pleasures. Located on the luxurious strip of Palm Beach, Aruba, amidst sparkling blue water and soft sand beaches, we hope. Enjoy sailing, windsurfing, scuba diving, deep-sea fishing, and golf. Take a refreshing swim in the ocean. Drift in the gorgeous seaside pool. Or relax with a refreshing massage, body wrap or facial at the Spa.

From the elegant and romantic Azull to the Casual Caffè Baci, the Westin offers five different dining venues for your pleasure. Your appetite for seafood, steak, or Italian cuisine will surely be satisfied!

And, if you still need something to do, visit the Casablanca Casino. With a design theme inspired by the classic film Casablanca, this casino offer non-stop excitement. The complimentary beverage and cocktail service, along with a variety of live bands and big-screen plasma TVs promise hours of pure fun.

Visit the Westin Aruba website to view the property:

[www.westin-aruba.com](http://www.westin-aruba.com)



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## Schedule at a Glance



### Sunday, February 8

10:00 AM – 5:00 PM  
6:00 PM – 7:00 PM

Registration Open  
Opening Reception

### Monday, February 9

7:30 AM – Noon  
7:30 AM – 8:45 AM  
8:00 AM – 9:00 AM  
9:00 AM – Noon  
10:30 AM – 10:45 AM  
Optional Activities  
4:30 PM

Registration Open  
Past President's Breakfast  
Continental Breakfast  
Management Session  
Break  
Please ask the Concierge for assistance  
Optional Tour and Dinner

### Tuesday, February 10

7:00 AM  
7:15 AM – 8:00 AM  
9:30 AM – 2:30 PM  
6:30 PM

Golfers Depart for Golf Course  
Golfers Continental Breakfast  
Optional Shopping/Lunch Excursion  
Beach Party

### Wednesday, February 11

8:00 AM – 9:00 AM  
9:00 AM – 11:30 AM  
10:30 AM – 10:45 AM  
11:30 AM – Noon  
6:30 PM – 7:30 PM  
7:30 PM – 10:30 PM

Continental Breakfast  
Industry Forums  
Break  
GR Update  
Closing Reception  
Closing Banquet and Dancing

*Guests and spouses are invited to attend the Management Sessions*



**Here's your opportunity to win a prize and make a donation to an outstanding cause.**

**The NASF Management Conference raffles will benefit the Bright Design Challenge.**

**You can be sure your Raffle Chairman – Jim Stevenson will be around to give you every opportunity to take part in this event!**

# Management Sessions



**Monday, February 9**

## “Selling Has Nothing to Do With Selling”

Richard P. Farrell, President of Tangent Knowledge Systems

The underlining theme of Rick’s presentation is that sales people should stop selling, presenting, answering objections and closing and should instead play the role of a “change agent”.

Central to the presentation is the concept that salespeople have to adopt a “CEO mentality”. They need to view their territory/account list as a separate company that they run with P/L responsibility. In running this company they will have to protect “5 vital assets” in order to insure maximum leverage and return on assets.

- Time
- Information
- Resources
- Relationships
- Self-Concept

### Further discussions will include

- Feature/Benefit, Value-Added Selling
- Understanding the methodology of how people buy and come up with a sales process that levels the playing field and neutralizes the buyer’s inherent advantages.
- Encouraging people to size up opportunities based solely on motivation to change and the underlying *pain* that drives it.

### What you will learn:

- This presentation will emphasize transitioning sales people from transactional sellers to strategic sellers.
- Why the best presentation is no presentation at all.
- How to get a better yield and close more sales at higher margins

- How to establish a selling methodology that will maximize your leverage and gain your control in the sales process.
- How to get “no’s” fast and lose quickly when you are at a severe disadvantage so you can still maintain your assets of time, information, expertise, relationships and self-concept.
- How to sell like a business strategist

**Wednesday, February 11**

## Industry Forums

This session will be devoted to a series of presentations that are designed to address topics that are specific to our surface finishing industry and should provide informative and timely information. Certain of these presentations will be presented by members of our industry and will include topics such as: “actual achievement of zero discharge in a production facility” and “how one industry surface finishing facility is utilizing alternative energy, solar panels, to offset the ever increasing energy costs”.

Additionally, as part of this program we will present an important and informative update from the **Policy Group** on those legislative and trade issues facing our industry, both current and those on the horizon.

Another part of the forum will be a presentation on the progress and success of the industry promotion program, **The Bright Design Challenge**, and plans for future programs of this type.

## Social Activities



### Opening Reception

Sunday, February 8  
6:00 PM – 7:00 PM

This evening is the time to renew friendships and form new ones with your colleagues in the surface finishing industry. The Palapa at the Westin will be the site of the Opening Reception where the warm winds of the Caribbean will embrace you as you enjoy beautiful views of the pool and the ocean.

### Closing Night Reception & Banquet

Wednesday, February 11  
6:30 PM

All good things must come to an end, but we hope this closing event will make it a little easier to take! An elegant evening is planned for you. From a gourmet meal to dancing the night away with the best band Aruba has to offer, this will be an evening that you won't forget.



### Beach Party

Tuesday, February 10  
6:30 PM

Join us for a causal evening on the beach with a lavish buffet that will include not only Yankee BBQ staples, but some Caribbean specialties as well. You won't want to miss this event as we have something special planned jut for you!

## Hotel Reservations

**Room Rates** (run of house)      \$312

### Suites

1-Bedroom Oceanfront      \$599  
1-Bedroom Ocean View      \$519

If you would like to reserve a suite, please contact Cheryl Clark at 202-580-6292 or [cclark@nasf.org](mailto:cclark@nasf.org)

You can make your reservations by either calling the reservations department at 800/822-2222 or by going to the following link:

<http://www.starwoodmeeting.com/Book/nafs>

**HOTEL CUT-OFF DATE: January 7, 2009**

## Optional Activities



### Island Tour and Dinner

Monday, February 9

4:30 PM

We have planned this event to not only give you a taste of what makes Aruba special, but to delight your senses and your palette as well! On our tour of the island we will see some of Aruba's highlights which are described below.



The 100-foot-long natural arch, which loomed 25 feet above sea level, was an awesome spectacle that existed for thousands of years, but disappeared in just one evening, early in September 2005. The same wave action, which carved out the limestone structure, was the cause of its unfortunate demise. Other natural archways along the island's windward coast have since garnered greater attention. Although significantly smaller in size, a natural archway still exists at the Andicuri site, standing off to the side from the collapsed older and larger twin.



The Alto Vista Chapel was built in 1952 on the site of the original, and first, Catholic church built in Aruba in 1750 by a Spanish missionary, Domingo Antonio Silvestre. The bright yellow

chapel is reached by a winding road lined with white crosses marking the stations of the cross. It is a special place for peace and contemplation, surrounded by the Aruban countryside.



The California Lighthouse was named after a ship called the Californian, which has the distinction of having been in proximity of, and having received distress signals from, the Titanic, as she went down in icy waters in 1912. The Californian's radio operator was off-duty and asleep at the time of the disaster, and this small piece of bad karma perhaps sealed the Californian's fate. She went down in rough seas off the Aruba coast a few years after the Titanic sank, and to this day the ship is a popular dive site. Around the lighthouse are acres of stoned-filled flat land, and an area called California White Sand Dunes is very popular with kids who go dune surfing.

Our final destination is La Trattoria (at the California Lighthouse). Here you'll enjoy cocktails on the terrace while viewing the sunset as well as world-class Italian Cuisine.

*Cost includes transportation, tour and dinner.*

**Cost: \$125.00**

## Optional Activities



### Desert Style Golf Course with an Ocean View

Tuesday, February 10  
Shotgun Start at 8:00 AM

Designed by renowned Robert Trent Jones II, Tierra del Sol, situated on the scenic northwest point of Aruba, is the only 18 hole championship golf course on the island. Conveniently is located less than 10 minutes away from the Westin Aruba. Tierra del Sol includes a full length practice range, putting greens, chipping areas, and a magnificent clubhouse with golf shop and restaurant.



Tierra del Sol Golf Course is surrounded by panoramic ocean views and spectacular desert scenery. Every hole has at least four sets of tees and approach angles to provide a wide variety of challenges for all skill levels.

Where else can you play Scotland, Scottsdale and the Caribbean all at the same time!

*The cost includes transportation, continental breakfast, golf prizes, green fee and tournament fee.*

**Cost: \$215.00**

### Shopping Excursion

Tuesday, February 10  
9:30 AM

Engage in some retail therapy in nearby Oranjestad, Aruba's charming capital. The excursion will begin with shopping followed by lunch at Senor Frog's and more shopping. The palm-lined central thoroughfare of Oranjestad is a major shopping venue with several European style wall-to-wall shops and quaint boutiques satisfy every spending whim. To get you in the mood to shop, a coupon booklet will be provided that offers discounts in many of the fine establishments.



Located on Aruba's picturesque southern coast, Oranjestad is the historical Dutch capital city where the tall multicolored houses of Wilheminastraat combine carved wooded doors and traditional Dutch tiles with airy open galleries and sloping, Aruban-style roofs. Along the wharf, merchants come to sell fresh fish and produce right off the boats every morning. All of Aruba's government buildings and main offices are located in the capital city.

*The cost includes transportation and lunch.*

**Cost: \$30.00**

## Optional Activities



### Additional Activities

There are numerous ways in which you can spend your leisure time on Aruba. Below is a partial list of activities, with approximate prices:

Island Tours: \$39 - \$45  
Beach & Cave Tour: \$59  
Jeep Tours: \$75 - \$120  
Beginner Scuba Lessons (*at Resort*): \$95.50  
Horseback Riding - \$65  
Atlantic Submarine - \$99  
Deep Sea Fishing - \$350  
Water sports, including Wave Runners, Parasailing, Windsurfing and more: \$23 - \$375

**All of these activities can be arranged through the tour desk at the Westin Aruba.**

### The Westin also offers a “Kids Club” to make sure everyone is taken care of!

Westin Kids Club activities include the following (both morning and afternoon sessions are available):

<ul style="list-style-type: none"><li>• Pool Time</li><li>• Scavenger Hunt</li><li>• Arts &amp; Crafts</li><li>• Local Food Tasting</li><li>• Sandcastle Building</li><li>• Play Station Games</li></ul>	<ul style="list-style-type: none"><li>• Seashell Hunting</li><li>• Water Balloon Tossing</li><li>• Iguana Feeding</li><li>• Movies</li><li>• Photography</li></ul>
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In addition, the Westin is pleased to announce the **Westin Little Chef's Program**. Children six years and older will work with resort chefs to prepare a meal for Mom and Dad. Kids will take a hands-on role in fixing an appetizer and dessert for their parents as the main course is made by a kitchen associate. Children will also get make their own customized pizzas. The program is every Monday from 6 p.m. to 8 p.m. Cost is \$50 per adult for the three-course meal and \$25 for children ages 12-16. Activity is free for children under 12.

# Registration Form

2009 NASF Annual Management Conference, February 8-12



**Registration Fee Includes:**

- All Business Sessions and Materials
- Opening Reception on Sunday
- Continental Breakfast and Breaks on Monday and Wednesday
- Beach Party on Tuesday
- Closing Banquet on Wednesday

Registration Fees:	Before 11/1/08	After 11/2/08	How Many?	Total
<input type="checkbox"/> Member Registration	\$900	\$950	_____	_____
<input type="checkbox"/> Non-Member Registration	\$1200	\$1250	_____	_____
<input type="checkbox"/> Spouse/Guest Registration	\$600	\$650	_____	_____
<input type="checkbox"/> Child (under 12)	\$150	\$150	_____	_____
<input type="checkbox"/> Child (12 and over)	\$350	\$350	_____	_____

**Optional Activities Fees:**

**Golf Tournament** \$215 \_\_\_\_\_

Player 1: \_\_\_\_\_ Handicap \_\_\_\_\_

Player 2: \_\_\_\_\_ Handicap \_\_\_\_\_

**Dinner and Tour** \$125 \_\_\_\_\_

**Shopping Excursion** \$30 \_\_\_\_\_

Name: \_\_\_\_\_ Title \_\_\_\_\_

Spouse/Guest \_\_\_\_\_

Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

**Cancellation Policy:** No refunds after January 8.

**Method of Payment:**

Check enclosed for \$ \_\_\_\_\_ (payable to NASF)

Credit Card Type  Mastercard  VISA  American Express

Card Number: \_\_\_\_\_

Expiration \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

Signature \_\_\_\_\_

*Convention Attendees with Special Needs. It is important to us that all attendees enjoy the 2009 NASF Management Conference. If you have a condition that requires special accommodations or services, please contact us at 202-457-8404.*

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