

M F M A
2012 CONFERENCE



RANCHO LAS PALMAS RESORT & SPA
RANCHO MIRAGE, CA

March 1-3, 2012

PRELIMINARY PROGRAM



The Sports Flooring Authority

www.maplefloor.org

DEAR COLLEAGUE:

In March 2012, the Maple Flooring Manufacturers Association will present an educational conference unique in the flooring industry. It is designed to give your career skills the boost you'll need to establish position in the sports flooring market. We have developed a sensational program with top industry professionals and hope you'll join us in Rancho Mirage (Palm Springs, CA), for a world-class conference. Timely industry educational programs, expanded Exhibitor Showcases, peer networking opportunities, product and service exhibits, a fabulous location and first class facilities are waiting for you in Rancho Mirage. Take time now to make your hotel reservations, and register yourself and your staff for MFMA's 2012 Conference.

Sincerely,
*The MFMA Sport Floor Contractor Members'
Advisory Council*

WHY ATTEND?

MFMA offers an effective, specialized learning environment for industry professionals in the sports flooring market. By attending MFMA's 2012 Conference, you will benefit from a targeted lineup of quality seminars, Exhibitor Showcases, general sessions, receptions offering opportunities for informal contacts with peers, and exhibits in a comfortable showroom, with ample time to meet exhibitors, discuss services and see product demonstrations.

Gain court vision in 2012.

Thursday, March 1

Exhibits Setup	12:30 – 4:30 p.m.
Conference Registration Open	2 – 5:30 p.m.
Concrete Floors and Moisture: Current Issues and Answers	3:30 – 5 p.m.
Opening Reception and Exhibits	5 – 7 p.m.

Friday, March 2

Continental Breakfast	7 – 8 a.m.
Conference Registration Open	7 – 10 a.m.
Exhibitor Showcases	8 – 11:45 a.m.
Golf Tournament	12:15 – 5:30 p.m.
Conference Registration Open	5 – 6 p.m.
Evening Reception and Exhibits	6 – 8 p.m.
Exhibits Dismantle	8 – 10 p.m.

Saturday, March 3

Continental Breakfast	7 – 8 a.m.
Conference Registration Open	7 – 10 a.m.
Get Your Business To Work In A Flat Economy	8 – 9:30 a.m.
Break	9:30 – 9:45 a.m.
Hardwood Federation – What, Why & How It Works For Sports Flooring	9:45 – 10:30 a.m.
LEED and Maple Floors in Green Schools	10:35 – 11:15 a.m.
Refreshment Break	11:15 – 11:30 a.m.
Understanding LEED and VOC Regulations For Finish Products	11:30 a.m. – 1 p.m.
Exhibitor Showcases (Lunchtime Sessions)	1:15 – 3 p.m.
MFMA AI Examination	1:30 – 3 p.m.
Finish Council	3:30 – 5 p.m.
Sunset Reception	6 – 7 p.m.
Banquet	7 – 10 p.m.

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March 1–3, 2012

Sunday, March 4

SFCM Advisory Council Meeting	9 – 10 a.m.
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FEATURED PRESENTATIONS

Thursday, March 1

Concrete Floors and Moisture: Current Issues and Answers

Howard Kanare, *CTL Group*

Jason Spangler, *Wagner Moisture Meters*

3:30 – 5:00 p.m.



Howard Kanare is Senior Principal Scientist in Structural & Architectural Evaluation at CTLGroup. As a nationally-recognized expert in the analysis and characterization of cement and concrete, floor construction, floor covering systems and concrete moisture issues, Kanare

is widely known for his lecturing, writing, standards development and training for concrete floor construction and floor covering performance. He has performed hundreds of field and laboratory investigations of construction issues including moisture, floor coverings and coatings performance, adhesion failures, cracking, discoloration, plasticizer migration, effects of rolling loads, flatness issues, and concrete integrity. Projects include retail, commercial, manufacturing, warehousing, education, and healthcare.



Jason Spangler has 17 years experience in sales and sales management in a spectrum of industries, including 10 years in building products. During that time, he successfully launched a variety of products to the market, including the original Rapid RH moisture measurement devices.

In his most recent position with a national healthcare organization, Spangler was District Manager for Northern Oregon, with complete sales and P&L responsibilities for six branches in the Portland, OR market. Spangler rejoined Wagner Meters in 2010 as Product Sales Manager for the Rapid RH. Spangler holds a B.S. in Business Administration from Southern Oregon University.

Friday, March 2

Exhibitor Showcases

8:00 – 11:45 a.m.

Concurrent sessions every hour featuring MFMA Exhibitors addressing industry issues that include learning about new or existing products, product maintenance, industry regulations and manufacturer certification programs. Since these sessions run concurrently, they allow attendees the opportunity to attend as many sessions as possible.

Each exhibitor conducting sessions will be giving away door prizes at the Evening Reception. Showcase session attendees will be asked to turn in a business card at the end of each session, so remember to bring plenty of business cards.

Saturday, March 3

Get Your Business To Work In A Flat Economy

George Hedley *Hardhat Presentations*

8:00 – 9:30 a.m.



George Hedley, of Hardhat Biz-Coach, is here to help you do more than just survive in this tough economy. Hedley is a business building expert who helps contractors, manufacturers and suppliers take their companies to the next level with proven profit building BIZ-

Building strategies. He is the author of the bestsellers: "Get Your Business To Work!" and "The Business Success Blueprint". George works directly with company owners via his BIZ-Coaching programs and hosts ongoing executive roundtable peer BIZ-Groups open to qualified members.

Hedley founded and built his construction company from \$0 to \$50 million dollars in only seven years. For his accomplishments, Hedley received the nationally recognized Entrepreneur of the Year award. To date, he has built or developed over 500 projects valued in excess of \$500 million dollars. He is a popular speaker at many national conventions and also writes several articles and columns for construction magazines including "Construction Business Owner".

Hardwood Federation — What, Why & How It Works For Sports Flooring

Deb Hawkinson, *Hardwood Federation*

9:45 – 10:30 a.m.



Deb Hawkinson joined the Hardwood Federation in 2007 to oversee the organization's day-to-day operations and the overall public policy goals for the Hardwood Federation and HFPAC. Hawkinson has over 20 years of industry experience in Washington, DC. Previously she

spent 15 years in the Weyerhaeuser Company's Federal and International Affairs office and served as Director of Operations and Director of Issues Management for the American Forest and Paper Association. Her experience has been in the alignment of business and public policy goals, and political involvement efforts including grassroots and PAC objectives. Hawkinson earned a Bachelor of Science degree in Organizational Leadership and Development from Regent University and is currently enrolled at George Mason University's School of Public and International Affairs where she is pursuing a Graduate Certificate in Association Management.

LEED and Maple Floors in Green Schools

Rachel Gutter, *USGBC – Center of Green Schools*

10:35 a.m. – 11:15 a.m.



Rachel Gutter began at USGBC in 2007 to oversee the launch of LEED for Schools, USGBC's green building certification program for the design, construction and operations of high-performance, green schools. USGBC launched the National Green Schools Campaign to engage students,

teachers, parents, school superintendents, elected officials and policy makers in an exchange about high-performance educational facilities and high performing students.

Gutter's professional experiences include green building consulting, interior architecture and six years of teaching experience. Gutter received her Bachelor of Arts from Tufts University.

Understanding LEED and VOC Regulations for Finish Products

Lisa Szczupaj, *Sika Corporation*

11:30 a.m. – 1:00 p.m.



Lisa Szczupaj is the Director of Business Development for Sika Corporation's Flooring Division. Szczupaj has been in the coatings industry for 18 years in a variety of positions including research & development, operations, customer service, sales and marketing. Szczupaj

was responsible for the Valspar Federal Sports Floor Finish product line during reformulation and VOC compliance work throughout the late 90s and continues responsibility for the same with Sika.

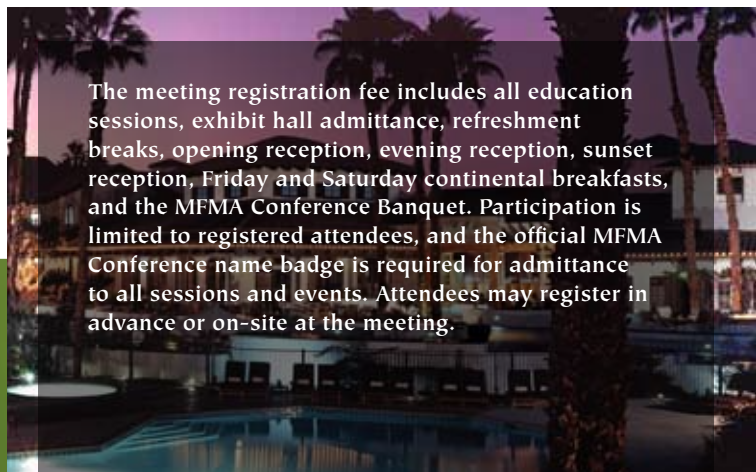
Exhibitor Showcases Lunch Sessions — NEW in 2012!

1:15 – 3:00 p.m.

The Exhibitor Showcases Lunch Sessions are new to our line-up of offerings in 2012 as both attendee's and exhibitors requested more time to focus on products. These sessions will provide for more in depth discussion and demonstrations of products and maintenance.

About the Maple Flooring Manufacturers Association (MFMA)

Founded in 1897, the Maple Flooring Manufacturers Association is the authoritative source for technical and general information about maple flooring and related sports flooring systems. MFMA's members are manufacturers, installation contractors, distributors and allied product manufacturers who subscribe to established guidelines. Through cooperative member programs, MFMA establishes product quality, performance and installation guidelines; educates end users about safety, performance and maintenance issues; and promotes the use of maple flooring products worldwide.



The meeting registration fee includes all education sessions, exhibit hall admittance, refreshment breaks, opening reception, evening reception, sunset reception, Friday and Saturday continental breakfasts, and the MFMA Conference Banquet. Participation is limited to registered attendees, and the official MFMA Conference name badge is required for admittance to all sessions and events. Attendees may register in advance or on-site at the meeting.

Payment/Confirmation

All registrations must be accompanied by a check or Visa/MasterCard/Discover credit card number for the full amount of the registration. Checks are to be in U.S. funds and made payable to the Maple Flooring Manufacturers Association. Registrations cannot be processed without full payment.

Cancellations

Notification of cancellation must be submitted to MFMA Headquarters in writing. A \$50 cancellation fee will apply to cancellations received by February 15, 2012. No fees will be refunded for cancellations received after February 15, 2012. Registrations are transferable only with written notice to MFMA. Advance registrations will be confirmed in writing before the meeting. Name badges and program materials must be picked up at the MFMA Registration Desk, which will be located at the Las Palmas Ballroom Foyer at the Rancho Las Palmas Resort & Spa.

Golf Tournament

Rancho Las Palmas Country Club is the stunningly beautiful Ted Robinson designed, 27 hole golf course that is the centerpiece of Rancho Las Palmas Resort & Spa. The gently rolling terrain, palm-tree lined fairways, and incredible mountain vistas are classic California desert golf at its very best. The generous fairways of this very player friendly course wind their way throughout the resort, and with six lakes and infamous Ted Robinson bunkering, it provides a memorable challenge for even the best of players.

MFMA Conference Banquet

Due to the moderate climate of the conference location, attire for the MFMA Conference Banquet will be resort casual. Please note, if you plan to bring any guests to the banquet that are not registered for the meeting, you must purchase a banquet ticket for them. Each banquet ticket is \$75. For any registered attendees or spouse/guests, the banquet ticket is included in the registration fee.

Spouse/Guest Registration

MFMA invites you to bring the whole family to the 2012 Conference. From hiking to shopping to resort-hopping and date shakes, there's plenty of things to do in the Palm Springs area during your stay. Palm Springs - and the surrounding desert cities — make up the recreational playground of Southern California.

Whether you're lifting up iconic Mount San Jacinto in the world famous Palm Springs Aerial Tramway, chilling-out in a wave pool at Knott's Soak City, enjoying fabulous resort, casino or local venue shows, touring the San Andreas fault or getting up-close and personal with nature and animals at The Living Desert, you'll find a variety of ways to spend time within the relaxed desert environment.

In addition, Rancho Las Palmas Resort & Spa is the hotel of choice for families, couples, and stylish sun chasers of all ages. Whether seeking a "cool" escape to relax with friends or a "cool" adventure where aquatic fun has no limits, the Rancho Las Palmas Resort & Spa is the place to be.

Note: The Spouse/Guest registration fee includes all MFMA-hosted meal functions.

Hotel Accommodations

MFMA has negotiated special room rates at the Rancho Las Palmas Resort & Spa. Conference attendees pay \$195 for single/double occupancy per night plus applicable taxes. The special rate applies from Saturday, February 25, through Thursday, March 8. The Rancho Las Palmas Resort & Spa is located at 41000 Bob Hope Drive, Rancho Mirage, California.

To reserve a room at Rancho Las Palmas, call the hotel at + 1-760-568-2727 or + 1-866-423-1195. Be sure to identify yourself as a MFMA conference attendee to receive the special discounted rate. Discounted rooms are sold on a first-come, first-served basis, and discounted room rates apply only to MFMA attendee reservations received before January 28, 2012, provided rooms are still available in the MFMA room block. Make your reservations early to ensure your accommodations!

Hotel Cancellation Policy

Individual guest room deposits will be refunded if reservations are cancelled at least 48 hours prior to the arrival date. If notification of cancellation is not received more than 48 hours in advance, one night's room and tax will be charged to the credit card on file.



Rancho Las Palmas Resort & Spa
Rancho Mirage, CA
March 1 – 3, 2012

Registration Form

Only onsite registrations will be accepted after February 23, 2012

Please print or type

First Name (As you would like it to appear on your badge) _____ Last Name _____

Company Name _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____

Country (if outside the U.S.A.) _____

Phone _____ Fax _____

Email _____

Emergency Contact Information

Emergency Contact Name _____

Emergency Contact Phone _____

After hours phone number (in case of meeting cancellation) _____

After hours e-mail address (in case of meeting cancellation) _____

Payment

No telephone registrations please. Payment in U.S. dollars only.

Check VISA MasterCard Discover

Name on Credit Card _____

Card Number _____

Expiration Date _____

Signature _____

Billing address if different from registration address

Address _____

City State/Province Zip/Postal Code _____

Country _____

Registrations will not be processed without full payment. MFMA does not accept purchase orders. You will not be registered if you send in a purchase order.

MFMA Tax ID #36-2158171

Make checks payable to Maple Flooring Manufacturers Association and mail or fax payment and registration to:

Maple Flooring Manufacturers Association

111 Deer Lake Rd., Suite 100
Deerfield, IL 60015-4943 USA
Toll Free: +1-888-480-9138
Telephone: +1-847-480-9138
Fax: +1-847-480-9282
E-mail: mfma@maplefloor.org

Special Needs: _____

Registration Fees

(please check the appropriate box)	On or before January 12, 2012	January 12– February 23	Onsite
Member* (Dues Paying)	<input type="checkbox"/> \$395	<input type="checkbox"/> \$445	<input type="checkbox"/> \$495
Spouse/Guest**	<input type="checkbox"/> \$195	<input type="checkbox"/> \$195	<input type="checkbox"/> \$195
Spouse/Guest Name: _____			
Hall of Famer	<input type="checkbox"/> \$0	<input type="checkbox"/> \$0	<input type="checkbox"/> \$0

Optional Events

Golf Tournament — Friday, March 2, 2012 \$199 per person

Club Handicap or Average Score _____

NOTE: *Transportation costs, hotel and miscellaneous expenses are not covered by the above fee.

**Only available to those outside the maple flooring industry.

TOTAL \$ _____

Cancellation Policy

Notification of cancellation must be submitted in writing. Cancellations received by February 15, 2012, will be subject to a \$50 cancellation charge. No refunds will be made for cancellations received after February 15, 2012. Substitutions are allowed at anytime but must be requested in writing, via email, fax or letter to MFMA Headquarters.

Questions

If you have any questions, please contact Madhuri Carson at +1-847-480-9138, ext. 286 or email mcarson@maplefloor.org.

www.maplefloor.org

For Office Use:

ID # _____

Reg # _____

MFMA Membership Application



111 Deer Lake Rd., Suite 100 • Deerfield, IL 60015-4943 U.S.A.
 847-480-9138 • FAX 847-480-9282
 E-mail: mfma@maplefloor.org

Applicant Information (print or type)

Company Name _____

Contact Name _____

Address _____

City/State/Zip _____

Phone/FAX _____

E-mail _____

MFMA Mark Agreement

We, the undersigned, do hereby make application for membership in the MFMA. We agree to abide by the Bylaws of the Association, to pay all duly levied dues and assessments, and to offer our cooperation in the activities of the Association to further its objectives within the limits provided by the Bylaws. We confirm agreement with Article 3 Section 6 of the current Bylaws, which grants us a royalty-free, non-exclusive right and license to use the MFMA mark under the following conditions: 1) during such time as we are a member of MFMA in good standing (renewal is annual), and 2) only in connection with products produced by MFMA Milling Company Members.

Name (print or type) _____ Date _____

Signature _____ Title _____

Membership Payment

- My check # _____ is enclosed with this application.
- Please charge \$ _____ to my: VISA MasterCard

Card # _____ Expiration Date _____

Cardholder Signature _____

**MFMA dues are not deductible as charitable contributions for federal income tax purposes. However, dues payments are deductible as an ordinary and necessary business expense. Consult your tax advisor for further information.*

Please return this application with payment to:
MFMA • 111 Deer Lake Rd., Suite 100, Deerfield, IL 60015-4943

Membership Type

Sport Floor Contractor Member

Any firm, partnership, or corporation regularly engaged in the business of installing Northern Hard Maple, Beech, or Birch flooring purchased from those organizations that qualify for membership as Milling Company Members.

Please complete the following. This information is confidential and will be held at MFMA Headquarters to be used for industry statistical gathering purposes only.

- Annual square footage of wood flooring installed: _____ square feet
 - Annual square footage of northern hard maple installed: _____ square feet
 - Annual square footage of MFMA maple installed: _____ square feet
 - Primary MFMA supplier(s): _____ % of MFMA maple installed: _____
- Aacer Flooring, LLC _____%
 Action Floor Systems, Inc. _____%
 Connor Sport Court Intl. _____%
 Horner Flooring Co. _____%
 Robbins, Inc. _____%
 WD Flooring _____%
 Total 100%

Annual Dues: \$550.00

Additional Branch

Office Memberships: \$150 each
 (Please attach additional location listing(s) to this application.)

Distributor Member

Any firm, partnership, or corporation regularly engaged in the business of selling, at wholesale, Northern Hard Maple, Beech or Birch flooring purchased from those organizations that qualify for membership as Milling Company Members, but not in the business of installing Northern Hard Maple, Beech or Birch flooring.

Please complete the following. This information is confidential and will be held at MFMA Headquarters to be used for industry statistical gathering purposes only.

- Annual square footage of wood flooring installed: _____ square feet
 - Annual square footage of northern hard maple installed: _____ square feet
 - Annual square footage of MFMA maple installed: _____ square feet
 - Primary MFMA supplier(s): _____ % of MFMA maple installed: _____
- Aacer Flooring, LLC _____%
 Action Floor Systems, Inc. _____%
 Connor Sport Court Intl. _____%
 Horner Flooring Co. _____%
 Robbins, Inc. _____%
 WD Flooring _____%
 Total 100%

- Please indicate in which region(s) you distribute MFMA material. Also indicate the percentage sold/distributed by region:
 - New England _____%
 - Mountain _____%
 - Mid-Atlantic _____%
 - Midwest _____%
 - Pacific Northwest _____%
 - Southeast _____%
 - Pacific Southwest _____%
 - Canada _____%
 - South Central _____%
 - Other (specify) _____%

Annual Dues: \$550.00

Allied Manufacturer Member

Any firm, partnership or corporation regularly engaged in the business of manufacturing products or equipment utilized in the installation of, protection of, or manufacturing of MFMA grade marked and stamped Northern Hard Maple, Beech or Birch flooring shall be eligible for membership as an Allied Member.

Please complete the following. This information is confidential and will be held at MFMA Headquarters to be used for industry statistical gathering purposes only.

- Please indicate the product(s) you supply/manufacture for the wood flooring industry:
 - Fasteners/Anchors
 - Sealers/Finishes/Paints/Resins
 - Striping/Taping/Lettering Supplies & Equipment
 - Abrasives/Sanding Equipment
 - Concrete Leveling Materials
 - Moisture Barriers/Vapor Protection Materials
 - Maintenance Supplies & Equipment
 - Protective Covers
 - Other (specify) _____
- Please indicate in which region(s) you sell/distribute installation materials/supplies. Also indicate the percentage sold/distributed by region:
 - New England _____%
 - Mountain _____%
 - Mid-Atlantic _____%
 - Midwest _____%
 - Pacific Northwest _____%
 - Southeast _____%
 - Pacific Southwest _____%
 - Canada _____%
 - South Central _____%
 - Other (specify) _____%

Annual Dues: \$1,550.00



111 Deer Lake Road, Suite 100
Deerfield, IL 60015

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Airline and Ground Transportation

Airport	Distance from resort	Approximate Drive Time	Approximate One-way Taxi/Sedan Fare
Palm Springs International Airport (PSP)	11 miles	18 minutes	\$40.00 (Taxi)
Ontario International Airport (ONT)	80 miles	1 hour 30 minutes	\$200.00 (Sedan)
John Wayne/ Orange County Airport (SNA)	110 miles	1 hour 59 minutes	\$225.00 (Sedan)
Los Angeles Airport (LAX)	135 miles	2 hours 21 minutes	\$250 - \$275 (Sedan)

Shuttle Service

Desert Valley Shuttle offers shuttle service between all four area airports and the Rancho Las Palmas Resort & Spa. Reservations are recommended at least one to two weeks in advance. Contact Desert Valley Shuttle at +1-760-251-4020 or +1-800-413-3999 or visit www.palmspringshuttle.com to make your reservations.

Shuttle Rates to Rancho Las Palmas:

From PSP - \$40 one-way
From ONT - \$78 one-way
From SNA - \$110 one-way
From LAX - \$98 one-way
**Rates do not include gratuity.*

The cancellation policy is 48 hours prior to scheduled pickup to avoid being charged the full fee.

Note: The ground transportation fees listed are current as of this printing. Fees are subject to change.

Car Rental

Avis Rent A Car Systems Inc. is the official car rental service for the MFMA 2012 Conference. Avis has a terminal conveniently located at all four area airports and can provide discounted rates for conference attendees. For details, call +1-800-331-1600 and indicate AWD number J991008 to receive special pricing. Or visit the Avis Web site at <http://www.avis.com>.

Parking

The Rancho Las Palmas Resort & Spa offers complimentary valet and self-parking.