



## MEETING NOTICE

2010 Annual Conference

May 12-14, 2010

Marriott at McDowell Mountains

Scottsdale, Arizona

### Where is the Marriott at McDowell Mountains?

The Marriott at McDowell Mountains is an all suite Spanish-Mediterranean styled hotel in north Scottsdale, Arizona.

It is surrounded by spectacular views of the McDowell Mountains, and it is located 20 miles from the Phoenix Sky Harbor International Airport.

Marriott at McDowell Mountains  
16770 North Perimeter Drive  
Scottsdale, Arizona 85260  
Phone: 480-502-3836  
[www.marriottscottsdale.com](http://www.marriottscottsdale.com)

### Online Registration

Register online at:  
[www.cordageinstitute.com/eventsnewf.html](http://www.cordageinstitute.com/eventsnewf.html)

The deadline to register is **April 9, 2010**.

### Hotel Reservations

Hotel Reservations are to be made directly with the hotel, and can be made by calling **800-288-6127** or **480-502-3836**.

The cutoff date to ensure a reservation at the hotel is **April 9, 2010**.

### Program Highlights

#### **Stir the Pot!**

#### **What it Really Takes to Grow Your Business Every Day**

*Lauren Sonnier, Sonnier Marketing & Communications*  
In this high-energy, high-substance program, you will learn how to think like a marketing pro, what it really takes to “stir the pot” and five things you must be constantly stirring in your business to build and maintain marketing momentum, how to capitalize on the hundreds of marketing opportunities inherent in your business every day, how to make marketing happen in spite of yourself (and even while you’re chasing fires), and how to turn your company into a marketing machine!

#### **Roundtable Discussion Session**

Associations have always provided a great forum to exchange ideas and solutions. At the General Session, members will have an opportunity to informally discuss current issues and ways they are addressing them. This session is open to all attendees.

#### **HMPE D/d Ratios**

*Dave Richards, Cordage Institute Technical Director &  
John Flory, Tension Technology International LLC*

#### **HMPE Sling Configuration Strength Test**

*Dave Richards, Cordage Institute Technical Director &  
John Flory, Tension Technology International LLC*

#### **New Braiding Techniques and Old Tales**

*Guido Grave, August Herzog*

#### **New Member Presentations**

**Additional Presentations to be Announced!**

## Registration Fees

Member Registration Fee <i>If Staying at Marriott at McDowell Mountains</i>	\$495/person
Member Registration Fee <i>If <b>Not</b> Staying at Marriott at McDowell Mountains</i>	\$595/person
Non-Member Registration Fee	\$595/person
Spouse Registration Fee	\$200/person
Friday Cocktail Reception	\$45/person

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## Accommodations

Each spacious guest suite features a living room and separate bedroom, wetbar with mini refrigerator, large work desk, cable and pay-per-view television programming, and high-speed Internet access (\$12.95 per day).

Our room rate is \$194 plus state and local taxes (currently 11.92%).

The check-in time is 4:00 PM and the check-out time is Noon.

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## Ground Transportation

Transportation between the Phoenix Sky Harbor International Airport and the Marriott at McDowell Mountains is available through **Transtyle**. The cost is \$55 per way, not including gratuity, for up to four passengers. Reservations can be made by calling **800-410-5479** or online at **www.transtyle.com**.

One way taxi service between the airport and the hotel is approximately \$60.

Car rental service is available onsite at the hotel through Hertz. Arrangements can be made with the hotel's concierge.

## Golf

The Annual Golf Tournament on Thursday will be held at the **TPC Scottsdale**, home to the PGA TOUR's FBR Open. It was recently named one of the "Top 50 Golf Destinations in the World" by *Condé Nast Traveler*.

The tournament will be held on the completely new Champions Course, crafted by Randy Heckenkemper and featuring 7,115 yards of undulating Bermuda fairways, pristine greens, and challenging bunkers.

The tournament will begin at 1:00 PM on Thursday, and it will be a 4-person scramble so that golfers of all skill levels can participate.

Casual Golf on Friday will be consecutive tee times beginning at 12:57 PM on the Palmer Signature Course at the **Wildfire Golf Club**. The course was designed by golf legend Arnold Palmer and features scenic and expansive fairways.

The cost for the Annual Golf Tournament on Thursday is \$120 per person, and the cost for casual golf on Friday is \$105 per person. These fees must be pre-paid.

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## Golf Cancellation

Due to the policies at the golf clubs, if you cancel less than 14 days in advance, you will be charged the regular fee.

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## Parking

Self-parking at the hotel is complimentary.

Valet parking is \$23 per night.

## Desert Jeep Tour

On Thursday afternoon, join the adventure on a four wheel drive expedition into the foothills of the Sonoran desert, which boasts an abundance of plant and animal life like no other desert in the world. Experience the spectacular beauty up close and personal with your own cowboy guide, who is knowledgeable in Arizona history and legend. Learn all about the native plant life, wildlife, and Indian folklore indigenous to Arizona.

As part of the tour, you will enjoy an informative and entertaining nature walk while your guide identifies the numerous varieties of cacti and explains how the native people learned to utilize these natural resources. You are likely to catch a glimpse of an eagle, coyote, jackrabbit or elusive javelina. This is a great way to experience the desert!

The tour will leave the hotel promptly at 1:00 PM and will last approximately four hours. The cost is \$110 per person, and lunch is not included. Closed toe shoes are required.

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## Recreation

**Health and Fitness Center** - State-of-the-art fitness center with cardiovascular equipment and free weights.

**Swimming Pools** - The hotel features a heated outdoor pool and a whirlpool.

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## Onsite Restaurants

**Zambra Grille** - Offers Mediterranean cuisine in a casual environment. The large year-round patio provides an excellent view of the TPC Scottsdale. Open for breakfast, lunch, and dinner. Reservations are recommended for dinner.

**Agave Café & Bar** - Located in the hotel's hub of action, this popular lounge features tapas selections, and is open for lunch and dinner.

## New Member/First-Time Attendee

### Orientation

All new members and first-time attendees, along with their spouses, are invited to a brief orientation on Wednesday evening at 6:30 PM. This meeting will give you a very brief overview of the workings of the Institute and will give you a chance to meet a few people before the general meeting.

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### May I go to the meetings?

Meetings are open to all attendees, including spouses and guests, except as noted on the attached schedule.

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### Spouse Activities

The spouse registration fee includes admission to all sessions, unless otherwise noted on the program. This includes the continental breakfasts, cocktail receptions, and dinners.

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### Proper Attire

For all meetings, the attire is casual. The cocktail receptions and dinners are informal.

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### Weather

The daytime temperature is expected to average about 93°. Evening temperatures are expected to average about 63°.

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### Check Out These Web Sites

[www.marriottscottsdale.com](http://www.marriottscottsdale.com)  
[www.scottsdalecvb.com](http://www.scottsdalecvb.com)  
[www.visitphoenix.com](http://www.visitphoenix.com)

## MEETING PROGRAM

### WEDNESDAY, MAY 12, 2010

- 7:30 AM Board of Directors Meeting  
**Board Members Only**
- 8:30 AM Technical Committee  
Working Group Meetings
- 3:00 PM Technical Committee Meeting
- 6:30 PM New Member/First-Time Attendee  
Orientation
- 7:00 PM Welcome Reception & Dinner  
**Sponsored by Associate Members**

### THURSDAY, MAY 13, 2010

- 7:30 AM Continental Breakfast
- Associate Member Table Top  
Displays**
- 8:30 AM General Business Session  
(Spouses/Guests Welcome)
- Director Elections
- Roundtable Discussion Session
- "Stir the Pot!  
What It Really Takes To Grow Your  
Business Every Day"**  
Lauron Sonnier, Sonnier Marketing &  
Communications, Inc.
- 1:00 PM Annual Golf Tournament
- 1:00 PM Desert Jeep Tour
- 7:00 PM Cocktail Reception
- 8:00 PM President's Night Dinner

### FRIDAY, MAY 14, 2010

- 7:30 AM Continental Breakfast
- 8:00 AM Technical Seminar  
(Spouses/Guests Welcome)
- "HMPE D/d Ratios"  
Dave Richards, Cordage Institute &  
John Flory, Tension Technology  
International LLC
- "HMPE Sling Configuration Strength  
Test"  
Dave Richards, Cordage Institute &  
John Flory, Tension Technology  
International LLC
- "New Braiding Techniques and Old  
Tales"  
Guido Grave, August Herzog
- Additional Technical Presentations  
To be Announced!
- New Member Presentations
- 11:30 AM Adjourn
- 12:57 PM Casual Golf
- 7:00 PM Optional Cocktail Reception  
Featuring Hot and Cold  
Hors D'oeuvres  
\$45 per person

# Special Conference Presentation

by Author and Practical Marketing Expert, Lauron Sonnier

# Stir the Pot!<sup>SM</sup>

## What It Really Takes to Grow Your Business Every Day

It is universal law that everything is either in a state of circulation or congestion. In business, marketing is the mover, and practical marketing specialist Lauron Sonnier will be stirring things up as she teaches you her signature **Stir the Pot marketing formula** to keep business moving and growing. In her high-energy, high-substance program, you'll learn:

- How to think like a marketing pro
- What it really means to “stir the pot” and the five things you must be constantly stirring in your business to build and maintain marketing momentum
- How to capitalize on the hundreds of marketing opportunities inherent in your business every day
- How to make marketing happen in spite of yourself (and even while you're chasing fires)
- How to turn your company into a marketing machine!

People tend to make marketing much more complicated than it needs to be. ‘Stir the pot’ boils down marketing like nothing else. It removes all mystery about what you’re supposed to be doing every day in everything you do. Follow the five-step formula and watch the magic happen!”—Lauron

Lauron Sonnier teaches and encourages companies and individuals to stand out, stir the pot, and put marketing into action. Her new book, *Think Like a Marketer*, is getting rave reviews as is her new radio show on the Voice America Business Channel called *Standing Out with Lauron Sonnier*. Lauron is a highly sought-after speaker and trainer who helps owners, managers, and staff not only understand what marketing is, but how to make it happen. A Cajun from Louisiana, she couldn't talk if you tied her hands.

