

OPEAA
24th Annual Meeting
February 13 - 16, 2010



*"Thriving In A
Challenging
Market & Economy"*

Fairmont Southampton Hotel
Bermuda

OPEAA 24th ANNUAL MEETING
February 13-16, 2010
Fairmont Southampton Hotel, Bermuda

“Thriving In A Challenging Market & Economy”

Saturday, February 13

4:00pm – 6:00pm REGISTRATION

6:00pm – 7:30pm RECEPTION & SILENT AUCTION
To Benefit the Bill Nelson Scholarship Endowment

Sunday, February 14

7:30am – 8:15am CONTINENTAL BREAKFAST

8:30am – 8:45am WELCOME & MEETING OVERVIEW
Bob Wehmuller, OPEAA President, Sierra Marine/
Prime Line

Sue Chaney, Chair, OPEAA Annual Meeting
Committee, K-C Sales

8:45am – 10:00am OPENING GENERAL SESSION
*“The Good, The Bad, The Ugly, Part I: Legislative
& Public Affairs Issues”*

Kris Kiser, Executive Vice President, Outdoor
Power
Equipment Institute

10:00am – 10:15am REFRESHMENT BREAK

10:15am – 11:15am GENERAL SESSION
*“The Good, The Bad, The Ugly, Part II:
Regulations You Can’t Ignore”*

James McNew, Vice President, Technical &
Marketing Services, Outdoor Power Equipment
Institute

11:15am – 11:30am NEW MEMBER PRESENTATIONS

11:30am – 12:00 noon ANNUAL BUSINESS MEETING

12:00 noon – 12:30pm	<p>SPECIAL SESSION <i>“Looking Forward: 2010 & Beyond”</i></p> <p>Bill Harley, President & CEO, Outdoor Power Equipment Institute</p>
12:45pm – 1:45pm	LUNCHEON
2:00pm – 3:00pm	<p>GENERAL SESSION <i>“Revisiting Lean”</i></p> <p>Bob Pepper, Vice President, Manufacturing, NGK Spark Plugs, Inc.</p>
3:00pm – 4:30pm	<p>GENERAL SESSION <i>“Truths, Myths & Secrets of Marketing Products in the Lawn & Garden Industry”</i></p> <p>Rick Pontz, Author</p>
Evening	<i>Open for Individual Activities/Dining</i>
<u>Monday, February 15</u>	
7:30am – 8:30am	<p>CONTINENTAL BREAKFAST BNSE Trustees/Committee Meetings</p>
8:45am – 9:00am	<p>AGENDA REVIEW & INTRODUCTIONS Sue Chaney, Chair, OPEAA Annual Meeting Committee, K-C Sales</p>
9:00am – 10:30am	<p>GENERAL SESSION <i>“Product Life Cycle”</i></p> <p>Rick Pontz, Author</p>
10:30am – 11:30am	<p>GENERAL SESSION <i>“OPEAA Lawn & Garden Aftermarket: A U.S. Market Study”</i></p> <p>Brian Preheim, Carlisle Tire & Wheel Dale Marcell, Oregon Cutting Systems</p>

11:45am – 5:30pm

GOLF TOURNAMENT

*Afternoon
Information*

Open for Individual Activities – See Attached

7:00pm – 8:00pm

COCKTAIL RECEPTION

8:00pm – 10:00pm

BILL BERGMAN MEMORIAL BANQUET

Tuesday, February 16

7:30am – 8:15am

CONTINENTAL BREAKFAST

8:30am – 8:45am

AGENDA REVIEW & INTRODUCTIONS
Sue Chaney, Chair, OPEAA Annual Meeting
Committee, K-C Sales

8:45am – 9:00am

SPECIAL SESSION
“Credit Card Program Update”

Jack Woodruff, President, Battery & Electric Co.

9:00am – 10:00am

GENERAL SESSION
“New Product Development, Marketing &
Evaluation”

Mike Watts, President, Better Heads LLC

10:00am – 10:45am

GENERAL SESSION
“Energy Conservation”

Mark Errick, D.E. Errick

10:45am – 11:15am

MEET THE NEW OPEAA PRESIDENT /
STRATEGIC PLANNING UPDATE

Sue Chaney, K-C Sales

CLOSING REMARKS

Bob Wehmueller, Sierra Marine/Prime Line

11:30am – 3:00pm

BOARD OF DIRECTORS MEETING
(Lunch Will Be Served)

WAYS TO ENJOY YOUR FREE TIME IN BERMUDA

The Crystal & Fantasy Caves – Discover Bermuda’s true hidden treasures!

These premier caves are naturally decorated with a profusion of delicate, crystal formations throughout. You should visit both caves as they are very different from one another. Fantasy Cave is a virtual jewel box filled from top to bottom with formations. Rare chandelier clusters of soda straw formations adorn the ceilings in great abundance. Entire walls are covered in calcite mineral deposits that resemble frozen waterfalls! Deep pools of water hint at the underlying network of passageways connecting the caves with the ocean.

In the Crystal Cave, floating pontoon pathways span a large 55-foot-deep azure blue underground lake. Formations on the bottom are clearly visible. The great American humorist, Mark Twain, was one of the first to experience the mind-boggling profusion of pristine white stalactites, soda straws and helecite formations above the lake. Friendly, knowledgeable guides will lead you on a journey through geologic time to unlock the mystery of the underground beauty within.

Bermuda Maritime Museum – Uncover 500 years of history at the Bermuda Maritime Museum!

Housed within Bermuda’s largest fortress, the Museum’s panoramic property will take you on a tour through the centuries – from the Age of Discovery to the New Millennium. Fascinating exhibits and rare collections of guns and shipwreck artifacts are displayed within eight historic buildings, once used by the Royal Navy. The six acre Keep is a fortress within the fortress of the Dockyard, surrounded by a moat and dramatic 30-foot ramparts.

The award-winning Commissioner’s House is the crown jewel of the Museum. A Bermuda landmark, it towers over the Dockyard with unparalleled views of the entire Great Sound and North Shore. The restored 19th Century building houses cultural exhibits and collections you won’t want to miss!

Dolphin Quest – Splash into dolphin delight!

Dolphin Quest will take you into the intriguing world of dolphins through face-to-face encounters. Swim, dance, and play with the dolphins with musical accompaniment. A fun program for all ages, in or out of the water!

Bermuda Aquarium, Museum & Zoo – Discover the wildlife of Bermuda and other oceanic islands around the world!

Founded in 1926, the Bermuda Aquarium, Museum & Zoo is Bermuda's most popular attraction, bringing people closer to nature through a variety of exhibits and conservation, education and research programs.

See the wonder of an undersea adventure at the 140,000 gallon coral reef exhibit. The North Rock exhibit features one of the largest live coral collections ever displayed in an aquarium and is home to a thriving community of local tropical fish.

Explore the Island's volcanic beginnings and the habitats and organisms of today, from forests to the deep ocean, at the Natural History Museum. Stroll through the vast Flight Cage, where golden lion tamarins, Brazilian acouchi, scarlet ibis, and South American red-footed tortoises are within arm's reach. See exotic animals of Australia through Asia, including the binturong, water monitor, tree kangaroo, and the parma and red-necked wallabies.

Glass Bottom Boat Cruise – Bermuda is home to over 200 square miles of the Atlantic Ocean's most northern coral reef. These reefs house over 300 shipwrecks as well as clear waters offering unlimited visibility of the underwater ecosystem. The waters are teeming with diverse schools of fish and underwater plant life, which provides a unique Bermuda experience.

Other Activities – Many other activities abound in Bermuda, such as horseback riding, shopping in Hamilton, coral reef snorkeling, Segway tours, catamaran sailing, touring the island on a scooter, or just relaxing at the beach.

*For more information, or to make arrangements,
contact the Concierge at the
Fairmont Southampton Hotel,
441-238-8000.*

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Fairmont Southampton Hotel, Bermuda

REGISTRATION FORM

FULL NAME *NICKNAME FOR BADGE*

SPOUSE / GUEST *NICKNAME FOR BADGE*

COMPANY

STREET *CITY* *STATE* *ZIP*

TELEPHONE *FAX* *E-MAIL*

	Early Registration Discount Before 11/1/09	Registration Fee After 11/1/09
<input type="checkbox"/> Corporate Registration	\$600	\$700
<input type="checkbox"/> Addl. Person/Same Company Registration <i>(please make an additional copy of this form for each person attending)</i>	\$525	\$600
<input type="checkbox"/> Spouse/Guest Registration <i>(Includes Opening Reception, Continental Breakfasts, Reception/Banquet)</i>	\$275	\$275
<input type="checkbox"/> Non-Member Registration	\$800	\$800
<input type="checkbox"/> Child Registration (age 18 & under) <i>(Includes Opening Reception, Continental Breakfasts, Reception/Banquet)</i>	\$ 75	\$ 75
<input type="checkbox"/> Golf Tournament ___ Executive ___ Spouse	\$175	\$175

Total Amount Enclosed: \$ _____

Please make check payable to OPEAA and send to:
Susan H. Dove - 1726 M Street, N.W. - Suite 1101 - Washington, D.C. 20036
Cancellation Policy: Cancellations before 11/1/09 - 100% refund. Cancellations by 1/1/10 - 50% refund.
Sorry, no refunds after 1/1/10.



OPEAA 24th ANNUAL MEETING

LEE WOODCOCK MEMORIAL GOLF TOURNAMENT

Monday, February 15, 2010

11:45am - 5:30pm

Riddell's Bay Golf & Country Club – Bermuda

REGISTRATION FORM

(Please make additional copies of this form for each player.)

Name

Company

Street

City/State

Zip

Telephone

Fax

Email

Please circle your skill level:

(A) 78-80

(B) 81-90

(C) 91-100

(D) 101+

Cost: \$175 Per Person

**Includes Transportation, Golf Services, Green Fees, Shared Cart Rental,
Range Balls, Box Lunch, Taxes, Gratuities**

*Please make checks payable to OPEAA and send to:
Susan H. Dove – 1726 M Street, N.W. – Suite 1101 – Washington, D.C. 20036*

HOTEL RESERVATIONS

RESERVE YOUR ROOM TODAY!

Call the Fairmont Southampton's Global Reservations Center, 1-800-441-1414. Be sure to mention you are with OPEAA to receive the special rates of \$229.00 per night, single/double occupancy, for a Fairmont Room or \$259.00 per night, single/double occupancy, for a Deluxe Harbor View Room.

NOTE: The cut-off date for room reservations is January 22, 2010!

Reservation requests received by the Hotel after January 22, 2010 will be based on availability at the group rates indicated above.

NOTE: Arrangements have been made for OPEAA to cover the daily per person resort fee.

A daily per person fee of \$11.20 for gratuities will be added to your room bill. There will be no need to tip otherwise.

Fairmont Southampton Hotel
101 South Shore Road
Southampton, Bermuda
441-238-8000

CAR RENTAL

Car rental service is not available on the Island.

AIRPORT TRANSPORTATION

The L. F. Wade Airport is about 20 minutes from the Hotel. Taxis are available at the airport. A one-way transfer will cost about \$45 per taxi, regardless of the number of people.