



2022

ANNUAL
CONFERENCE

APRIL 20-22, 2022

ROSEN SHINGLE CREEK
Orlando, Florida

Hotel Information

Rosen Shingle Creek
9939 Universal Blvd., Orlando, FL, 32819
866-996-6338

Nestled along Shingle Creek, the headwaters of the legendary Florida Everglades, the Rosen Shingle Creek is surrounded by enchanting flora and wildlife, much of which has been preserved to create a natural backdrop for this magnificent property. In fact, harmony with the environment is an idea that strongly represents all aspects of Rosen Shingle Creek.

Room Rate:

\$235 per night plus tax, single/double occupancy
\$20 per person over double occupancy

Rates are guaranteed through March 14 or until hotel block is full, whichever occurs first.

Hotel Reservations

Go to www.bluehawk.coop/events, click on the Hotel Reservation link to complete your hotel reservation online.

Or call 866-996-6338, be sure to ask for the BLUE HAWK Group Rate.

Travel Information

Rosen Shingle Creek is located about 12 miles from Orlando International Airport on Universal Boulevard just off of the Beachline Expressway (SR 528, Exit #2) and a half mile east of the Orange County Convention Center.

This ideal location is also minutes away from Orlando's world-famous attractions like Universal Orlando®, Aquatica, SeaWorld Orlando®* and others.



Conference Registration

Conference Registration: www.bluehawk.coop/events

Please complete a separate conference registration form for each meeting attendee (other than a spouse or guest who is only participating in social activities). If your spouse is participating in the meeting portions of the event please fill out a separate form for them also.

Conference Registration and Hotel Reservations are due no later than Monday, March 14. Conference Registration and Hotel Reservations must be completed separately.

On-site Conference Check-in

Registration will be open Wednesday, April 20, 2:00 pm - 5:00 pm in the Gatlin Foyer, located on the first floor of the Rosen Shingle Creek conference center. Stop by and pick up your name tags and meeting packets with a detailed conference schedule.

Attire

Meet & Greet: Business Casual

Meeting: Business Casual

Ride The Tide Celebration: The changing tides of the last couple of years have tossed us this way and that. Now it's time to celebrate getting back together. So, put on your favorite beach bum attire, pirate outfit, Panama hat, or just roll in your conference attire for a fun evening of networking.



Schedule of Events

Wednesday, April 20, 2022

2:00 pm - 5:00 pm
Conference Registration - Gatlin Foyer

2:00 pm - 5:30 pm
Wednesday Workshops (see page 4 & 5)

6:00 pm - 6:30 pm
New Member/First Time Attendee
Meet & Greet

6:30 pm - 8:00 pm
Meet & Greet

Thursday, April 21, 2022

7:00 am - 8:00 am
Member Breakfast

8:00 am - 9:45 am
Member-Owner Meeting

10:00 am - 12:00 pm
Peer-2-Peer Breakouts &
Networking Roundtable Breakouts

12:00 pm - 1:15 pm
Awards Lunch

1:30 pm - 5:15 pm
Face-to-Face & Solution Partner Center

6:30 pm - 9:00 pm
Ride the Tide Celebration
(Wear your favorite beach attire or
Pirate gear - aaaar!)

Friday, April 22, 2022

7:00 am to 7:30 am
Member/Vendor/Solution Partner Breakfast

7:30 am - 12:30 pm
Face-to-Face Meetings &
Solution Partner Center Continued

12:30 pm - 1:30 pm
Optional Lunch (RSVP Required)

2:00 pm - 7:00 pm (Optional Activity)
BLUE HAWK Gives Back Golf Scramble
Supporting: American Red Cross
Sponsored by CPS/5-2-1
Space is limited!

Guests

Bring your guest to enjoy the beautiful Rosen Shingle Creek. The hotel has a beautiful spa and golf course, it's located near running and walking paths, and is just minutes away from Orlando's world-famous attractions like Universal Orlando® and Disney.

A Guest Fee of \$150 will be charged for all guests attending the conference to help offset the cost of their attendance.

Face-to-Face

Thursday, April 21, 2022

Face-to-Face meetings are short 10-minute pre-scheduled meetings between Member-Owners and Vendor Partners to explore business opportunities.



Face-to-Face selection forms will be available online in February. Notification will be sent out when selection forms are posted. Members, Vendor Partners and Solution Partners (who upgraded) will specify who they would like to meet with, and BLUE HAWK will establish appointment schedules for all attendees. Every effort will be made to accommodate your appointment preferences.

Each Member will have approximately 20-30 appointments. Members are required to attend all scheduled appointments to comply with the Minimum Standards of Member Participation. The Vendor Partner schedules are full based on the number of selected appointments. Member schedules contain gaps. Please take those opportunities to visit the Solution Partner Center.

Solution Partner Center

Lower your expenses and streamline your operations by visiting our BLUE HAWK Solution Partners during your Face-to-Face Meeting breaks. Solution Partners are "Value-Added Business Services" negotiated and endorsed by BLUE HAWK on behalf of our Member-Owners. Solution Partners offer a valuable service by reducing your operating costs, enriching your customer relationships, and growing your business.



Wednesday Workshops

Wednesday, April 20, 2022

We will be holding seven workshops for Members on Wednesday afternoon prior to the Meet & Greet. These Workshops will focus on important BLUE HAWK initiatives. You can sign up to attend the workshops on the conference registration form.

BLUE data + BLUeCommerce: Learn how to launch a cost-effective webstore

2:00 pm - 3:00 pm

Speakers: Bob Stone, Trade Service • Ian Williams, Billtrust eCommerce



BLUE data leverages the buying power of the cooperative to provide eCommerce storefront data at a fraction of the cost of purchasing it individually. BLUeCommerce is your source for a complete and turnkey webstore solution. Together they are a winning combination.

Captive Insurance: How can our captive insurance partners help you?

2:00 pm - 3:00 pm

Speakers: Dee VanSchoick, Risk Strategies/IMARK Group Health Insurance Captive

John McHale, Captive Resources/Elite Distributor Insurance Company (EDIC)

Brad Dumbauld, Gregory & Appel/Elite Distributor Insurance Company (EDIC)



IMARK Group Health Insurance Captive and Elite Distributor Insurance Company (EDIC) can both help you save money and get better coverage by working together. IMARK Group Health Insurance Captive gives BLUE HAWK Members the same purchasing power, claims cost containment, and clout as a Fortune 100 company.

Elite Distributors Insurance Company is a member-owned and controlled captive insurance company. EDIC was started in 1991 as a way for owners to gain and maintain control of their risk management and insurance costs. EDIC currently has approximately 140 members around the country. EDIC is a homogeneous group captive program designed for wholesale distributors and provides coverage for General Liability, Workers Compensation/Employers Liability, Automobile Liability, and Automobile Physical Damage.

Blue Ridge & HVAC Distributors: Leveraging Technology to Maximize the Supply Chain

2:00 pm - 3:00 pm

Speakers: Kevin Lownsbery, HVAC Distributors • Q&A Facilitated by: Blue Ridge



BLUE HAWK Member, HVAC Distributors like many in the industry has faced challenges with supply chain, growth, and rising transportation costs. Attend this Q&A workshop with purchasing leader Kevin Lownsbery to learn how HVAC Distributors has leveraged technology to significantly reduce overstock, reduce supply chain costs, and improve service levels at the same time.

Bluon: The #1 App for techs is now the largest and fastest growing HVAC community

3:15 pm - 4:15 pm

Speakers: Will Rawley, Bluon • Drew Eckman, Bluon



The HVAC trade doesn't have enough skilled labor. We all know it and we all feel it. Bluon is in a unique position of being able to help tackle that labor shortage by using its technology platform to drive efficiencies. With 100,000 technicians already using the platform to save them time on the job and become better technicians. Our next step is to enhance how these technicians communicate with their local distributors, saving time and mistakes on both sides. Join this session to explore whether Bluon can add value to your distributorship.

Benchmark BLUE: Back to the future: the return to the new-normal

3:15 pm - 4:15 pm

Speaker: Paul Guidice, CoMetrics



Like a spaceship re-entering the atmosphere, BLUE HAWK members ended 2021 hot. How will this play out in 2022? Early indications show EBITDA margins returning to earth from their atmospheric highs, while sales growth continues to climb; driven – in large part – by inflationary pressure. Connect with your peers to participate in a Benchmark BLUE Workshop facilitated by CoMetrics' (our benchmarking partner) CEO Paul Guidice. Paul will present results from 2021 as well as early data from Q1 2022, and then BLUE HAWK Members will connect with peers in breakout groups to discuss and share best practices in managing through this new normal. This workshop is open to all BLUE HAWK Members and not just Benchmark BLUE participants.

The Dashboard: Explore your rebate analytics web tool

4:30 pm - 5:30 pm

Speaker: Steve Zingsheim, Rebate.ai powered by TRENDENCE

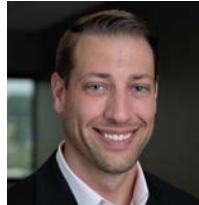


BLUE HAWK's web-based analytics platform that shows near real-time rebate performance and conversion opportunities. Members, Vendor Partners and Co-op Staff are using this system to track and maximize rebate & incentive opportunities. Join us for this workshop to get your questions answered and to learn more about how to use The Dashboard to its full capabilities.

BLUE HAWK Retirement: Explore how to spend less and get more with Group 401(k) Plan

4:30 pm - 5:30 pm

Speakers: Andrew Thompson, The Capital Group • Drew Disher, Lincoln Financial



Every business owner wants to feel confident that their company's retirement plan is working the way they expect and that they're seeing value for money spent. Let BLUE HAWK Retirement show you how a Group 401(k) plan can help your company achieve your goals while reducing your fiduciary responsibility.

Ride The Tide Celebration

All Members, Vendor Partners, Alliance Partners, Solution Partners, and Guests Invited.

Thursday, April 21, 2022

6:30 pm - 9:00 pm

Rosen Shingle Creek Gatlin Terrace

It's time to celebrate getting back together. The tides of the last couple of years keep shifting. We've all had to adjust and move forward. So, put on your favorite beach bum attire, pirate outfit, Panama hat, or just roll in your conference attire for a fun evening of networking.

Sponsored by:



Throw Back Thursday Dunk Tank

You'll remember the dunk tank if you were at our 10th anniversary in Orlando. We are bringing it back for 2022!

Here's your chance to nominate a BLUE HAWK Vendor Partner, Member, and/or Staff to get dunked.

During the BLUE HAWK Ride The Tide Celebration in Orlando, the Throw Back Thursday Dunk Tank will be raising money for our 2022 Gives Back partner, American Red Cross. So whether you're attending the conference or not, this is your chance to nominate someone to get dunked for a good cause.

We will send out nomination requests in March. A \$100 donation will put your nominee* in the dunk tank. We will also be raising money through donations to throw the ball to dunk them in Orlando. In 2015, we raised about \$5,000 from the dunk tank alone. Let's see if we can beat it!

*Nominee must be planning on attending the conference and willing to participate. Once your nominee is confirmed, we will send you a donation link.



BLUE HAWK Gives Back

For 2022, BLUE HAWK is supporting American Red Cross.

Whether there are deadly fires burning down homes, powerful tornadoes inflicting damage on entire neighborhoods, or devastating floods washing away communities – families across the country are grappling with disasters all year round, and the American Red Cross is always there to help them in their moment of immense need.



In the wake of disasters big and small, American Red Cross sees firsthand the devastation and turmoil that families endure when facing an emergency.

In 2021:

- Red Cross responded to more than 60,000 disasters.
- Distributed emergency financial assistance to more than 256,700 people.
- Provided more than 204,600 overnight shelter and hotel stays with partners.
- Provided individual care contacts to support health, mental health, spiritual care and disability needs.
- Served more than 2.1 million meals and snacks with partners.

Ways to support American Red Cross:

BLUE HAWK Gives Back Golf Tournament, all proceeds from the tournament will be donated to Red Cross.

Throw Back Thursday Dunk Tank. Nomination requests will be sent out in March.

Online Donations: Go to <https://americanredcross.donordrive.com/campaign/BLUE-HAWK-Gives-Back-2022> to make an online donation.

Check Donations: Make checks payable to American Red Cross

Mail to: BLUE HAWK

835 W Warner Rd., Ste 101-622
Gilbert, AZ 85233



American Red Cross

Optional Activities

Friday, April 22, 2022

BLUE HAWK Gives Back Golf Scramble

Supporting: American Red Cross

2:00 pm - 7:00 pm

Location: Shingle Creek Golf Club

Cost: \$160 per golfer

Rental Clubs: \$60 plus tax, paid at the course

Format: 4-person scramble

Awards: Top two teams & on course contests



Sponsored by:

