

## Member-Owners



BLUE HAWK Annual Conference  
Rosen Shingle Creek • Orlando, FL  
April 29 - May 1, 2020



**Celebrating 15 Years of Being Uncopyable**



# 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:

\$229 per night plus tax, single/double occupancy  
\$20 per person over double occupancy

*Rates are guaranteed through March 23 or until hotel block is full, whichever occurs first.*

# Hotel Reservations

Go to [www.bluehawk.coop/events](http://www.bluehawk.coop/events), click on the Hotel Reservation link to complete your hotel reservation online.

Or call 866-996-6338, be sure to mention BLUE HAWK Annual Conference.

# Travel Information

Rosen Shingle Creek is located about 12 miles from Orlando International Airport.

Mears Motor Shuttle offers roundtrip airport transfers for \$35 per adult and \$27 per child. BLUE HAWK attendees will receive a \$4 discount (\$31-adults/\$23-children) but you must print out and present the coupon at the Mears desk in baggage claim. To take advantage of the discount, please go to [www.bluehawk.coop/events](http://www.bluehawk.coop/events) and click on the "Transportation & Park Tickets" link.

This is a non-exclusive shuttle and may stop at other properties. Prices subject to change.

# Discount Park Tickets

Discount park tickets are available for BLUE HAWK Conference attendees. Go to [www.bluehawk.coop/events](http://www.bluehawk.coop/events) and click on the "Transportation & Park Tickets" link.



# Conference Registration

**Conference Registration:** [www.bluehawk.coop/events](http://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 23. Conference Registration and Hotel Reservations must be completed separately.

# On-site Conference Check-in

Registration will be open Wednesday, April 29, 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

**Island Time Caribbean Bash:** Smooth sailing through the evening after a long day of meetings. We are on island time Thursday night. Wear your laid back, cool breezy beach bum gear, your favorite pirate attire, or your best Panama hat. Even jeans are fine if that's how you roll, anything comfortable is encouraged. Feel free to add fun beach hats, flip flops, and whatever you need to complete your look.



# Schedule of Events

## Wednesday, April 29, 2020

2:00 pm - 5:00 pm

Conference Registration - Gatlin Foyer

2:00 pm - 5:00 pm

Wednesday Workshops (see page 4)

5:00 pm - 6:00 pm

Women in HVACR Reception - Location TBD

All WHVACR Members, those interested in joining and WHVACR Sponsors

6:00 pm - 6:30 pm

New Member/First Time Attendee

Reception - Gatlin Terrace - Near Pool

6:30 pm - 8:00 pm

Meet & Greet - Gatlin Terrace - Near Pool

## Thursday, April 30, 2020

7:00 am - 8:00 am

Member Continental Breakfast

8:00 am - 12:00 pm

Member-Owner Meeting & Breakouts

9:30 am - 12:30 pm

Spouse/Guest Activity (optional)

Celebration Bike Tour

12:00 pm - 1:00 pm

Awards Lunch

1:30 pm - 5:15 pm

Face-to-Face & Solution Partner Center

6:30 pm - 9:30 pm

Island Time Caribbean Bash

(Wear your favorite island attire or Pirate gear too - aaaar!)

## Friday, May 1, 2020

7:00 am to 7:45 am

Member/Vendor/Solution Partner Breakfast

7:45 am - 12:30 pm

Face-to-Face Meetings &

Solution Partner Center Continued

12:30 pm - 1:30 pm

Optional Lunch (RSVP Required)

1:30 pm - 4:00 pm (Optional Activity)

Marsh Landings Adventure

2:00 pm - 7:00 pm (Optional Activity)

BLUE HAWK Gives Back Golf Scramble

Supporting: MERISTEM (see page 6)

Sponsored by CPS/5-2-1

# Spouses and Guests

Bring your spouse or 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 30, 2020

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. In order to comply with the Minimum Standards of Member Participation, Members are required to attend all scheduled appointments. The Vendor Partner schedules are completely full based upon the number of appointments they selected. 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 29, 2020**

We will be holding three workshops on Wednesday afternoon prior to the Meet & Greet. These Workshops will focus on important BLUE HAWK initiatives, e-Commerce, The Dashboard and Benchmark BLUE. 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 - 3:30 pm**



**Bob Stone, Trade Service & Mark Kostovny, Second Phase**  
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.

## **Benchmark BLUE: What does it take to be a top performer?**

**3:00 pm - 5:00 pm**



**Paul Guidice, CoMetrics**

You have your data from Benchmark BLUE, now what? This workshop will help show you what the data is telling you and how to get the most out of the data. Even if you're not signed up for Benchmark BLUE yet, come see what you're

missing out on. Open to all current users and anyone interested in signing up.

## **The Dashboard: Explore Your NEW Rebate Tracking Web Tool**

**3:30 pm - 5:00 pm**



**Steven Brokop, Exactus Advisors**

BLUE HAWK's web-based analytics platform that shows near real-time rebate performance and conversion opportunities. Members, Vendor Partners and Co-op Staff will use this system to

track and maximize rebate 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.



# Keynote Speaker:

**Steve Miller,**

**Consultant & Author of Uncopyable**



What separates average businesses from extraordinarily successful ones? Better product? Nope. Your competitor will rapidly reverse-engineer your "secret sauce" and get their "better-than-you" version on the market faster than you can say "Usain Bolt."

Better customer service? Guess what? All of your competitors say they provide the best customer service. It's a wishy washy phrase . . . a vague generality with no meaningful specific.

Better pricing? You're kidding, right? The company that lives on price dies on price.

More harsh reality: Almost all industries today struggle with the increasing commoditization of their products and services, putting considerable pressure on prices and margins, leading to fiercer competition.

**The Solution?**

You must create an Uncopyable Attachment with your customers. Steve Miller will guide you to achieving an unfair and enduring competitive advantage by becoming Uncopyable.

## Optional Activities

Friday, May 1, 2020

### BLUE HAWK Gives Back Golf Scramble

Sponsored by CPS/5-2-1

**Supporting:** MERISTEM

**2:00 pm - 7:00 pm**

**Cost:** \$145 per golfer

**Rental Clubs:** \$50 plus tax, paid at the course

**Format:** 4-person scramble

**Awards:** Top two teams & on course contests



### Marsh Landings Adventure

1:30 pm to 4:00 pm

**Cost:** \$145 per person

**Includes:** narrated airboat excursion, transportation to and from hotel, and gratuities.

Orlando is a bustling metropolis, but Florida's natural wetlands are just around the corner. You will have the opportunity to see many alligators and other wildlife species while aboard this 60 minute airboat ride on Lake Toho. Shingle Creek is the Headwaters of Florida Everglades. The airboats venture out into the beautiful Lake Toho and its 22,700 acres.



## Spouse Guest Outing

*Spouses/Guests only, tour will take place during the Member meeting/Face-to-Face Meetings.*

Thursday, April 30, 2020

### Celebration Bike Tour

9:30 am - 12:30 pm

**Cost:** \$140 per person

**Includes:** transportation, guided tour, bicycles, water bottle, snack, & helmet for tour.



*Don't let the bike element intimidate you. This tour is an easy ride. All fitness levels are encouraged. If you're unable to continue, the car below will be following along and can transport people who need assistance.*

Bikes are the perfect way to experience the Town of Celebration, famous for its nostalgic hometown flavor and elegance. Celebration, the town that Disney built, as specially designed to be bicycle friendly and has over 10 miles of trails. Our guides will help you discover picturesque neighborhoods with world-class architecture, native wildlife and a vibrant downtown area while pedaling through quiet neighborhoods, scenic winding trails, and waterfront pathways. The tour is a hill-free 7 mile ride that's perfect for all skill levels. Celebration is a must see with over 4,000 artfully crafted homes and where over 10,000 residents live, work and play.

Originally developed by the Walt Disney Company, Celebration is an award-winning master planned community near Walt Disney World. The design of this charming community includes a downtown main street area and a blend of townhouses, apartments and estate homes co-mingled within the same neighborhoods. Conceived as a pre-40's type of town, classical architecture prevails and everything within walking distance. Celebration Town Center, a lakeside shopping area, is home to many unique shops and over 12 exciting restaurants. A stroll down Market Street, the heart of Celebration's town center, offers a variety of shopping possibilities-- everything from gifts and collectibles to adult and children's clothing.





# Island Time Caribbean Bash

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

**Thursday, April 30, 2020**

6:30 pm - 9:30 pm

Rosen Shingle Creek Gatlin Terrace

We are on island time Thursday night. Wear your laid back, cool breezy beach bum gear, your favorite pirate attire, or your best panama hat. Even jeans are fine if that's how you roll, anything comfortable is encouraged. Feel free to add fun beach hats, flip flops, and what ever you need to complete your look.



## BLUE HAWK Gives Back

For 2020, BLUE HAWK is supporting MERISTEM. Each year we partner with a charity that is important to the community where our conference is held. For our 15th anniversary, we have decided to support a charity important to someone in our community. Joe Geary, son of Russ Geary, Geary Pacific's Vice President, is on the autism spectrum. Joe is fortunate enough to attend MERISTEM.



MERISTEM serves young adults on the autism spectrum by helping them develop practical life skills, increase social capacity, and transition to work and independence. They build the foundation for a productive life by helping to optimize the potential of each individual. A special emphasis is placed on preparing students for entry into the workforce or pursuing higher education.



*Russ & Joe Geary*

A central aspect of the MERISTEM method involves preparing students for life after graduation. Throughout the three-year program, students build skills to enter the workplace or higher education. Many will work independently, others with assistance, but each graduate leaves with a greater sense of self-reliance.

Entering the workforce is a hallmark of the program. The transition-to-work program develops vocational skills through work experience. Students grow and sell food from the campus farm, work in the culinary arts center, the campus café, or bookstore. With MERISTEM's emphasis on community life, they seek opportunities to partner with local businesses for work placements and internships. MERISTEM help graduates find work in the community or enter college.

### Ways to support MERISTEM:

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

**Online Donations:** Go to <https://meristem.pro/give> to make an online donation. Please make sure to put BLUE HAWK in the "Notes" area.

**Check Donations:** Make checks payable to MERISTEM

Mail to: BLUE HAWK

835 W Warner Rd., Ste 101-622

Gilbert, AZ 85233