



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)

6:30 pm - 8:00 pm

Meet & Greet

Thursday, April 21, 2022

Please note: *Member-Owners will be in a Member only meeting from 8:00 am–12:00 pm.*

10:00 am - 11:00 am

Face-to-Face & Solution Partner Center Set-up

10:30 am - 11:30 am

Vendor Partner/Alliance Partner/
Solution Partner Update

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 - aaar!)

Friday, April 21, 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 appointments are short 10-minute pre-scheduled meetings between Member-Owners and Vendor Partners to explore business opportunities.

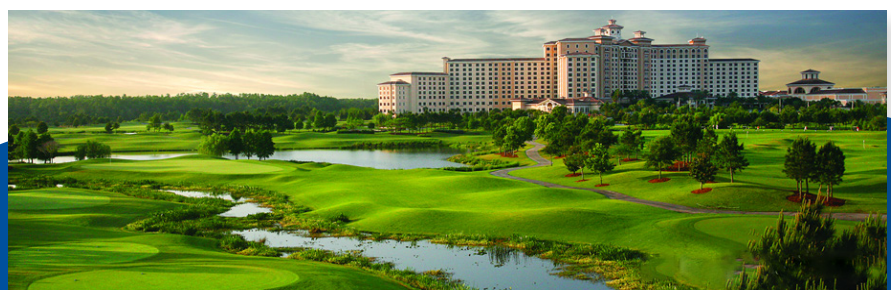
Face-to-Face selection forms will be available online in February. Notification will be sent out when selection forms are posted. Members, Vendor Partners and Solution Partners (who upgraded) will specify who they would like to meet with, and BLUE HAWK will establish appointment schedules for each company. Every effort will be made to accommodate your appointment preferences. Vendor Partner schedules are based on the number of appointments per your marketing fee level.



Solution Partner Center

Members-Owners have scheduled Face-to-Face appointments and they will use unscheduled time to visit the Solution Partner Center.

Members are expected and encouraged to explore the Solution Partner Center to capitalize on opportunities to reduce costs and improve their businesses. If there are any fellow Solution Partners that would also benefit your company to feel free to visit their tables as well.



Wednesday Workshops

Wednesday, April 20, 2022

We will be holding two workshops for Vendor Partners 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.

The Dashboard: Explore Your Sales Analytics Web Tool

3:15 pm - 4:15 pm

- Steve Zingsheim, Rebate.ai powered by TREDENCE



The Dashboard sales analytics tool can help your company increase Members' purchases and shift the share from unapproved suppliers. It shows your company's conversion opportunities and how you're tracking to meet our growth goals. The Dashboard allows us to work together to leverage our co-op's scale and maximize your sales with our Members. The more participation from both the Members and Vendor Partners the more we all benefit. 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 University: Ways to Create Effective Training Content

4:30 pm - 5:30 pm

- Janet Rosenthal, BlueVolt



BLUE HAWK University is the best place to train our Members' employees on your products. In this session learn about current best practices for creating content to get the most bang for your training dollar. You'll also find out more about content creation services that BlueVolt has to offer. It doesn't have to break the bank to create effective training content and get your information in front of the people on the front lines selling your products.

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

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:



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.

