

2023 **BLUE**  **HAWK**

*Annual Conference*

JW MARRIOTT  
AUSTIN, TEXAS



APRIL 30 - MAY 2, 2023

# Hotel Information

**JW MARRIOTT**  
110 E. 2nd Street  
Austin, TX 78701  
512-474-4777



Located in the heart of downtown Austin, the JW Marriott Austin offers luxury comfort and sophisticated amenities. The urban resort features an on-site spa, room service, seven bars, four restaurants, Starbucks® and the largest guest rooms in the city with floor-to-ceiling windows.

## ROOM RATE

\$297 per night plus tax, single/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](http://www.bluehawk.coop/events), click on the Hotel Reservation link to complete your hotel reservation online.

Or call 512-474-4777, be sure to ask for the BLUE HAWK Group Rate.

# Travel Information

 Austin-Bergstrom International Airport

Distance from Hotel 6.6 Miles  
Phone Number 512-530-2242

 Transportation from Airport  
SuperShuttle

Uber  
Lyft



**JW Marriott**



# Conference Registration

**REGISTER ONLINE:** [www.bluehawk.coop/events](http://www.bluehawk.coop/events)

Please complete a separate 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, 2023, and must be completed separately.

# On-site Conference Check-in

Registration is open Sunday, April 30, 2:00 - 5:00 pm in the JW Grand Foyer, level 4. Stop by and pick up your name tags and meeting packets with a detailed conference schedule.

# Attire

**Meet & Greet:** Business Casual

**Meeting:** Business Casual

**Rock the Hawk:** It's time to let your hair down and rock on with the BLUE HAWK Battle of the Bands! So, dust off your favorite 80's graphic tee, your faded cowboy boots, or just roll in your conference attire and enjoy a great show.

# Schedule of Events

## SUNDAY, APRIL 30

2:00 pm - 5:00 pm  
Conference Registration  
6:30 pm - 8:00 pm  
Meet & Greet

## MONDAY, MAY 1

### Please note:

*Members will be in a members-only meeting from 8:00 am - 12:00 pm.*

10:00 am - 11:00 am  
Face-to-Face Meetings Setup  
& Alliance & Solution Partner Center  
10:30 am - 11:30 am  
Vendor Partner/Alliance Partner/  
Solution Partner Update  
10:30 am - 3:30 pm  
Dripping Springs Wine Tour  
*Spouse/Guest Only Event - Optional*  
12:00 pm - 1:15 pm  
Awards Lunch  
1:30 pm - 5:15 pm  
Face-to-Face Meetings - *Mandatory*  
& Alliance & Solution Partner Center  
6:30 pm - 9:00 pm  
*Rock the HAWK!*  
Battle of the Bands

## TUESDAY, MAY 2

7:00 am - 7:30 am  
Attendee Breakfast  
7:30 am - 12:30 pm  
Face-to-Face Meetings &  
Alliance & Solution Partner Center  
2:00 pm - 4:30 pm - *Optional Activity*  
BLUE HAWK Gives Back  
LifeWorks, Austin

## WEDNESDAY, MAY 2

11:00 am - 5:30 pm  
Hill Country Distillery, Brewery &  
BBQ Tour

# Face-to-Face

## Monday, May 1

Face-to-Face appointments are short 10-minute, pre-scheduled meetings between Member-Owners and 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 and Vendor Partners 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. All Alliance and Solution Partners who paid the Conference Fee will be have scheduled appointments with the Members who choose to meet with them on their selection forms. 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 will use their 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.



# Guests

Bring your guest to enjoy Austin and the amenities of the JW Marriott. The hotel features an on-site, luxurious spa, state-of-the-art fitness center, and heated rooftop pool.

***A Guest Fee of \$200 will be charged for all guests attending the conference to help offset the cost of their attendance.***

# BLUE HAWK

PRESENTS

# ROCK

*the Hawk*

**MONDAY, MAY 1**

**7:00 PM @ MAGGIE MAE'S**

**ARE YOU MUSICALLY TALENTED?  
WE WANT TO HEAR IT!**

Dust off your old 80's graphic tees, faded cowboy boots, and enjoy a great show for BLUE HAWK - BY BLUE HAWK! All Members, Vendor Partners, Alliance Partners, Solution Partners, and Guests are invited to enjoy the show AND participate!

**SIGN UP** to join a band through the online registration process. Singers and musicians of all talent levels are welcome!

**SPONSORED BY:**

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STREAMLINE CO.**

Gray Metal Products Inc.  
Gray Metal South, Inc.  
Snap-Rite  
Manufacturing, Inc.  
Quality Flex  
GRAY FLEX SYSTEMS, INC.

## Dripping Springs Wine Tour

**MONDAY, MAY 1**  
**10:30 am - 3:30 pm**  
**\$175 per person**

**SPOUSE & GUEST ONLY -  
OPTIONAL EVENT**

*Note: This takes place during the Face-to-Face Meetings.*

Guests will depart the hotel on a private shuttle to enjoy a wine tasting tour in beautiful Texas Hill Country.

The first stop will be at Driftwood Estate Winery. Driftwood radiates Texas pride in its production of high-quality wines made from 100% Texas grapes. Driftwood Estate Winery sits on a bluff overlooking their Estate Vineyard and the Hill Country from which visitors can enjoy award-winning wines.

Next the tour will move to Fall Creek Winery. Guided wine tasting, with lunches ordered from Turcotte Delicatessen for the group to eat during their tasting. Hill Country feel and plenty of photo opportunities!





**TUESDAY, MAY 2**

**2:00 pm - 4:30 pm**

**\$45 per person**

### **BLUE HAWK GIVES BACK**

Join us as we give our time and talents to clean up and repair one of Austin's three Lifeworks facilities.

The cost of this event includes lunch, a volunteer shirt and transportation.

Space is limited, sign up now to Give Back!

**ABOUT LIFEWORKS:** Every year, LifeWorks advocates for more than 4,000 youth and families, many of whom are facing life's most difficult challenges, including homelessness, trauma, and abuse.

Each of LifeWorks' 19 programs, as well as their collaborative, research and advocacy efforts, are designed to promote these three pillars:

- Everyone deserves a home
- Everyone deserves to work
- Everyone deserves a chance to heal

**SPONSORED BY:**



# **Hill Country Distillery, Brewery & BBQ Tour**

**WEDNESDAY, MAY 3**

**11:00 am - 5:30 pm**

**\$185 per person**

### **OPTIONAL EVENT**

The first stop on this tour is Treaty Oak Distilling Co. — the 4th oldest distillery in Texas, and until 1996, it was the first legal distillery. Treaty Oak Distilling Co. specializes in Bourbon and Gin, but truly has something for all - seasonal craft cocktails, craft beer, Texas wine, and some of the best BBQ in the Texas Hill Country.

Next up is Vista Brewing - a tour favorite! Their beer is brewed by a passionate, award-winning brewmaster that creates incredible beer. Unique to Vista Brewing is their Collaboration Series, highlighting local Texas artisans and non-profits and together developing a recipe and brewing together. Their beers are influenced by European traditions- balanced and approachable.

