



AMERICAN SPORTS BUILDERS ASSOCIATION

2011 TECHNICAL MEETING AND TRADE SHOW

DECEMBER 2-6, 2011

J.W. MARRIOTT DESERT SPRINGS RESORT & SPA

PALM DESERT, CALIFORNIA

2011 TECHNICAL MEETING & TRADE SHOW

WELCOME TO PALM DESERT, CALIF.

Located in the heart of the desert, Palm Desert is home to world-class shopping, outdoor experiences, and art galore. Nature in all its glory is on display at the Living Desert Zoo and Gardens, miles of hiking trails wait to be explored, and the renowned golf courses welcome golfers of all levels. More than 150 works of art are on display throughout the city, creating a museum without walls for all to enjoy.

TECHNICAL MEETING HIGHLIGHTS

Opening Breakfast/General Session/Awards

Have a bite of breakfast. Join us for introductions. See old friends and first time attendees. Help us recognize 2011 award winners. Everyone agrees that one of the biggest benefits of the Annual Technical Meeting is the opportunity to talk with others in the business. So, we're giving you more time to do it!

Media Panel: Sports Trends and Projections

Editors from Racquet Sports International, American Track & Field, and Sports Destination Management will discuss trends they're seeing in sports and sports construction that might impact ASBA members down the road. You need to be aware of these trends that are presenting challenges today so that you can turn them into opportunities tomorrow.

Annual Business Meeting

Want to know how ASBA is doing? Find out the financial forecast for the year ahead? Ask where your dues go? Learn the latest plans and projects? Ask how to get involved? Attend the Association's Annual Business Meeting during lunch on Monday, December 5. You'll meet the Board of Directors and learn what projects have been given priority status. You'll get reports from each division president and committee chairman. There's a question and answer session too, so that members can pose any questions not covered in reports.

Trade Show

The newest products and services in the industry – along with the tried and true favorites, are all here. Come in and see what will be on the market for the coming construction season, what can help you work better and smarter, and what your customers want to see. With all the things that you want to see in one room, it's the best opportunity of the year to take a look at a broad spectrum of products and services, and to speak with representatives. Come and see why the exhibit hall is the most popular place to be during the meeting.

Division Meetings

Learn about the projects, issues and goals of your division. Find out how you can get involved. This is your opportunity to share your ideas and suggestions with your board representatives, to participate in developing and revising guidelines and position papers, to provide input to construction manuals and to express your views on important questions coming before the association.

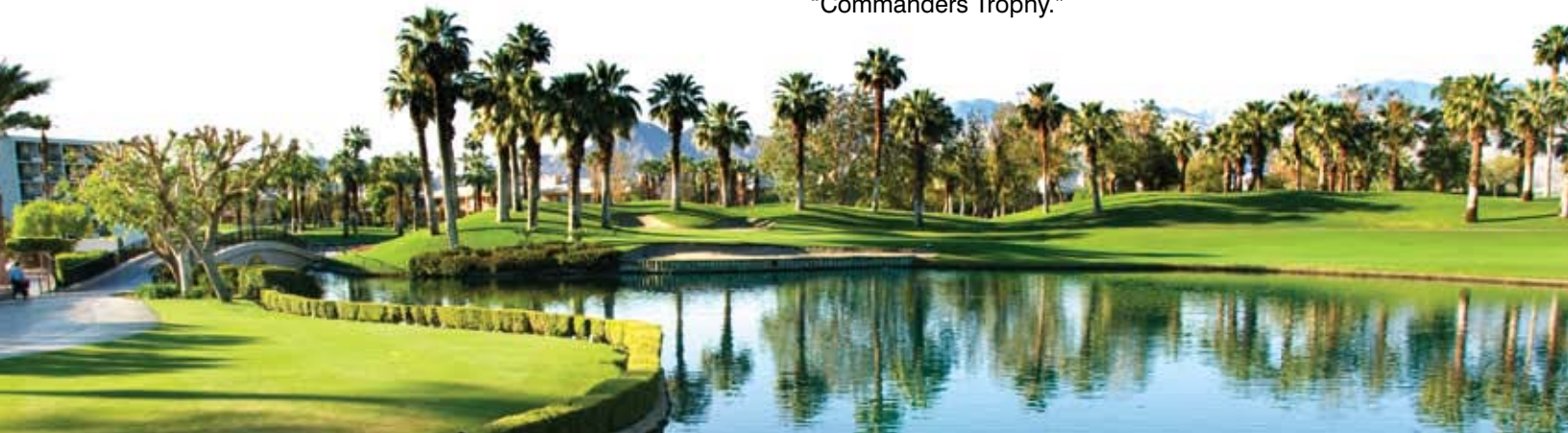


Keynote Speaker, Jeff Espenship Take Operational Excellence to a Higher Altitude

Jeff Espenship, or you can call him by his call sign "Odie," will show how to take your employees and company to a higher altitude of success. Through setting individual and group expectations and

monitoring performance towards those goals, your employees will pursue perfection and your company will achieve excellence. Operational excellence, safety and productivity will come naturally when individual responsibility and leadership is a priority. Odie will show you how to implement these key elements and lead your team to the next level.

Odie knows about excellence. After receiving a full scholarship to the University of Georgia and their prestigious Air Force ROTC program, he also earned a slot in pilot training for the Air Force. After earning his Bachelor's degree in Political Science, he spent a year cheating death and earning his USAF pilot's wings, picking up the best-in-class "Commanders Trophy."



OPTIONAL ACTIVITIES

GOLF TOURNAMENT – Join industry friends and colleagues for an outstanding day of golf at LaQuinta Resort Mountain Course playing the scramble/shotgun format! Tournament package includes green fees, cart fees, range balls, prizes and a chance to win. Beginning at 8:00 a.m. on Friday. Cost – \$149.

TENNIS TOURNAMENT – Join industry friends and colleagues for a fun day of tennis at J.W. Marriott beginning at 1:00 p.m. on Saturday. The tournament package includes court fees, beverages and prizes. Be sure to bring your tennis racquet, towel and shoes. Sponsored by: Har-Tru Sports. Cost – \$40.



2011 MEETING SPONSORS

Diamond



Platinum



Silver



Bronze



If you are interested in becoming a sponsor, contact Cynthia Jordan at 866-501-ASBA or cjordan@sportsbuilders.org.

REGISTRATION FEES

In order to attend any of the Technical Meeting events, including the exhibit hall, you must be registered attendees at the Technical Meeting. Several registration options exist. Please see the registration form for details.

NOTE - ASBA will accept member rates only when membership dues are paid in full or when membership application and dues in full accompany this registration form. For an application, please call ASBA at 866-501-ASBA or join online at www.sportsbuilders.org.

SUPPLIER POLICY - In recognition of the important role of exhibitors at the Technical Meeting, ASBA will not permit solicitation of business, distribution of company literature or similar activities by non-exhibitors in the exhibit hall, meeting rooms or pre-function areas. This policy will be strictly enforced and violators will be removed.

To maximize attendance at all association activities, including receptions, ASBA asks and members of the Supplier Division have agreed that member companies should not conduct private functions for meeting attendees during the scheduled Technical Meeting activities.

CANCELLATION POLICY - If notification of cancellation is received prior to 11/3/11, a \$50 processing fee will be deducted. No refunds for cancellations after 11/3/11.

REGISTRATION AT-A-GLANCE

IT'S AS EASY AS 1-2-3!

1. Contact the J.W. Marriott at 800-266-9432 or log on to <https://resweb.passkey.com/go/ASBA> before 11/3/11 for room reservations. Be certain to mention ASBA to secure special group rates of **\$149** single/double. Signature View Rooms are available for \$199. **Optional \$15 Resort Charge includes self parking, high speed internet access, local calls, evening refresh, two bottled waters, spa fitness center, The Greens – 18 hole putting course, lawn games & golf bag storage at resort.* If you experience any difficulty making room reservations at the group rate, call Cynthia at ASBA at 866-501-2722.

2. Complete the registration form and return to ASBA, 8480 Baltimore National Pike, #307, Ellicott City, MD 21043 with your check or, if paying by credit, fax to 410-730-8833 or register online at the ASBA web site, www.sportsbuilders.org:

- Be sure to check whether or not you are planning to take the tennis, track or fields certification examination.
- Choose the correct registration type: Full Registration for first delegate or Additional Delegate for other delegates from the same company, Exhibitor Registration, Daily Registration or Spouse/Guest/Child Registration.
- Please indicate participation in golf and/or tennis and include appropriate fees.
- Be certain to include the correct fees, including the early registration discount if registering before 11/3, the regular fees if registering between 11/4 - 11/30, or onsite registration fee beginning 12/1.
- Make sure you have filled in all the information on the registration form, including company information, e-mail address, etc., and emergency contact information.

3. Questions? Call 866-501-2722 or 410-730-9595 or e-mail cjordan@sportsbuilders.org

AGENDA

Schedule subject to change without notice.
Exact session times will be provided in the on-site program.
★ CEU Eligible

Friday, Dec. 2

8:00 am
Golf Outing – LaQuinta Resort Mountain Course
Co-Chairs: Tom Hinding, *Hinding Tennis* & John Welborn, *Lee Tennis*
Optional Activity/Additional Cost

Saturday, Dec. 3

7:30 am – 12:30 pm
CTCB/CTB/CFB Exam

8:00 am – 12:00 pm
Board of Directors Meeting

8:00 am – 5:00 pm
Spouse/Guest Hospitality Room

9:00 am – 5:00 pm
General Registration

11:00 am – 3:00 pm
Exhibit Hall Set-Up

1:00 pm
Tennis Tournament – J.W. Marriott
Pat Hanssen, *Lee Tennis*
Optional Activity/Additional Cost
Sponsored by: Har-Tru Sports



5:00 pm – 5:30 pm
New Member/First Timer Reception

5:30 pm – 7:30 pm
Welcome Reception in Exhibit Hall

Sunday, Dec. 4

Professionals Division “Division Update”
Ed Norton, RLA, ASLA, *Holcombe Norton Partners, Inc.*

Supplier Division “Division Update”
Randy Futty, *Lee Tennis, Inc.*

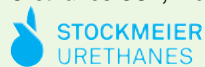
General Registration

Spouse/Guest Hospitality Room

Opening General Session/ Breakfast/Business Meeting

Coffee Break in Exhibit Hall

Keynote Speaker Jeff Espenship “Take Operational Excellence to a Higher Altitude”
Sponsored by: Stockmeier Urethanes USA, Inc.



Coffee Break in Exhibit Hall

Lunch Session: Awards

Media Panel: “Sports Trends & Projections”
Larry Eder, *American Track & Field Magazine*
Peter Francesconi, *Racquet Sports Industry Magazine*
Mary Helen Sprecher, *Managing Editor, Sports Destination Management*

Refreshment Break in Exhibit Hall

Concurrent Sessions 1

1A ★ Tennis - Court Preparation, Removing Coatings (Techniques, Equipment)
Tom Hinding, Hinding Tennis Courts; Tom Magner, DecoTurf; Carvin Pallenberg, RiteWay Crack Repair

1B Track – Track Facility Award Winners: A Case Study of Three Winners
Bob Cohen, CTB, Robert Cohen Co., LLC; Kristoff Eldridge, CTB, Cape & Island Tennis & Track

1C ★ Fields – Replacing Synthetic Turf Fields After Eight Years
John Schedler, CFB, CTB, FieldTurf

1D ★ Indoor – Aggressive Concrete Preparation (Shot-blast/Scarify)
James Garland, SASE Company

1E General – How Not to End up Holding the Hot Potato: Allocating Responsibility and Risk Through Contract Provisions
David Pettit, Esq., Feil, Pettit & Williams, PLC

Exhibitor Reception

Monday, Dec. 5

CTCB Breakfast (*Certified Tennis Court Builders only*)

CTB Breakfast (*Certified Track Builders only*)

CFB, CFB-S Breakfast (*Certified Field Builders only*)

NEW! Continental Breakfast in Exhibit Hall

General Registration

Spouse/Guest Hospitality Room

Concurrent Sessions 2

2A Tennis – Roundtable Discussion
Mark Brogan, CTCB, Pro-Sport Construction, Inc. David Clapp, CTB, CTCB, Baseline Sports Construction

2B ★ Track – CTB University: A Ground Up Project Case Study – Part I
Sam Fisher, CTB, Fisher Tracks, Inc.; Donna Sierks, CTB, Renner Sports Surfaces

2C ★ Fields – Sports Fields Diagnostics/Analyzing Field Problems
Dr. Gil Landry, Retired from University of Georgia

2D Indoor – Maintenance Products for Synthetic Floors
Jamie King, Hillyard

2E General – Get a Social (Media) Life: Marketing Your Business with Facebook, Twitter and LinkedIn
Ellen Brattlof, Armor Crack Repair System; Meg Buczynski, PE, LEED AP, Stantec; Pat Hanssen, Lee Tennis, Inc.

Coffee Break in Exhibit Hall

Concurrent Sessions 3

3A ★ Tennis – Post Tension Concrete Overlays (Case Study)
Ben Brooks, Patriot Court Systems, Inc.

3B ★ Track – CTB University: A Ground Up Project Case Study – Part II
Sam Fisher, CTB, Fisher Tracks, Inc.; Donna Sierks, CTB, Renner Sports Surfaces

3C ★ Fields – NFL CSFM Firsthand Perspective on Maintenance of Synthetic Turf
Troy Smith, CFFM, Denver Broncos Practice Facility

The American Sports Builders Association is an approved provider for the AIA and the LA CES.



DESERT SPRINGS RESORT & SPA

J.W. Marriott Desert Springs Resort & Spa invites you to explore the Palm Desert resort's reinvented lobby. With a palm-lined path to welcome you, this resort in Palm Desert, CA, is complete with swift guest registration, a distinctive lobby bar with a backdrop of cascading water, large Starbucks, and the desert's coolest sushi bar. The expansive Spa at our Palm Desert resort signals a new era of luxury with everything from a private VIP spa suite to programmable desert rain showers. Enjoy two 18-hole golf courses, four California desert restaurants, a high-energy nightclub, sparkling pools, shopping and more! Experience a leader in style and service among resorts in Palm Desert at J.W. Marriott Desert Springs Resort & Spa. Contact the J.W. Marriott at 800-266-9432 or log onto <https://resweb.passkey.com/go/ASBA> before November 3, 2011 for room reservations. Be certain to mention ASBA to secure special group rates of **\$149*** single/double. Signature View Rooms are available for \$199*.

**Optional \$15 resort charge includes self-parking, high speed internet access, local calls, evening refresh, two bottled waters, spa fitness center and the greens – 18 hole putting course, lawn games & golf bag storage at resort. If you experience any difficulty making room reservations at the group rate, call Cynthia at ASBA at 866-501-2722.*

GETTING THERE – The J.W. Marriott Desert Springs Resort & Spa is located at 74855 Country Club Drive, Palm Desert, CA 92260.

Palm Springs Airport (PSP) is 11 miles away; Ontario International Airport (ONT-LA) is 78 miles away; Los Angeles International Airport (LAX) is 130 miles away.

A taxi to/from Palm Springs Airport is approximately \$45 each way. Rental cars are available from Alamo/National, Avis, Budget, Dollar, Enterprise, Hertz and Thrifty. Hertz Car Rental is on property.

3D ★ Indoor – Concrete Moisture/Moisture Mitigation Systems

Raymond Hicks, *Koster Waterproofing*

3E ★ General – Design Process from Master Plan to Construction Drawings

Ed Norton, RLA, ASLA, *Holcombe Norton Partners*; Chris Sullivan, *Verde Design, Inc.*

Luncheon with Exhibitors

Exhibitor Breakdown

Concurrent Sessions 4

4A ★ Tennis – Rooftop Surface Installations

Jonnie Deremo, CTCB, *General Acrylics, Inc.*; Tony Edwards, CTCB, *Vintage Contractors, Inc.*; Brian Wright, CTCB, *Court One, Inc.*; Richard Zaino, CTCB, *Zaino Tennis Courts, Inc.*

4B ★ Track – Asphalt Acceptance – Planarity, Slope, Type, Curb Match

Don Smith, CTB, *Don Smith, CTB, LLC*; Bob Zerull, CTB, *Athletic Field Services*

4C Fields – Panel Discussion: Sports Fields Construction & Design

James Catella, CFB, CTB, *Clark Companies*; Ron Edwards, *Mondo USA, Inc.*; Patrick Maguire, *Activitas, Inc.*; Aaron McWhorter, CFB, *Sports Turf Company*; Chris Sullivan, RLA, *Verde Design, Inc.*

4D ★ Indoor – Installation of Synthetic Floors/Panel Discussion

Mike Case, *Mondo USA*; Todd Goodridge, *Robbins Sports Surfaces*; Bill Hayden, *Robbins Sports Surfaces*; Bruce Haroldson, *Connor Sports Flooring*

Refreshment Break

Division Meetings

Tennis Division:

Division Update - Mark Brogan, CTCB, *Pro-Sport Construction, Inc.*

Track Division: Division Update - Kristoff Eldridge, CTB, *Cape & Island Tennis & Track*

Fields Division: Division Update - Dan Wright, CFB, *Sports Turf Company*

Indoor Division: Division Update - Randall Niese, *Robbins Sports Surfaces*

Reception

Dinner

Tennis, Track, Fields and Indoor Facilities of the Year

Tuesday, Dec. 6

Board of Directors Meeting



J.W. Marriott Desert Springs Resort & Spa

REGISTRATION FORM

DECEMBER 2-6, 2011

J.W. MARRIOTT DESERT SPRINGS RESORT & SPA
PALM DESERT, CALIFORNIA

Please fill out completely. You may duplicate this form as necessary for multiple registrants.

Full Name _____

Nickname for Badge _____

Member Type: Builder Supplier Professional
 Ancillary Provisional Life/Honorary

If Builder, please check all that apply:

Tennis Track Indoor Synthetic Surfaces
 Synthetic Turf Natural Turf Other Athletic Surfaces

Please submit topics/questions for the tennis problem-solving roundtable here:

Company/Firm _____

Address _____

City _____ State _____ Zip _____

Phone _____

Cell* _____

E-mail _____

Web _____

*Your cell number may be used for meeting-related text messages at the conference and published on the attendance roster.

Are you planning to attend the final dinner? Yes No

(We need an accurate count.) _____

Is this your first ASBA meeting? Yes No

YES! I am interested in taking the **Tennis (CTCB), the** **Track (CTB) or the** **Fields (CFB) certification exam at the Technical Meeting.** Please download the certification application forms from www.sportsbuilders.org.

GENERAL ATTENDEES

Full Registration - Includes all scheduled Technical Meeting programs, coffee breaks, lunches and evening social functions. All fees are per person, non-transferable. **In order to receive the member rate, 2012 dues are required to be paid in full.**

	MEMBER		NON-MEMBER		TOTAL
	Early Reg. Before 11/3	Late Reg. After 11/3	Early Reg. Before 11/3	Late Reg. After 11/3	
1st Company Delegate	\$515	\$575	\$660	\$715	\$ _____
Additional Delegates	\$485	\$545	\$630	\$685	\$ _____

*On-site registration beginning 12/1 — add an additional \$50 to each of the delegate prices.

TOTAL FEES ENCLOSED: \$ _____

EXHIBITORS

If you wish to receive exhibit information, please contact Cynthia Jordan at ASBA Headquarters by calling 866-501-2722 or emailing cjordan@sportsbuilders.org. An exhibitor packet will be emailed to you.

DAILY ATTENDEES

Daily Registration - Includes technical programs, breaks and luncheon for one day only; receptions and evening programming, if any, not included.

	MEMBER		NON-MEMBER		TOTAL
	Early Reg. Before 11/3	Late Reg. After 11/3	Early Reg. Before 11/3	Late Reg. After 11/3	
Sunday	\$275	\$305	\$305		\$ _____
Monday	\$275	\$305	\$305		\$ _____

TOTAL FEES ENCLOSED: \$ _____

AWARDS DINNER ONLY

The awards dinner is included in the full conference registration package. If a guest would like to attend just the awards dinner, the price is \$100.

TOTAL FEES ENCLOSED: \$ _____

SPECIAL REGISTRATION FOR FIRST TIME ATTENDEES SPONSORED BY A CURRENT ASSOCIATION MEMBER

Help us introduce prospective new members to all that ASBA and the Technical Meeting have to offer at the VERY SPECIAL rate of \$150 for full registration. Invite your customers, colleagues or competitors to find out what they've been missing. Prospective members must be sponsored by a current member. This special registration is designed to introduce new companies and individuals to the Association and **IS NOT for non-members who regularly attend or for former members who have chosen not to renew. This rate is not for first time attendees who are representatives of member companies.** ASBA reserves the right to reject any application for the promotional rate made on behalf of individuals or company representatives who, in its sole discretion, do not meet the established criteria.

SPECIAL INTRODUCTORY PROSPECTIVE MEMBER RATE - \$150/per person

TOTAL FEES ENCLOSED: \$ _____

Member Company Sponsor: _____

Any member who sponsors a potential new member to attend the Technical Meeting under this special program will receive a \$200 voucher good toward dues, meeting registration or other association goods or services if that member subsequently joins the Association.

SPOUSES/GUESTS/CHILDREN

Spouse/Guest/Child Registration - Includes all breaks, lunches, receptions, dinner. If spouse/guest/child will be attending any or all technical programming or helping staff the booth he/she must select Full or Daily Registration.

Spouse/Guest Reg*: _____ at \$275 each TOTAL \$ _____

Final Dinner Only: _____ at \$100 each TOTAL \$ _____

*Spouse/Guest/Child Name: _____

OPTIONAL ACTIVITIES

Golf Tournament*: _____ @ \$149 per person TOTAL \$ _____

Tennis Tournament: _____ @ \$40 per person TOTAL \$ _____

*If playing golf, what is your handicap? _____

TOTAL FEES ENCLOSED \$ _____

PAYMENT

Please make checks payable to and mail to: ASBA, 8480 Baltimore National Pike, #307, Ellicott City, MD 21043. Questions? Call 866-501-ASBA (2722) or 410-730-9595 or email info@sportsbuilders.org. ASBA Federal EIN #13-256123

MasterCard VISA American Express

Cardholder Name: _____

Card Number: _____

Expires: _____ Signature: _____

Billing Address: _____



Please check here if you are disabled and require special services. Attach a written description of your needs.



Please check here if you have a medical condition which should be a part of your record in case of emergency. Attach a written description and instructions for emergency personnel.



Please check here if you have special dietary needs. Explain. _____

Emergency Contact: (name) _____

Phone _____