



Machinery Dealers  
National Association



*69th Annual  
Convention & Business Meeting*

*Caesars Palace  
Las Vegas, NV  
April 29 - May 2, 2010*

# Convention Schedule

## Thursday - April 29

### 8:00 AM - 12:00 PM BOARD OF DIRECTORS MEETING

#### See Your Elected Officers And Chapter Reps In Action, Working For You!

Preceded by a breakfast buffet at 7:30 AM, this meeting is open to representatives of all companies that are MDNA members in good standing. (*Advance reservations required*)

### 9:00 AM - 5:00 PM CONVENTION REGISTRATION, EXHIBITS & CATALOG SHOW Throw Your Cards Onto The Networking Table!

An opportunity to display your sales catalogs or brochures in the registration/exhibit area.

### Noon - 2:00 PM REGISTRATION BUFFET Meeting, Greeting, and Eating!

Enjoy a lunch buffet while getting reacquainted with your friends from around the world.

## Thursday - *continued*

### 2:00 PM - 3:00 PM THE GAMING INDUSTRY - A BEHIND THE TABLES LOOK

Open your eyes to the secrets and history of casino gaming like never before! A former surveillance officer (and now one of today's foremost gambling scholars) will give us the inside scoop on the evolution of the casino industry, including the history of dice, cards, and slot machines. You'll get the answers to questions like: Who really started the Las Vegas Strip? What was the Mob's role in Las Vegas and are they still here? What are the best and worst bets in the casino? Does card counting work? Learn how you can have a better time at a casino with this not-to-be missed fun and informative program!

### 7:00 PM - 10:00 PM WELCOME PARTY WHEN IN ROME....

Caesars Palace provides the perfect Forum to gather with MDNA friends. Thursday night's Roman themed party will be a Bacchus event with dinner and plenty of the "nectar of the gods". To complete the theme, togas are the attire! So bring your toga, or we'll provide you with a toga, or you can just enjoy the merriment!

- Full Dinner Buffet and Cocktails
- Toga or resort casual attire

## Friday - April 30

### 8:00 AM - 9:00 AM CONTINENTAL BREAKFAST

### 8:00 AM - 2:00 PM CONVENTION REGISTRATION, EXHIBITS & CATALOG SHOW

### 9:00 AM - 10:00 AM ECONOMIC REPORT "COMING BACK FROM THE BRINK"

Machinery Dealer and Certified Financial Planner John Roedel will deliver an informative, analytical, non-biased presentation on how we got into this current economic mess and what is presently happening in the financial marketplace. Points of interest will include: The State of the Economy and its impact on the Used Machinery Industry; The Obama Administration – is it helping or hurting? Listen and consider John's own take on where we go from here.

*John Roedel is the owner of MDNA Member Firm, Used Machinery Sales Inc. based in Elk River MN. In addition to his machinery business, he was one of the first CFP's (Certified Financial Planner) in the country. John has been a Registered Investment Adviser, Registered Financial Principal and had his own Brokerage Firm for many years. Additionally, John has been active in the College of Financial Planners and has given numerous commencement addresses and speeches to stockbrokers and financial planners*



# Convention Schedule

## Friday - *continued*

**10:00 AM - 11:00 AM**

### **IRON MEN II - EXPERT PANEL “SURVIVING TO THRIVING”**

They say the worst of the storm may be over. Now how do we go from treading water to swimming like Olympic champs? Join us and our panel of industry experts and learn how to take advantage of a strengthening economy.

#### Topics Include:

Buying Smart and Selling Smarter  
Cutting Costs But Not Quality  
Your Business: Invest More or Stay the Course  
Global Networking  
Real Estate – to Have or Have Not

**11:15 AM - 12:00 PM**

### **LOCATOR**

### **INVENTORY SYSTEM**

Preview the new and improved Locator Customer & Inventory Management System. The totally revamped software will provide all you need to manage customers, inventory, quoting and advertising. See this innovative application that incorporates the latest tools ... including easy web access and hosting by a secure, third-party provider.

**12:00 PM - 1:00 PM**

### **LUNCH BUFFET**

Sit and mingle or grab a sandwich on the way to an afternoon activity

- Cold salads and platters for sandwiches

**1:00 PM**

### **OPTIONAL EVENT**

**Competitive Go-Cart Racing:  
Don't Chase The Deals! Chase  
The Dealers!**

- See Optional Event page for details

## Friday - *continued*

**7:00 PM**

### **OPTIONAL SHOW**

Friday night is yours to explore Las Vegas, the Strip, the Restaurants and everything that makes Vegas! Or join us for the highly acclaimed Cirque du Soleil show, THE BEATLES LOVE, complete with astounding aerial performances and Grammy Award-winning soundtrack.

- Tickets are limited and must be purchased in advance
- See Optional Event page for details

## Saturday - May 1

**8:00 AM - 2:00 PM**

### **CONVENTION REGISTRATION, EXHIBITS & CATALOG SHOW**

**8:30 AM - 9:30 AM**

### **BREAKFAST**

**9:00 AM - 10:30 AM**

### **AMEA CONVENTION PROGRAM “SPIN THE APPRAISAL WHEEL”**

Come to the AMEA Educational program for unparalleled opportunities to evolve, innovate and grow as an - APPRAISER. With this exciting interactive educational program focused on machinery and equipment, appraising and more, you will find that it is time well spent. Don't miss the extremely anticipated AMEA Convention program - “Spin the Appraisal Wheel” at the 69<sup>th</sup> MDNA Annual Convention & Meetings. During this program, all convention attendees will learn about the many aspects of machinery values and earn 2 continuing education credits. Prepare to press your luck at the *Wheel*; this program will be lively, entertaining and most importantly educational. So bring your questions, luck, and spinning techniques.

## Saturday - *continued*

**10:45 AM - 12:00 PM**

### **ANNUAL MEETING, AWARDS, BOARD OF DIRECTORS MEETING**

We encourage you to join us for our annual business meeting, where we honor our members, present our officer slate, and vote on various items to help strengthen MDNA as we enter a new decade.

**12:00 PM - 12:15 PM**

### **BOARD PHOTOGRAPHS**

**7:00 PM - 1:00 AM**

### **PRESIDENT'S RECEPTION AND BANQUET**

Saturday evening is the traditional **President's Banquet**. The evening will feature a plated dinner with Caesars Palace award winning cuisine. We will celebrate MDNA and Vegas as we dance the night away.

- Dress for this spectacular evening is cocktail attire (jacket with or without tie, cocktail dress).

## Sunday - May 2

### **CASH-IN**



# Optional Events

Friday, April 30

## Spouse Event

### A BACKSTAGE LOOK AT JUBILEE “A Showgirl Review”

The statuesque showgirl has been a Las Vegas icon for decades. The showgirl revues are down to just one now, but the \$50-million Jubilee is pure Vegas! An over-the-top spectacle with 100 dancers, 1,000 costumes, 5 tons of rhinestones, 2 tons of feathers and 8,000 miles of sequins. On our backstage tour behind all the glamour, attendees will be met by a showgirl without makeup, looking like the girl next door (which she really is), and then she will escort the group for a behind-the-scenes look at what it takes to stage a production of this scale. Ladies will visit the technical booths, costume shop and dressing rooms, where the dancers prepare for the show, transforming themselves into glamorous showgirls. Its a bit of Vegas not everyone has an opportunity to experience.

- Friday April 30<sup>th</sup>
- Pre-registration is required
- Open to spouses only

## Optional Event

### INDOOR CARTING \$125 Per Person Competitive Go-Cart Racing

It's been proven time and time again, get machinery dealers together and the competition is on! Well here is your chance to compete on the track. Join us for this adrenalin pumping optional event and put it all on the line. At speeds up to 45 miles per hour, attendees will experience the thrill of automobile racing on a European-style indoor track, designed with the help of NASCAR Champion Kurt Busch. The course includes long straight-aways, hairpin turns and other unique features that challenge experienced racers and beginners alike. Each racer will participate in three races to determine the MDNA Cart champion!

- Friday April 30<sup>th</sup>
- Busses depart hotel at 1:00 PM
- Pre-registration and payment is required

## Optional Event

### THE BEATLES LOVE \$140 Per Ticket

The show LOVE celebrates the musical legacy of the Beatles. This critically acclaimed show matches the artistry of Cirque du Soleil with the timeless music of the Beatles. You are guaranteed a unique, uplifting experience that will remind you why the world feels the LOVE for the Beatles.

The MDNA has secured a limited number of specially priced tickets to this Cirque du Soleil show. This is one of the most popular shows in Vegas. The show is at the Mirage Hotel, which is a short walk from the Forum Shops at Caesar's Palace.

- Friday April 30<sup>th</sup> 7:00 PM
- Tickets are limited and must be purchased in advance
- The Mirage is a short walk from the exit at the end of the Forum Shops.
- Resort casual, jackets for men are not required
- There is no transportation planned for this event

# Convention Registration Form

## 1. INITIAL REGISTRANT *(Register your spouse, partner, salesperson, etc., below at Line 2 "Additional Registrant")*

Name \_\_\_\_\_  
 Firm \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 Email \_\_\_\_\_

**We've made it easy to register...**

**MAIL** your completed form with payment: MDNA Annual Convention, 315 S. Patrick St., Alexandria, VA 22314-3501, USA

**\*FAX** your completed form to:  
 +1 703 836 9303 - 24 hours a day.

**\*PHONE** +1 703 836 9300 or  
 +1 800 872 7807, 9 AM to 5 PM EST

*\*only if paying by credit card*

\_\_\_ Check here if you require special accommodations to fully participate. Attach a written description of your needs.

\_\_\_ Check here if you have dietary restrictions. We will contact you closer to the Convention to get detailed information.

## 2. ADDITIONAL REGISTRANT - *Spouse, Partner, Salesperson, etc.* *(Please print clearly or type)*

*Unless otherwise indicated, additional registrant badge will reflect same firm name and address as initial registrant.*

Name \_\_\_\_\_ Nickname (for badge) \_\_\_\_\_

Name(s) of Children \_\_\_\_\_

\_\_\_ Check here if you require special accommodations to fully participate. Attach a written description of your needs.

\_\_\_ Check here if you have dietary restrictions. We will contact you closer to the Convention to get detailed information.

## 3. REGISTRATION CATEGORY

**Preregistration Policy** - To be considered preregistered, your firm's 2010 membership dues must be paid, and your paid registration must be received at MDNA by April 4th. After this date, all registrations, changes, or replacements must be processed on-site. Eligible walk-ins and replacements are always welcome.

**Cancellation Policy (no exceptions)** - To qualify for a refund, cancellations must be received in writing and postmarked no later than April 4, 2010. A \$50 administrative fee will be deducted for each registration canceled. Replacements are always welcome and no-shows will be billed. *No refunds will be given on registrations canceled after April 4, 2010.*

	<b>Postmarked: Before 4/4</b>	<b>After 4/4</b>
___ Qualified Representative of MDNA Member Firm	\$675	\$700 \$ _____
___ Additional Registrant (spouse, partner, salesperson)	\$675	\$700 \$ _____
___ Children 12-18 years old	\$450	\$500 \$ _____
___ Children 12 and under (Kid's meals)	\$200	\$250 \$ _____
___ Nonmember (no discounts apply)	\$775	\$775 \$ _____
___ Optional Go-Cart Racing	\$125	\$ _____
___ Optional Show "Beatles Love"	\$140	\$ _____
		<b>TOTAL \$ _____</b>

**Your firm's 2010 MDNA membership dues must be paid before you may register. Registrations from individuals whose firm's dues are not paid will be returned.**

## 4. PLEASE TELL US...

Is this your first MDNA Annual Convention? \_\_\_ Yes

Will you attend the MDNA Board meeting Thursday, April 29? \_\_\_ Yes      Saturday, May 1? \_\_\_ Yes

## 5. PAYMENT ENCLOSED *(check drawn on U.S. bank in U.S. Funds)*

(Circle One)      Discover      MasterCard      Visa      American Express

AMOUNT \$ \_\_\_\_\_ Name (as it appears on credit card) \_\_\_\_\_

CARD NO. \_\_\_\_\_ Exp. Date \_\_\_\_\_

SIGNATURE \_\_\_\_\_



# MDNA Annual Convention

## Definitions & Guidelines

### Qualified Representative of MDNA Member Firm

For the purpose of determining the appropriate registration fee, a “Qualified Representative of an MDNA Member firm” is defined as the following: an employee or official representative from a firm which is an MDNA member in good standing that has paid their 2010 membership dues, or the spouse (or other family member) or personal guest of such employee or official representative. “Representatives” may not be employed in a full-time or part-time capacity by any firm which meets the eligibility requirements for MDNA membership, without being an MDNA member. All other individuals must pay the “Nonmember” fee.

Member firms represented at the convention may display stock lists or other advertising brochures in the room reserved for that purpose. Representatives of firms may give such materials to an individual at any time if that individual specifically requests it. Other distribution procedures are the responsibility and prerogative of the officers in charge of the convention.

Anyone having questions about these convention guidelines should address them to Convention Committee Chairman, John W. Conroy, CEA, Machinery International Corp., 20 Commerce Dr., North Branford, CT 06471.

### Guidelines for Nonmember Attendees at MDNA Functions\*

1. Individuals who work in companies which are not members of MDNA may attend an MDNA Annual Convention, Weekend with the Pros, or other such program, once every five years, provided they are sponsored by a qualified representative of an active MDNA member in good standing, except individuals who have worked for companies which have been expelled, terminated, or suspended. Registration fees for nonmembers are the responsibility of the member “host” and such nonmembers may not publicly display or offer stock lists or other advertising materials.
2. Individuals who work in companies which have been expelled or were employees of those companies at the time of such expulsion may not attend the above functions unless they are current bona fide employees of member companies in good standing.
3. Individuals who work in companies which have been suspended or who were employees of those companies at the time of such suspension may attend the above functions as the guests of an active member once every five years, but only with the permission of the MDNA President. The President, in making this decision, should take into account whether the reason for the suspension has been corrected and whether there remain any accounts outstanding to MDNA or any of its subsidiaries.
4. Individuals who work in companies which have been terminated for nonpayment of dues or individuals who were employees of companies at the time of such termination may attend the above functions provided they are sponsored by an active member once every five years, but only with the permission of the MDNA President. The President, in making this decision, should take into account whether the reason for the nonpayment of dues which caused the termination has been corrected.

NOTE: Attendance at business meetings, seminars, committee meetings and other functions dealing specifically with internal association affairs is limited to individuals employed by MDNA members, although attorneys, accountants and other outside specialists retained by member firms may attend such functions.

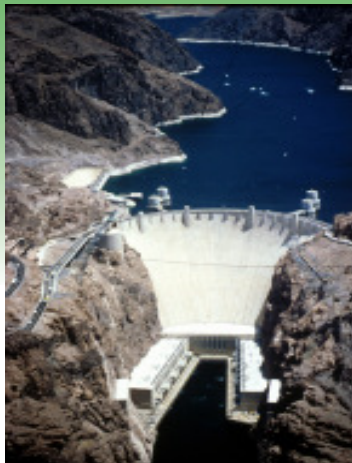
\*These guidelines apply only to employees of companies which may be eligible for MDNA membership, e.g., machinery dealers, auctioneers, etc. For guidelines that apply to suppliers to the trade or nonmember sponsors at events, see below.

### Guidelines for Suppliers, Vendors & Sponsors Attending MDNA Functions

1. All exhibitor, sponsor, and registration fees must be paid in full at least two weeks prior to the opening day of the convention or other such function to which guests who are not machinery dealers are invited.
2. Attendance at business meetings, seminars, committee meetings and other functions dealing specifically with internal association affairs is limited to individuals employed by MDNA members.
3. Only vendors which are official exhibitors may display sales literature and other advertising materials, or solicit members or guests in any way. Such literature and advertising displays are limited to the exhibitor’s booth area. Although exhibitors are welcome to attend meal and social functions which are included in their exhibitor’s fee, or those functions to which they have purchased additional tickets, members and guests should not be actively solicited during meal or social functions.
4. Vendors and suppliers which are not exhibitors may distribute gifts or other mementos only during the time - and at the location - designated during registration the first day of the Annual Convention. The MDNA Executive Vice President must be alerted at least four weeks prior to the convention opening day in order to ensure that the donor has a reserved table, a sign, and a listing in the convention program. Exhibitors may distribute such gifts and mementos from their booths at any time during the designated exhibit hours. However, if they wish to be credited in the convention program, they, too, must alert the MDNA Executive Vice President at least four weeks prior to the annual convention opening day.
5. Exhibitors are requested and advised not to display samples of advertising or sales literature from machinery dealers or auctioneers which are not MDNA members.

# Want Even More Action on Your Vegas Trip?

Las Vegas offers a wide range of activities that should be considered, while visiting the area. The Leisure Concierge at Caesars Palace is your single contact for one-stop shopping throughout the entire Caesars empire and for everything else in fabulous Las Vegas! Caesars Palace Leisure Concierge is at your service from 6 am until 9 pm daily, and can be reached by phone at (702) 731-7731 or (877) 346-4642. It is advisable to book early, as activities can sell out.



## Examples include:

Tour of Hoover Dam - allow 4 to 5 hours - \$60 to \$90 per person

Trip to the Grand Canyon - 11 hours - start at \$125

Helicopter Rides - 4 hours - start at \$500 per person

## Caesars Palace Las Vegas

FOR RESERVATIONS, CALL:

**(800) 331-5037**

Please reference:

Machinery Dealers National Association (MDNA)

### Special MDNA Room Rate

**\$179 (single or double occupancy)**

*Reservation  
Deadline:*

*March 31, 2010*

The MDNA is holding a limited number of rooms at the negotiated group rate of \$179.00 in two of Caesar's Towers: the Palace Tower and the Augustus Tower. The Palace Tower is the location of the meeting rooms and Convention. The Palace Tower Deluxe Rooms average 576 square feet and all rooms were renovated in 2006. If you want to be near the meetings and not have to walk through the casino to get to the MDNA functions then you should request a room in the Palace Tower. The Augustus Tower was built in 2005. The Augustus Tower Deluxe Rooms are slightly larger, averaging 650 square feet. The Augustus Tower is a 5 to 10 minute walk to all MDNA functions. If you like walking through all of the casino action and want a slightly larger room, you should request to be in the Augustus Tower.

All reservations must be guaranteed with a deposit for the first nights guest room and tax charge. In the event that you need to cancel or change your reservation you may do so without penalty up to 72 hours prior to arrival date.

Check in time is 4:00 PM. They will make reasonable efforts to accommodate any early arrivals. Checkout is 11:00 AM. Individuals staying in their rooms beyond the checkout time without hotel authorization will be charged an additional room night.



**Machinery Dealers  
National Association**

315 S. Patrick Street  
Alexandria, VA 22314-3501

PRESORTED  
FIRST CLASS  
U.S. POSTAGE PAID  
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**Caesars Palace  
Las Vegas**

