

25TH ANNUAL NMEDA CONFERENCE

THINK BIG

THE GREAT NMEDA ROUNDUP



**JOIN US AS WE MAKE QAP
THE NEW BRAND OF NMEDA!**

DALLAS, TEXAS ☆ FEBRUARY 17-19, 2016
Network, gain insights and find the latest technology and information at the adaptive automotive industry's biggest professional gathering.



IT ALL BEGINS AT NMEDA.COM

THINK BIG

THE GREAT NMEDA ROUNDUP



Get ready for what could be our biggest conference ever!

Capitalizing on what we learned at our last conference, the 2016 NMEDA Conference shows signs of surpassing all the benchmarks we broke this previous year. First, it is to be held in the **Kay Bailey Hutchison Convention Center**, which is *huge*. NMEDA has over 200k square feet of exhibit space to fill and, even at this early stage in the game, it looks as though we will have more exhibitors than last year. The list of exhibitors will include manufacturers displaying the latest in mobility equipment and vehicle designs, as well as related industry services to enhance your business and increase profits. We've also invited a number of partner organizations, such as the Multiple Sclerosis Society, the ALS Association, the American Stroke Association and many more, to give you an opportunity to interact on a personal level and learn how your business can benefit from a relationship with their local chapters.

From a workshop standpoint, it's all about improving and growing your business. This year we welcome two outstanding keynote speakers to the conference. Award-winning author and mobile marketing expert, Gary Schwartz, will open the conference and Robin Crow will provide a rousing and entertaining finish. Our friend and outstanding sales expert, Paul Webb, will be back again in 2016 with an all-new workshop. Larry Oxenham will present his highly sought-after asset protection workshop. Asset protection is an area that we all can benefit from, whether you own a business or for personal property.

One of the most exciting areas this year should be Government Relations. With a congressional bill in play on Capitol Hill that could help bring the VA in line with a better way for selecting suppliers - plus all the legislative friends we've made this year (including some very influential congressional types) - the topic should provide a very lively and provocative workshop experience you're not going to want to miss.

...Speaking of things you won't want to miss: We're unveiling some new and exciting accomplishments coming out of the NMEDA Quality Assurance Program. NMEDA QAP is paving the way for us on Capitol Hill and beyond - and the benefits to you as participants in the program are bigger and better than ever.

Think Big! Act Big!

I look forward to seeing all of you at the 2016 NMEDA Conference at the Kay Bailey Hutchison Convention Center in Dallas, Texas.

- Dave Hubbard (NMEDA CEO)



FOR MORE INFO VISIT
NMEDA.com

CONFERENCE SCHEDULE & REGISTRATION*

ON-SITE REGISTRATION HOURS

| | |
|-----------------------|---|
| TUESDAY 2/16 | 1:00 p.m. - 9:00 p.m. |
| WEDNESDAY 2/17 | 8:00 a.m. - 4:00 p.m. 7:00 p.m. - 10:00 p.m. |
| THURSDAY 2/18 | 8:00 a.m. - 4:00 p.m. |
| FRIDAY 2/19 | 8:00 a.m. - 11:00 a.m. |

WEDNESDAY, FEBRUARY 17

| | |
|-------------------------|---|
| 8:00 a.m. - 10:30 a.m. | Exhibitor Vehicle Move-In |
| 8:00 a.m. - 9:00 a.m. | Breakfast |
| 9:00 a.m. - 10:30 a.m. | Keynote: Gary Schwartz |
| 10:45 a.m. - 12:00 p.m. | General Membership Meeting |
| 12:00 p.m. - 5:00 p.m. | Exhibitor Set-up |
| 12:00 p.m. - 12:50 p.m. | Awards Lunch |
| 1:00 p.m. - 4:15 p.m. | Associate Member Series - Pt 1, 2, 3 |
| 1:00 p.m. - 1:55 p.m. | Government Relations |
| 2:00 p.m. - 2:55 p.m. | QAP Update |
| 3:15 p.m. - 4:15 p.m. | NHTSA / Transport Canada |
| 4:15 p.m. - 5:00 p.m. | Dealer Only Open Forum |
| 6:30 p.m. - 7:00 p.m. | Newcomer's Reception |
| 7:00 p.m. - 10:00 p.m. | Opening Reception & Exhibits |

THURSDAY, FEBRUARY 18

| | |
|------------------------|--|
| 8:00 a.m. - 8:45 a.m. | Breakfast |
| 9:00 a.m. - 10:30 a.m. | Paul Webb: Great Leadership vs. Management |
| 10:30 a.m. - 2:30 p.m. | Exhibit Hall Open |
| 2:30 p.m. - 4:30 p.m. | Business and Asset Protection w/ Larry Oxenham |
| 3:00 p.m. - 4:00 p.m. | Manufacturer Meeting |
| 6:30 p.m. - 9:00 p.m. | Live Auction & Awards Banquet |

FRIDAY, FEBRUARY 19

| | |
|------------------------|----------------------------|
| 8:00 a.m. - 8:45 a.m. | Breakfast |
| 9:00 a.m. - 10:00 a.m. | Keynote: Robin Crow |
| 10:00 a.m. - 1:00 p.m. | Exhibit Hall Open |

* Subject to change

WHO SHOULD ATTEND

All NMEDA members and industry supporters are encouraged to attend the Annual NMEDA Conference, which is the centerpiece of our association's activities. A broad range of opportunities for networking, business and educational development are provided for those committed to the mobility equipment industry, including:

- Vehicle mobility equipment manufacturers and dealers (both NMEDA members or non-members).
- CDRS, OTs and PTs (certified driver rehabilitation specialists, physical and occupational therapists).
- Researchers, regulators and other parties who are in the adaptive driving industry.

NOTE: The conference is not open to the general public/consumers.

DATES TO REMEMBER

| | |
|--------------------|----------------------------------|
| NOV 30 | Scholarship Deadline |
| DEC 18 | Sponsorship Deadline |
| | Auction Donation Deadline |
| JAN 22 | Hotel Reservation Deadline (5pm) |
| FEB 1 | Mail-in Registration Ends |
| FEB 16 | ADED Pre-Con Seminars |
| FEB 17 - 19 | NMEDA Conference |
| FEB 18 | Live Auction & Banquet |

REGISTER ONLINE | NMEDA.com

EMAIL | info@nmeda.org

FAX | 813.962.8970

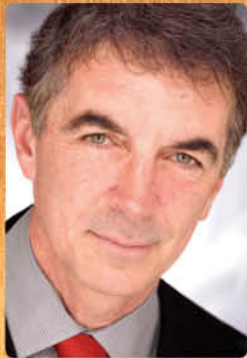


GARY SCHWARTZ

Mobile Marketing Guru; Award-Winning Author

KEYNOTE WED. 2/17, 9:00AM

Gary Schwartz began his career as a columnist in Japan and later became an anchor on Asahi Television. He has worked with UNICEF and the World Bank on educational web development, founded Impact Mobile and the mobile committee for the Interactive Advertising Bureau (IAB). Greg has played a leadership role in the mobile industry and was recognized with the IAB award for Industry Excellence in 2006, as well as the "Mobile Commerce Evangelist of the Year" by Mobile Marketer publication in 2013. Gary is the author of *The Impulse Economy* and *Fast Shopper, Slow Store*, published under Simon & Schuster's ATRIA imprint. He is the co-author of *The Everything Guide to Mobile Apps: A Practical Guide to Affordable Mobile App Development for Your Business* and the upcoming book *The Power of Point-Of-Purchasing Advertising: Marketing at Retail*.



ROBIN CROW

Recording Artist, CEO and Best-Selling Author

KEYNOTE FRI. 2/19, 9:00AM

Robin Crow has forged a remarkable career on his journey from RCA recording artist to successful entrepreneur, and has built several world-class businesses from scratch. His company, Dark Horse Recording, is a four-studio complex and resort that is home to Faith Hill, Ashley Judd, Neil Diamond, Taylor Swift, Tim McGraw, Michael W. Smith, Jewel, Alison Krauss and many others. His newest book, *Evolve or Die: Seven Steps to Rethink the Way You Do Business*, reached #5 on the USA Today Best-Seller list.



PAUL WEBB

WORKSHOP THUR. 2/18, 9:00AM

Paul H. Webb is a principal of Paul Webb Sales Training and WebbVT - both divisions of International Training Solutions, Inc., a company whose clients range from service professionals to vehicle manufacturers and associations. Since 1988, Webb has provided training and consulting to leading private and publicly-owned corporations and has presented as a Keynote Speaker to numerous conventions, seminars, and associations.



LARRY OXENHAM

WORKSHOP THUR. 2/18, 2:30PM

Larry Oxenham is one of America's top asset protection experts, having helped professionals across the nation achieve financial peace of mind by teaching them how to properly structure their asset for lawsuit protection and tax reduction. He has authored and co-authored several articles and books on the subject, including *The Asset Protection Bible*. His career has been credited with helping thousands of people save millions of dollars.

WEDNESDAY

9:00 a.m. **Keynote Speaker: Gary Schwartz**

See speaker info on previous page.

10:45 a.m. **General / Business Session**

Association business to include instatement of the 2016 NMEDA Board, Treasurer's Report and other related topics. All members are welcome to attend.

1:00 p.m. **Government Relations**

Hear about NMEDA's efforts in Washington and across the nation with regard to legislation and issues in the automotive mobility industry. Plus, expect some surprise guest speakers. *Tentative, look to NMEDA's Short Circuit notifications for more info.

1:00 p.m. **Associate Member Series (3 hours/CEUs)
Exploring Vehicle & Equipment Fittings**

Vehicle and equipment fittings are perhaps one of the most important components of a comprehensive driver rehabilitation plan that involves adjustments to the vehicle or extra equipment for the driver to gain independence in driving. Fittings are too often an underutilized process leaving the individual user or consumer with added risk, fatigue, confusion, cost, and frustration while reducing the individual's overall independence and confidence. This workshop will feature a panel that will bring case studies for audience discussion. The audience will be encouraged to discuss industry success, challenge and concerns with any consensus being noted to bring back to industry leaders to affect change where possible.

For complete info visit NMEDA.com.

2:00 p.m. **QAP Update**

Join Chuck Hardy, NMEDA's Quality Assurance Director, and Ron Mohr (Clock Conversions) as they discuss ongoing developments with the Quality Assurance Program, QAP Express and the new Manufacturer QAP. We will also address common issues encountered by the membership throughout the auditing process, including forms, labeling and any other areas of concern.

3:15 p.m. **NHTSA / Transport Canada**

Receive up-to-date information on issues affecting the industry directly from the National Highway Traffic Safety Administration and Transport Canada.

THURSDAY

9:00 a.m. **Great Leadership vs. Management**

(With Paul Webb) See bio on previous page.

Back by popular demand, Paul Webb will present a totally new workshop for those who manage and want to manage a sales team. This workshop will explore how to lead and inspire individuals to want to create more sales and increase the bottom line for your business. Whether you have a sales force of 1 or 100, you won't want to miss this workshop. There is more to sales management than just management!

2:30 p.m. **How Mobility Industry Professionals Can Save Thousands in Taxes & Become Invincible to Lawsuits**

(With Larry Oxenham) See bio on previous page.

Everyone attending the conference will want to see this workshop! From this presentation, you will learn lawsuit protection, tax reduction, and estate planning strategies most advisors are unaware of. The speaker's objectives are to assist in structuring your business for lawsuit protection and prevention, reducing liability insurance costs, minimizing taxes and creating a successful estate and business succession plan.

6:30 p.m. **Live Auction & Awards Banquet**

The centerpiece of the conference. Join us as we hold a live auction full of great products, with proceeds used to support the association. Then enjoy dinner as we award those who have contributed to NMEDA's efforts throughout the year as well as the presentation of the newest inductees to the NMEDA Hall of Fame.

FRIDAY

9:00 a.m. **Keynote Speaker: Robin Crow**

See speaker info on previous page.

**THE NMEDA CONFERENCE IS
THE ONLY VENUE WHERE YOU WILL
FIND EXTENSIVE SALES MANAGER
AND TECHNICAL TRAINING
- ALL UNDER ONE ROOF!**

**Complete Workshop Information
Available at NMEDA.com**

OMNI DALLAS HOTEL

555 S. Lamar Street, Dallas, TX 75202

MAKE YOUR RESERVATIONS ONLINE

<http://tinyurl.com/po7ebyn>

ROOM RATES / TIMES

\$199 per night - Single/Double

(Plus prevailing state and local taxes)

Check-in 3:00 p.m.

Check-out 12:00 p.m.

Make your reservations by: January 22, 2016

Reservations made after the cut-off date are accepted on a "space available" basis at the resort's prevailing rates. You must use the unique National Mobility Equipment Dealers Association (NMEDA) group rate link above to obtain the group rate. We encourage you to support your association and stay at the Omni.

SUPER SHUTTLE DISCOUNT

Book your reservation now to receive the special \$2 off per person, per direction discount. Reserve a roundtrip reservation and receive \$5 off per person discount. Reserve an ExecuCar and receive \$5 off.

Book at: <http://tinyurl.com/plb3b2x>



NEW MEMBER DISCOUNT

NMEDA offers a \$200 discount on the conference registration fee for new members. If your company first joined NMEDA in 2015 and did not use the discount to attend the 2015 Conference you qualify for the new member rate. This discount applies to only ONE (1) attendee from your company for the 2016 Conference. New employees and reinstatements of existing/past members do not qualify for this discount.

FIRST TIME ATTENDEES

Newcomer Reception

WED 2/17 6:30 p.m. - 7:00 p.m.

You are invited to meet the Board of Directors and the NMEDA Staff who will provide an overview of the conference prior to the opening reception. For more information about the opportunities offered to new members at the conference, visit the website at NMEDA.com or call us at 800.833.0427.

BECKY PLANK SCHOLARSHIP

NMEDA offers a scholarship for Associate members who may need financial assistance to attend.

FOR MORE INFO VISIT

NMEDA.com

BEWARE OF SCAMS!

Make Your reservations via the advertised web sites or phone numbers ONLY.



TUESDAY 2/16 (AM) 8:30 a.m. - 12:00 p.m.

THE PERFECT EVALUATION VEHICLE

The search for the best rolling laboratory for special needs drivers.

This presentation will discuss the various evaluation vehicles that have been used in my career. We will look at the basic elements that are important for a low tech evaluation program including the flexibility to change and the driver training characteristics of the vehicle. The presentation will also look at the history of evaluation systems and the progression of technology changes that have allowed for more complete evaluation vehicles.

Learning Objectives:

- The learner will consider the reasons and rationale for having an evaluation vehicle
- The learner will identify the basic items that are needed for traveling DRS personnel.
- The learner will understand the flexibility or lack of flexibility for various adaptive driving equipment.
- The learner will learn how to objectively compare the similarities and differences between mechanical and electrical driving controls.
- The learner will identify a basic list of items needed in an evaluation van.

Presenter: Chad Strowmatt, LOT, CDRS

CANCELLATION POLICY: *All cancellations for ADED courses, pre-conference workshops and conference registration must be made in writing to the ADED Executive Office at least one month prior to the event; a \$50.00 handling fee will be charged. ADED reserves the right to cancel seminars due to unforeseen/unavoidable circumstances at any time. ADED is not responsible for nonrefundable airline and hotel reservations that a participant incurred due to conference cancellation. All complaints relative to the content, instructor, facilities and registration procedures are to be directed to the ADED executive office: 200 1st Ave NW #505 Hickory NC 28601.*

** The assignment of AOTA CEUs does not imply endorsement of specific course content, products, or clinical procedures by AOTA.*

TUESDAY 2/16 (PM) 1:00 p.m. - 4:30 p.m.

TRANSFORMING A MOBILITY NEED INTO A SAFE EQUIPMENT SOLUTION

A beginner's look at closing the loop - from personal need through installation, training and service of a vehicle lift product.

Starting with the decision to buy a vehicle lift, many people attempt to solve the basic transportation problem of traveling with a scooter or power wheelchair by first visiting a mobility dealership. This workshop discusses these comprehensive needs assessments through the eyes of dealer experts and transform that criteria into a viable and safe transportation solution. This manufacturer's workshop will provide an unbiased viewpoint of the process an individual goes through in ordering equipment all way through to installation, training, and service consideration. Case studies from real field work will be reviewed and discussed.

Learning Objectives:

- The learner will understand key concepts in locating a qualified mobility dealership, coordinating an installation appointment, training consumers in the operations of a new equipment and care and use of the product.
- The learner will consider components of various vehicles and their capability for vehicle lift product installation.
- The learner will be able to consider various equipment solutions and apply to consumer transportation needs.

Presenter: Todd Bick (Harmar, LLC)

EARN UP TO 6 ADED CONTACT HOURS OR .6 AOTA* CE BY ATTENDING BOTH SESSIONS.

REGISTER ONLINE
ADED.net

CALL
866.672.9466

NMEDA CONFERENCE REGISTRATION 2016

By registering, you acknowledge that NMEDA may take your photo at the conference for use in future promotional material.

NO REFUNDS for no-shows & cancellations after February 1, 2016.

CHECK THIS BOX IF YOU HAVE A DISABILITY, REQUIRE SPECIAL ACCOMODATIONS, HAVE SPECIFIC DIETARY RESTRICTIONS, ETC.

WAYS TO REGISTER

-  **ONLINE** <http://www.NMEDA.com>
Credit card payments only
-  **FAX** (813) 962-8970
-  **E-MAIL** info@nmeda.org
-  **MAIL** 3327 West Bearss Avenue
Tampa, Florida 33618

COMPLETE REGISTRATION FORM RETURN TO THE NMEDA OFFICE WITH PAYMENT BY **FEBRUARY 1, 2016**

COMPANY INFORMATION

Company Name Contact

Address City State Zip Code

Phone Email

LIST ATTENDEES PROVIDE COMPLETE INFORMATION FOR EACH ATTENDEE FROM YOUR COMPANY

| ATTENDEE NAME | ATTENDEE EMAIL | 1ST TIME? | BANQUET? | CODE (BELOW) | AMT. DUE |
|----------------------|-----------------------|--------------------------|--------------------------|----------------------|------------------|
| <i>John Smith</i> | <i>jsmith@abc.com</i> | <input type="checkbox"/> | <input type="checkbox"/> | <i>A-1</i> | \$ 530.00 |
| <input type="text"/> | <input type="text"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="text"/> | \$ |
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MAKE PAYMENT IDENTIFY REGISTRATION CODE IN CHART BELOW AND PROVIDE PAYMENT INFORMATION

REGISTRATION FEE INCLUDES ATTENDANCE FOR ONE INDIVIDUAL TO ALL CONFERENCE FUNCTIONS, INCLUDING THE BANQUET*

TOTAL AMOUNT

Total Amount Due for Registration: \$

CHECK

CHECK THIS BOX if a **CHECK** is included with Registration

CREDIT / DEBIT CARD

Please charge my    

Card Number

Expiration Date Security Code

Cardholder Name

Billing Address

City State Zip

Signature

By signing my name above, I allow NMEDA to charge my credit card for the Total Amount Due for Conference Registration.

| CODE | REGISTRATION TYPE | REG. FEE |
|----------|---|-----------------|
| A | NMEDA MEMBER | |
| 1 | First (1) Attendee | \$530.00 |
| 2 | Second (2) Attendee | \$470.00 |
| 3 | Attendees three - seven (3-7) | \$395.00 |
| 4 | Each additional attendee (8+) | \$315.00 |
| | Member Onsite Registration | \$650.00 |
| B | NEW NMEDA MEMBER (<i>w/ coupon, see page 6.</i>) | |
| 1 | ONE Attendee | \$330.00 |
| | New Member Onsite Registration | \$450.00 |
| C | NON-NMEDA MEMBER | |
| 1 | Non-Member Pre-Registration | \$750.00 |
| | Non-Member Onsite Registration | \$875.00 |
| D | ONE DAY ATTENDEE (<i>Please circle day</i>) | |
| | ***ASSOCIATE MEMBERS ONLY*** | |
| 1 | NMEDA Member WED THUR FRI | \$200.00 |
| 2 | Non-Member WED THUR FRI | \$200.00 |
| E | BANQUET ONLY | \$75.00 |

** Included w/ Full Registration and THUR One Day*

You may also register by credit card at NMEDA.com