

26TH ANNUAL NMEDA CONFERENCE



WAVES OF CHANGE

OCEANS OF OPPORTUNITY

February 14-16, 2017 _____

_____ **Daytona Beach, Florida**

Network, gain insights and find the latest technology and information at the adaptive automotive industry's largest professional gathering.

FOR MORE INFORMATION VISIT
NMEDA.COM

A NOTE FROM THE NMEDA CEO:



New Format, New Leadership, New Friends (and old ones!)

The only thing that is likely to be familiar about the 2017 NMEDA Conference is the fact that it is back at the Ocean Center in Daytona Beach, FL: A welcome destination in mid-February. The biggest change is that it will begin on Tuesday evening with the keynote speaker kicking things off followed by the Welcome Reception in the Exhibit Hall. You'll want to be there from the start when Herm Edwards, former NFL coach, player and currently ESPN sports analyst takes to the stage with his inspiring and motivational leadership presentation. With the conference starting on Tuesday, the plan is to end it Thursday evening following the banquet. This will allow everyone to get home in plenty of time for those weekend family obligations.

This could also be your first opportunity to meet the new leadership of NMEDA. The executive search committee is working very hard to find the right candidate to take the helm for NMEDA as CEO to move the organization to the next level. The goal is to have this person onboard in time for the 2017 Conference.

The new schedule format means the tenor of the Membership Business meeting will change as well. It will contain all the QAP, Government Relations, Marketing and Education and Training updates normally reviewed in the afternoon workshops. This is a meeting you won't want to miss. The afternoon workshops have been replaced by a renowned negotiation educator and consultant who will introduce you to the "Art of Negotiation" in a presentation designed to improve your skills and your business.

Tech training will be offered again this year running concurrently with the regular conference activities. It will start on Tuesday morning with vehicle manufacturer training sessions that will continue into Wednesday. This will allow all the technicians to take advantage of the evening exhibit hall hours visiting an excellent list of exhibitors displaying the latest in mobility equipment and vehicle designs, as well as related industry services to enhance your business and increase profits. Four additional training sessions will be conducted on Thursday. This is an excellent opportunity to get those needed training certificates for your dealerships. (See the enclosed information for more details.)

On Thursday, Product Presentations will be the order of the day with many of the latest product updates the mobility industry has to offer. As usual the NMEDA Awards Banquet will be preceded by the Auction with some new and hopefully exciting items for everyone to bid on, and this year, it will be conducted by a professional auctioneer.

The 2017 Conference promises to be one of the most exciting in recent history. Make your plans to be there and ride the "Waves of Change" for the full three days!

- Dave Hubbard (NMEDA CEO)



FOR MORE INFO VISIT
NMEDA.com

26TH ANNUAL NMEDA CONFERENCE

CONFERENCE SCHEDULE AND REGISTRATION

SCHEDULE AT A GLANCE*

TUESDAY, FEBRUARY 14

- 8:30 a.m. – 4:30 p.m. ADED Pre-Conference Workshops
8:30 a.m. – 4:30 p.m. Manufacturer Technical Training
6:00 p.m. – 7:00 p.m. Keynote: Herman Edwards
7:00 p.m. – 9:00 p.m. **Opening Reception & Exhibits**

WEDNESDAY, FEBRUARY 15

- 8:00 a.m. – 8:45 a.m. Breakfast
8:00 a.m. – 5:00 p.m. ADED 2-Day Course: Day 1
8:30 a.m. – 5:00 p.m. Manufacturer Technical Training
9:00 a.m. – 10:30 a.m. General Membership Meeting and Presentation of Awards
9:00 a.m. – 12:00 p.m. Associate Workshop
10:30 a.m. – 2:30 p.m. **Exhibit Hall Open**
12:00 p.m. – 1:00 p.m. Lunch (In Exhibit Hall)
2:30 p.m. – 5:00 p.m. The Art of Negotiation with Mori Taheripour
3:00 p.m. – adjourned Manufacturer Meeting

THURSDAY, FEBRUARY 16

- 8:00 a.m. – 8:45 a.m. Breakfast
8:00 a.m. – 5:00 p.m. ADED 2-Day Course: Day 2
8:30 a.m. – 1:00 p.m. Manufacturer Technical Training
9:00 a.m. – 12:30 p.m. Manufacturer Product Presentations
12:30 p.m. – 3:00 p.m. **Exhibit Hall Open**
12:30 p.m. – 1:30 p.m. Lunch (In Exhibit Hall)
3:00 p.m. – adjourned Dealers Only Open Forum
6:30 p.m. – 9:00 p.m. **Fundraiser Auction & Awards Banquet**

* 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.

NEW MEMBER DISCOUNT

NMEDA offers a \$200 discount on the conference registration fee for new members. If your company first joined NMEDA in 2016 and did not use the discount to attend the 2016 Conference you qualify for the new member rate. This discount applies to only ONE (1) attendee from your company for the 2017 Conference. New employees and reinstatements of existing/past members do not qualify for this discount.

BECKY PLANK SCHOLARSHIP

NMEDA offers a scholarship for Associate members who may need financial assistance to attend. See NMEDA.com/members/annual-conference for info.

ONSITE REGISTRATION

TUESDAY 2/14	7:00 a.m. – 9:00 p.m.
WEDNESDAY 2/15	8:00 a.m. – 4:00 p.m.
THURSDAY 2/16	8:00 a.m. – 4:00 p.m.

REGISTER
ONLINE
NOW

EMAIL: info@nmeda.org

FAX: 813.962.8970

ONLINE: NMEDA.com

FEATURED GUEST SPEAKER

HERMAN EDWARDS

Former NFL Head Coach and Current ESPN Analyst

KEYNOTE TUE. 2/14, 6:00PM

Doing the Little Things and Executing Vision

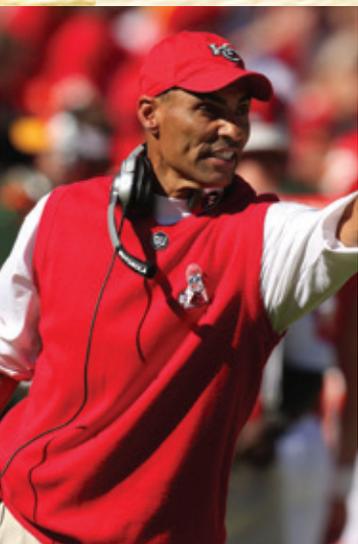
Herm Edwards is a charismatic inspirational speaker who shares with his audience a special game plan which centers on the pillars of teamwork -- work ethic, communication, integrity and legacy. A former NFL player, scout, assistant coach and head coach, Edwards shares stories and motivational moments from his career that resonate with any group. The lessons he has learned along the way and the impactful messages he has shared with his teams will keep any audience on the edge of their seat. Herm Edwards has a zest for life that is hard to match and is clearly evident in his dynamic presentation. Whether it is his faith, his family or his football team, Herman Edwards exudes passion in all areas of life. That energetic and enthusiastic attitude best defines the way he approaches his role as an in-studio NFL analyst for ESPN. Edwards utilizes his diverse background in pro football to be one of the most informed and educated analysts on television today.

The Fort Monmouth, NJ native enjoyed a 10-year professional playing career from '77-'86, spending the first nine of those seasons with the Philadelphia Eagles. He totaled 33 interceptions for 98 yards with one TD during his tenure with that franchise. His 33 career INTs rank as the third-best in Eagles history, just one from the team record of 34. Edwards concluded his NFL playing career in 1986 and secured his first job with the Kansas City Chiefs in '89 as the recipient of the club's Minority Coaching Fellowship. Edwards is the first graduate to become the head coach of the franchise for which he served his fellowship.

Beginning his coaching career as defensive backs coach at San Jose State ('87-'89), Edwards later returned to Kansas City as the defensive backs coach from '92-'94. After a one-year stint as a pro personnel scout with Kansas City in '95, Edwards moved with Tony Dungy to Tampa Bay in '96. In 2001, he departed Tampa Bay to become head coach of the New York Jets, where he led them to the postseason in his first campaign with the squad. Edwards rejoined the Chiefs in 2006, becoming the first head coach in franchise history to guide Kansas City to the playoffs in his initial season with the club. In his debut campaign, Edwards posted a 9-7 overall record, tying the mark of most victories by a first-year coach in franchise history.

Throughout his career, Edwards has used his position in the league to serve as a positive role model. He and his wife, Lia, are involved in numerous charitable efforts and philanthropic endeavors. In 2002, Edwards was named the Big Brother of the Year by the Catholic Big Brothers For Boys and Girls in New York. Edwards was appointed as a charter member of the Fritz Pollard Alliance in 2003, which serves as a conduit between NFL minority coaches and league executives. He was named to the Positive Coaching Alliance's National Advisory Committee that year. He has also been an active participant in the All Pro Dad initiative, a parenting program that has received national recognition. The Edwards' are also active supporters of the Juvenile Diabetes Research Foundation in Kansas City.

Edwards began his hands-on participation in supporting charitable causes as a player, founding the Herm Edwards Youth Foundation in '85. For 11 years, the Youth Foundation hosted the Herm Edwards Charity Golf Classic and raised funds for the Boys & Girls Club in Seaside, California. Wanting to make an even more direct impact on the lives of underprivileged children on the Monterey Peninsula in California through his foundation, Edwards solicited the support of his friends and family, as well as players and coaches throughout the league, to conduct The Herm Edwards Youth Football Camp. In June of this year, Edwards brought his camp to Seaside, CA.



THE ART OF NEGOTIATION

ESSENTIAL STRATEGIES AND SKILLS TO ACHIEVE SUCCESS

PRESENTED BY: MORI TAHERIPOUR

WED. 2/15, 2:30PM - 5:00PM

Effective negotiation underlies most successful business and social encounters. While negotiation is a way of life, most people have not had formal training and rely all too often on their instinct to navigate a negotiation. Perhaps there are naturally gifted negotiators, but the simple truth is that anyone can learn to negotiate effectively. In fact, negotiation is more like art than art appreciation and as such, training and consistent application of key concepts can dramatically improve outcomes. Training allows individuals to be methodical, confident and purposeful. Skilled negotiators have learned the importance of effective planning and communication skills and the impact of perception, trust, relationships, ethics, and reputation. They know that the best outcomes in a negotiation are win-win and they seek to understand the interests of their counterparts and clearly define their own goals and interests. These attributes are valuable not just to ensure success in negotiation, they are also critical to personal and professional success.

Negotiation Training Topics include:

- The six foundations of effective negotiation
- Personal negotiation styles
- Preparation and goal-setting
- Interests
- Strategic persuasion and effective communication skills
- Creating win-win strategies and transforming competition into cooperation



MORI TAHERIPOUR is a negotiation strategist and educator with over a decade of experience teaching negotiation at the Wharton School and to a diverse range of clients including sports leagues and agencies, Fortune 500 companies, universities, and professional associations. She uses an experiential teaching environment to facilitate participants' real-time, practical application of their theoretical knowledge and empower them to become more effective and confident negotiators. Her classes provide a conceptual framework to promote agreement in both personal and professional settings and give participants a chance to take an intense look at themselves and their counterparts, providing a unique opportunity for candid and instant feedback.

Ms. Taheripour's negotiation clients, past and present, include: The Goldman Sachs Foundation, Goldman Sachs 10,000 Small Businesses Program, Wells Fargo, Alvarez & Marsal, NBA Players' Association (NBPA), The National Football League (NFL), NFL Players' Association (NFLPA), Wasserman Media Group, United Parcel Service (UPS), AIGA Design and Business Conference, UCSF Nurse Leadership Program, National Association of Mutual Insurance Companies (NAMIC), American Association of Colleges of Nursing (AACN), E-House China, the U.S. Department of State Middle East Partnership Initiative (MEPI) and White House Fellows Program.

CONFERENCE CHANGES

PLEASE MAKE NOTE of the multiple schedule changes being made to the conference in 2017.

- The Conference now runs from Tuesday to Thursday - with a more robust schedule centered around key areas of your business.
- The Keynote speaker will be immediately followed by the opening of the exhibits on Tuesday evening.
- The Awards Banquet closes the conference on Thursday evening - allowing Friday as a day of travel.



Complete Workshop Information Available at NMEDA.com

ADED SEMINARS

EARN UP TO 21 ADED CONTACT HOURS OR .21 AOTA* CE BY ATTENDING MULTIPLE SESSIONS

TUESDAY 2/14 (AM) 8:30 a.m. - 12:00 p.m.

SECUREMENT & MOBILITY DEVICE TRAINING

Presenter: Darren Reaume

The landscape of mobility device transportation is changing dramatically with the development of new standards aimed at making wheelchairs and securement equipment more compatible with vehicles. The presenter will explore these regulation changes while also providing an overview of the range of securement equipment currently available. Finally, they will provide the attendees with the tools to both select the safest combination of securement equipment and mobility device for their clients, and to develop an effective plan of attack to secure the most difficult mobility devices that are not compliant with the new standards.

TUESDAY 2/14 (PM) 1:00 p.m. - 4:00 p.m.

THE IMPORTANCE OF COLLABORATION BETWEEN THE CDRS AND MOBILITY DEALER

Presenters: Bryan Garrison, RKT, CDRS and Todd Keanan, RKT, CDRS

This workshop will explain the importance of collaboration between the DRS/CDRS and mobility dealers. The speakers will review the initial responsibilities of the driver rehabilitation specialist, analyze the process of the evaluation, justify selection of equipment for orders, and explain the necessity for collaboration with the mobility dealer to ensure equipment recommended suits the client's needs. This program will define the necessity that the DRS/CDRS and the mobility dealer be mutually involved in the vehicle selection and final fitting of the equipment for success. This workshop is designed to bring more of an understanding of how best practices can improve the safety of the patient and the community.

WEDNESDAY 2/15, 9:00 a.m. - 12:00 p.m.

DRS' INTERVENTIONS TOWARD ENSURING WHEELCHAIR TRANSPORTATION SAFETY

Presenter: Dana Benoit, MSc., OT, CDRS

Although the principles of safety for those travelling while seated in wheelchairs are fairly straight-forward, the application of these principles can be a huge challenge! Positioning cushions, feeding tubes and medical equipment can render the proper positioning of seatbelts a seemingly impossible task. This course will outline Best Practice guidelines toward ensuring wheelchair transportation safety, identify common barriers to the implementation of these guidelines and suggest concrete solutions to help the DRS optimize their clients' safety when faced with less than ideal parameters.

***This course is included as part of your NMEDA Conference registration**

WED-THUR 2/15 - 2/16, 8:00 a.m. - 5:00 p.m.

INTRODUCTION TO DRIVER REHABILITATION

Presenters: Leah Belle, OTR/L, CDI, CDRS and Jenny Nordine, OTR/L, CDRS

This 2-day course is designed for the new driving evaluator. The skills and knowledge needed to establish an adaptive driving program or become a new staff member for an established program will be discussed and shared. How to develop an evaluation and training techniques, introduction to adaptive equipment, documentation and interactions with equipment vendors will be discussed.

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.

REGISTER ONLINE ADED.net | **CALL** 866.672.9466

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

TECHNICAL TRAINING AND HOTEL

BACK BY POPULAR DEMAND!

MULTIPLE MANUFACTURER TECHNICAL TRAINING AT THE 2017 NMEDA CONFERENCE

PRE-REGISTRATION AND APPROVAL REQUIRED. SPACE IS LIMITED!

Cost per technician: \$350.00

Includes admission to the Exhibit Hall & Awards Banquet.

The NMEDA Conference Manufacturer Service School will be an official dealer certification program for BraunAbility, VMI (with Sure Grip), Adapt-Solutions, Drive-Master, MPD and MPS with the same focus and curriculum as each manufacturer's standard factory school - *as well as the added advantage of attending the conference.*

TUESDAY, FEBRUARY 14

8:30 a.m. - 4:30 p.m. BraunAbility and VMI/Sure Grip

WEDNESDAY, FEBRUARY 15

8:30 a.m. - 5:00 p.m. BraunAbility and VMI/Sure Grip

THURSDAY, FEBRUARY 16

8:30 a.m. - 1:00 p.m. Adapt-Solutions, Drive-Master MPD and MPS

At the end of each hands-on class, those who pass the course will be provided with a certificate of completion. The Braun and VMI/Sure Grip courses will be held simultaneously and have limited seating. If your location needs multiple certificates, you will need to send multiple techs to attend each manufacturer.

We hope you take advantage of this beneficial training. It will be a great opportunity to acquire required factory certifications with the added value of attending the NMEDA Conference.

For more information and to register, refer to the accompanying training flyer or visit online at NMEDA.com.



HILTON DAYTONA BEACH OCEANFRONT

100 N. ATLANTIC AVE., DAYTONA BEACH, FL 32118

ROOM RATES AND RESERVATIONS

Single/Double \$174 | Triple \$184 | Quad \$194

(Plus prevailing state and local taxes)

Reservations made after the cut-off date are accepted on a "space available" basis at the resort's prevailing rates.

Make your reservations by: January 12, 2017

386-254-8200 (direct line) | 866-536-8477

RESERVE ONLINE

<http://tinyurl.com/zz57duw>

DATES TO REMEMBER

- NOV 30** Scholarship Deadline
- DEC 30** Sponsorship Deadline
Auction Donation Deadline
- JAN 12** Hotel Reservation Deadline
- FEB 1** Mail-in Registration Ends
- FEB 14** ADED Pre-Con Seminars
- FEB 14 - 16** NMEDA Conference
- FEB 16** Live Auction & Banquet



FOR MORE INFO VISIT
NMEDA.com

BEWARE OF SCAMS!

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

NMEDA CONFERENCE REGISTRATION 2017

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, 2017.

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, 2017**

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>	YES / NO	YES / NO	<i>A-1</i>	<i>\$ 530.00</i>
<input type="text"/>	<input type="text"/>	YES / NO	YES / NO	<input type="text"/>	\$
<input type="text"/>	<input type="text"/>	YES / NO	YES / NO	<input type="text"/>	\$
<input type="text"/>	<input type="text"/>	YES / NO	YES / NO	<input type="text"/>	\$
<input type="text"/>	<input type="text"/>	YES / NO	YES / NO	<input type="text"/>	\$

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 (w/ coupon, see page 6.)	
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 (Please circle day)	
ASSOCIATE MEMBERS ONLY		
1	NMEDA Member TUE WED THUR	\$200.00
2	Non-Member TUE WED THUR	\$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