

Convention Registration Form

Check all that apply (must pre-pay):

Early Bird Discount if registered with deposit before September 6th.

After September 6th — Regular rates apply

- \$500 WRA Member Couple \$300 WRA Member Individual
- \$800 Non-Member Couple \$550 Non-Member Individual

- \$600 WRA Member Couple \$350 WRA Member Individual
- \$105 Golf Tournament - before 9/17 (\$140 after)

**make copies of form for additional registrants*

Registrant Name: _____ Guest Name (if couple) _____

Golfing? yes no Handicap _____ Sponsoring? yes no Sponsorship Level: Platinum-\$400 Gold-\$200 Silver-\$100

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone #: () Fax #: ()

Email: _____

Credit Cards Accepted! Please call with information and ask for Frank Iannuzzi at (323) 728-9500 ext. 222. Mail-In Payment must accompany registration form and mail to: WRA, P.O. Box 910936, Los Angeles, CA 90091-0936. If you have any questions, please contact Frank at (323) 728-9500, Ext. 222, frank@piasc.org or Abel Soto at Ext. 232, abel@piasc.org.

11th Annual Robert E. Burns "Scramble" Golf Tournament

Riverwalk Golf Course
1150 Fashion Valley Rd.
San Diego, CA

Come and join us for a friendly round of golf with your peers. Arrangements have been made at the beautiful Riverwalk Golf Course. This is a "soft-spike" golf course with casual golf attire required.

Tom Elliott will chair this event and will do the pairings. All handicap and non-handicap players are invited.

Reservations and payment must be made by September 17, 2010. No refunds after this date! Please note there will be a discounted rate for golfers if you register on or before September 17, 2010, the early registration fee is \$105, after September 17 the fee will be \$140.

Register today – We only have spots for 24 golfers with reservation on a 1st come, 1st served basis.

*If you insist on forming your own golf foursome in a scramble format we reserve the right to handicap your team so all teams have an equal chance of winning.

Rental clubs are available for \$50.00 per set.

Please note if you only sign up for golf and not the convention you will be charged an additional \$50.00 surcharge for the tournament.

Over the years the one key element to the success of WRA's golf tournaments has been the "hole" sponsorships generously provided for by our associate members of the association. Once again we are asking for your help in making WRA's 10th Annual Robert E. Burns Annual Scramble Golf Tournament a success.

The following are a series of sponsorship levels for your consideration and potential participation:

Platinum: \$400.00

Sponsor three holes; signage to include your Company Name at the tee box and includes one free registration to the tournament.

Gold: \$200.00

Sponsor two holes; signage to include your Company Name at the tee box and includes one free registration to the tournament.

Silver: \$100.00

Sponsor a closest-to-pin hole or a long drive with appropriate signage at the tee box.

If you are interested, please contact Frank Iannuzzi at frank@piasc.org or call (323) 728-9500, Ext. 222.

WRA

60th Annual Convention Sept. 30 - Oct. 3, 2010

Catamaran Resort Hotel & Spa
3999 Mission Blvd.
San Diego, CA



Corporate Sponsors

Canon

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CONVENTION AGENDA

Thursday, September 30, 2010

Robert E. Burns 11th Annual Scramble Golf Tournament*
*Separate fee will be charged for Golf Tournament Players

Riverwalk Golf Course
1150 Fashion Valley Rd.
San Diego, CA

Registration: 8:00 am
First Tee-Off: 8:30 am

Convention Registration: 5:30 pm

Welcoming Cocktail Party 6:00 pm – 8:00 pm

Friday, October 1, 2010

Convention Registration Resumes 8:30 am

Continental Breakfast 8:30 am

Business Session 9:30 am

Panel Discussion: Why BIM... From an End Users Perspective! Why Reprographers need to be on top of this technology?

2010 Vendor Forum & Hosted Reception

Vendor Forum Setup 12:00 noon
Vendor Forum Seminars 2:30 – 5:00 pm
Vendor Forum Exhibit 5:00 – 8:00 pm
Hosted Reception 6:00 – 8:00 pm

Saturday, October 2, 2010

Continental Breakfast 8:00 am

Installation of 2010-2011 WRA Board of Directors 9:00 am

IRgA President's Report

Business Session #1 9:45 am
Past Presidents Panel Discussion –“Then and Now?”

Business Session #2 11:00 am
Roundtable Discussion: What's On Your Mind?

Theme Event: "Beach" Party

Sunday, October 3, 2010

Free Day

PROGRAMS AND SPEAKERS

FRIDAY BUSINESS PANEL DISCUSSION 9:30 – 11:30 AM

Panel Discussion: Why BIM... From an End Users Perspective! Why Reprographers need to be on top of this technology?

This panel discussion will feature representatives from the architectural, construction and engineering trades making their case for the use of BIM...the Why of BIM and what are its advantages to the end user of this technology. Also being discussed is the WHY of BIM for reprographics industry...why we need to be on top of this technology and how is it going to affect our business and relationships with our clients. At the conclusion of the panelists remarks...be prepared to participate in the open discussion which follows. This is a perfect opportunity for you to better understand what your clients are ultimately looking for from their vendor...YOU!

FRIDAY VENDOR FORUM SEMINARS

Beginning at 2:30 pm each of the vendors participating in the 2010 Vendor Forum will be invited to spend up to 15 minutes in discussing with the members present any issue that they feel would be relevant to those in attendance. Discussion could include information on new technologies, potential new markets, where they see their place in the marketplace, etc. Don't forget that those regular members in attendance vendor presentations will be eligible for a cash drawing at the conclusion of the presentations.

SATURDAY BUSINESS PROGRAMS

Business Session I 9:45 am

Past President's Panel Discussion: Then and Now? An individual review of changes affecting their business and what they hope (see) for the future!

While the economic downturn has impacted us all resulting in reduced revenues and profits, each of us have handled this situation differently and in some cases it has been the direct result of where we are located and what is the "core business" of our existing clients. For many the focus of our attention has been the downsizing of our workforce and the emphasis on cost reductions. For others it has been the reduction capital expenditures and holding off from upgrading existing technologies or buying new technologies. The total focus of this discussion will be the sharing of experiences, the sharing of ideas, and the sharing of future expectations...the Then and Now!

Business Session II 11:00 am

What's on Your Mind? Moderator: Don Bitterman

This open discussion format encourages all participants to ask questions and share information on topics and issues that are important to you and your business. At last year's session the question of "Charging for Digital Services" came up and was the subject of much debate. During this session the results of the "Digital Survey" will be distributed and open to continued discussion from last year. This is a golden opportunity for all participants to raise a question, make a comment, or state an opinion...so come prepared.

President's Message:

On behalf of your Board of Directors, I want to invite you to WRA's 60th Annual Convention being held at the beautiful Catamaran Resort Hotel & Spa in San Diego, California. The Board has put together three outstanding business sessions to include a panel discussion by individuals from the architectural, engineering and builder industries s discussing Why BIM...and why reprographers need to be on top of this new technology. Another panel of past WRA presidents are going to discuss "Then...and Now!" Their reflection of the dramatic changes affecting our industry. And once again we will be holding our Friday evening Vendor Forum which is an opportunity for you to mingle with your key vendors in a relaxed format.



And of course don't forget our social events beginning with the 11th annual Robert Burns "Scramble" Golf Tournament, the President's reception, and a Saturday evening "Beach" party. All of these activities will surely make our 60th annual convention a memorable one.

Look forward to seeing you in San Diego.

Sincerely,
Don Bitterman

HOTEL INFO

Room Accommodations Descriptions:

Negotiated room rates are \$159.00 Single/Double occupancy plus appropriate taxes. For room reservations call the Catamaran at (800) 422-8386 and tell them you are with the WRA. Cut off date for discounted rooms is August 30, 2010.