



2012 ALA Hawaii Conference
“Honoring our families”.
August 21-23, 2012
Honolulu, Hawaii

Aloha and welcome to the 16th Annual American Logistics Association Hawaii Conference. This year is special as we honor Senator Daniel K. Akaka as he retires from office. A strong advocate for the quality of life benefits for our servicemen and women and providing opportunities for local businesses, we are honored to have him join us on August 23, 2012 as we look back on how this all started and where we are headed. Together with the generous sponsorships, we are humbled to “honor our families” together with the Armed Services YMCA of Honolulu and the Wounded Warriors Program in Hawaii.

In addition, together with the support of our congressional delegation and military business partners, local businesses in Hawaii are provided the opportunity to present their products or services in our food show for consideration to be sold in Hawaii and around the world. Over 80 local companies will showcase the taste and unique products of Hawaii.

Our conference also provides the perfect opportunity for attendees to meet with key personnel within the industry to review past and current businesses performances and how we can continue to grow the business locally, nationally and internationally, all in an effort to continue to serve those who sacrifice their lives everyday for our freedom.

This year we are honored to have “key” representatives from Hawaii’s Congressional Delegation, Defense Commissary Agency (DeCA), Army and Air Force Exchange (AAFES), Navy Exchange (NEXCOM), Marine Corps Exchange (MCCS), American Logistics Association and local /national distributors, brokers, manufacturers and wholesalers.

On behalf of the American Logistics Association, we look forward to seeing you at this year’s event. If you need more information, please feel free to email me at sharonzambofan@hawaii.rr.com.

Mahalo Nui Loa,

Sharon Zambo-Fan, Chairwoman

2012 ALA / DeCA Hawaii Conference

Tuesday, August 21, 2012

| | |
|-----------------|--|
| 7:00am – 8:00am | Registration / Continental Breakfast Mauna Kea Ballroom |
| 8:00am - 8:10am | Opening Ceremonies (Posting of colors / National Anthem) |

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| 8:10am - 8:15am | Welcome Address Mr. Pat Nixon, President ALA National |
| 8:15am – 8:45am | Speakers – Welcome (Hawaii Congressional Delegation - invited) |
| 8:45am – 9:15am | Sponsorship Presentations |
| 9:15am – 9:30am | Coffee Break |
| 9:30am – 10:15am | Howard Discus, KGMB Business Reporter |
| 10:15am – 11:00am | Remarks by: Defense Commissary Agency, Navy Exchange Hawaii, AAFES Hawaii |
| 11:00am – 12:00pm | Today's Military Shopper dynamics in Hawaii. |
| 12:00pm – 1:30pm | Networking Lunch |
| 1:30pm | Ending Remarks |
| 4:30pm – 6:00pm | ALA Sponsor Reception – Prince Suite 33 rd Floor – By Invitation Only *****OPEN EVENING***** |

Wednesday, August 22, 2012

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|-----------------|--|
| 7:00am – 8:00am | VIP Reception for Guest– Hakone |
| 8:00am -8:30 am | Opening Ceremonies Foyer – Official untying of Maile Lei |
| 8:00am – 2:30pm | Local Vendor Food Show – All attendees and guests welcome. (Please note that you must have a badge to enter the show.) |
| 2:30pm – 5:30pm | DeCA Buyers Review – Boardroom (Closed) |
| | *****OPEN EVENING***** |

Thursday, August 23, 2012

7:00am - 8:00am

Breakfast - Hawaiian style
Mauna Kea Ballroom

8:00am - 8:15am

Opening Remarks
Pat Nixon – ALA National, President

8:15am - 9:30am

Consumer – Commissary Trends – An overall view with emphasis on the Hawaii Commissary Shopper!
Presented by WEBCO General Partnership

9:30am – 9:45am

Coffee Break

9:45am –10:15am

Mr. Keith Hagenbuch
Executive Director, Store Operations Group
Defense Commissary Agency

10:15am -10:45am

Mr. David Carey
Area Director, Pacific Theater
Defense Commissary Agency

10:45am – 11:15am

Mr. Brad McMinn
Zone Manager (13) Hawaii
Defense Commissary Agency

11:15am – 12:00pm

Presentations

- Best Booth
- Most Creative
- The Snapple Group – Harley Presentation

12:00pm

Conclude Morning Session - Announcements

5:00pm -6:00pm

Cocktail Reception / No Host Cocktails
Mauna Kea Ballroom Foyer

6:00pm –7:15pm

Dinner – Mauna Kea Ballroom

7:15pm -8:45pm

A Tribute to Hawaii's Senator Daniel K. Akaka
"A look back to the partnership with ALA over the years"
Special Presentations – Armed Services YMCA Hawaii Branch / Wounded Warriors

8:45pm

Mahalo Nui Loa!



2012 ALA Hawaii Conference REGISTRATION FORM

Name: _____ Company: _____

Address: _____ City: _____ State: _____ Zipcode: _____

Email: _____ Phone: _____

Registration Fees: (Breakfast Meetings Local Vendor Food Show and Dinner Banquet)

- \$125.00 – Government (Commissary and Exchanges)
- \$450.00 – Industry (Registrations May 1, 2012 – July 15, 2012)
- \$500.00 – Industry (Registrations after July 15, 2012)

Guest Ticket Purchase

\$75.00 – Dinner Banquet Name of Guest: _____

Payment Information:

Check – Please make your check (payable in US dollars) to and mail by priority mail to: American Logistics Association, 1133 15th Street, NW, Suite 640, Washington, DC, 20005 Fax:202-785-3826

Credit Card – Please complete the following information:

American Express MasterCard Visa Discover Card

Signature

Credit Card Number

Expiration Date

(By signing this, you are giving ALA the authority to charge this credit card for the amount indicated above.)

**Fax completed forms to 202-296-4419
or email to registration@ala-national.org**



2012 ALA Hawaii Conference HOTEL INFORMATION

Hotel / Room Reservation:

Hawaii Prince Hotel
100 Holomoana Street
Honolulu, Hawaii 96815
Toll Free (800) 321-6248
Direct (808) 956-1111
Email: reservations@princehawaii.com

A one (1) night deposit will be required at the time of booking. Please mention the group event:
American Logistics Association / DeCA Hawaii Conference

DEADLINE FOR GROUP RATES JULY 15, 2012

Rates:

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|-------------------|----------|
| Run of Ocean | \$169.00 |
| Kamaaina Rate* | \$169.00 |
| One Bedroom Suite | \$295.00 |
| Two Bedroom Suite | \$440.00 |

*Proof of Hawaii ID will be required upon check-in

- The above rates are net and are subject to hotel room tax of 9.25% and state tax of 4.712%.
- Rates are guaranteed for three (3) days prior and three (3) days after the program dates, based on space availability at time of booking.
- Check in is 3:00pm. Check out time is 12:00 noon.
- Due to Hawaii State laws, smoking rooms are on request and subject to availability at check-in.
- Self parking for overnight guests is \$15.00+ tax per day. Valet parking is \$21.00+tax per day.
- Hawaii Prince Golf Course – extends a rate of \$85.00 + tax for all ALA members as well as advance golf tee times.