



April 4 to  
April 6, 2019

**HOTEL**

The Arlington Resort  
Hotel & Spa  
239 Central Avenue  
Hot Springs, AR 71901  
501.623.7771

EASA rate is **\$135 single**  
or **\$145 double** including a  
full breakfast

**Don't miss this great  
rate for the middle of  
horse racing season! Be  
sure to reserve your  
room now. Deadline is:  
MARCH 11, 2019**



**Please Join us in Hot Springs, AR**

Yes folks...winter is almost over and it's time to start thinking about our next chapter convention. We haven't been back to Hot Springs for a long time, so this meeting promises to be a great one.

Your Southwestern Chapter Board of Directors is excited to invite you all to Hot Springs. They hope that the valuable and educational business workshop we are sponsoring will bring strength and growth to your business. Coupled with social outings and relaxation time, our itinerary will have something for everyone and will give you a meeting that you'll remember as a very worthwhile investment of your time.

*The venue for our meeting is the most prominent building in the heart of historic downtown Hot Springs. It is an American treasure and has hosted hundreds of colorful balls and social events since 1875. Actors, athletes, politicians, prominent citizens and even gangsters have graced her doors...bathed in her Bath House...danced to her music and enjoyed the splendor and charm of her stately air. Since the current building is over 100 years old, she has all of the history and ambiance of a traditional, grand old Southern hotel. It offers full spa service and the Thermal Bath House, two restaurants, and a cozy lobby bar with live music. And with its prime location in the heart of historic downtown, art galleries, unique restaurants, charming antique and specialty shops and great entertainment are just steps away. **Dress will be business casual***

So what are you waiting for? Your registration form is on page 4.

**Please don't delay...our meeting is right in the middle of the horse racing season and rooms will sell out quickly.**

**Secure your rooms NOW . You can cancel later if your plans change.**

**VENDORS**

We invite you to join us in Hot Springs as an attendee or as a sponsor. Sponsors will be entitled to a display table at the Welcome Reception and Sponsor Table Tops on Thursday evening. Sponsorships are available to Southwestern Chapter Affiliate members for \$455/\$430 which includes a full registration for one attendee from your company. Tickets can be purchased for your extra folks coming to the Reception only.

# SCHEDULE

Please check your registration pack for the exact times and locations

## Wednesday, April 3, 2019

Early arrivals. Pick up registration packets in hotel lobby.

## Thursday, April 4, 2019

7:00am **Optional activity: Golf** at Isabella Golf Course The Isabella consistently receives high rankings. It is a 27-hole complex featuring three unique nine-hole rotations – Nina, Pinta and Santa Maria. The course has wider fairways and generous driving areas with enough twists, turns and elevation changes to keep your game interesting. It's a player-friendly course in Hot Springs Village that's fun for the avid golfer as well as the beginner. Hot Springs Village stretches across 26,000 acres of the Ouachita Mountains with breathtaking vistas, lush forest and sparkling lakes. The beauty of the area makes a lasting impression. Meet In lobby at 7am and car pool. \$80 for golf and cart rental (lunch separate).



9:45am-noon **Optional activity:** We will visit the Arkansas Alligator Farm and Petting Zoo for an opportunity to feel like a kid again (*we all need that sometimes*). Hold a baby alligator, feed and pet miniature goats and see wolves, mountain lions, monkeys, raccoons and more up close and personal. Join us for some good relaxing fun. We can also go as a group to lunch afterwards. \$9 for the alligator farm.



All day Meeting Registration - pick up packets in the lobby

2:30pm-5:00pm Board of Directors Meeting

6:30pm-8:30pm Our Opening Welcome reception with Sponsor Table Top displays. Hosted bar and hors d'oeuvres. Cash prizes and drawings. ALL WELCOME!



9:00pm Hospitality Suite

## Friday, April 5, 2019

Morning **Business Building Professional Workshop "Ruthless Consistency" - Part 1. Aligning your organization to win, or else! Presented by Michael J. Canic President, Making Strategy Happen.**



Michael speaks exclusively to his expertise. He customizes each speaking engagement and will address the specific challenges and opportunities faced by EASA companies. Challenges and opportunities that could include: how to turn strategy into reality, how to make sure your change efforts truly result in change, how to engage your people's hearts as well as their heads, and how to embody the right commitment. Whether you want to emphasize the role of leadership, team engagement, organizational change, or any other topic, Michael brings vast experience, concrete examples, original thinking, and ready-to-apply concepts, models and processes. He will leave you equipped and inspired to take your personal growth and your business to the next level. *Since this professional workshop is geared to business AND personal growth, vendors are welcome to attend.*

Morning **Spouse/Guest "Morning of Beauty"** Our group will be treated to Paris "Marina" facials in the "group party room" of the Salon with mimosas, bloody Marys, iced tea, refreshments, relaxation and fun.

Facials from Reme Laure of Paris exclusively are designed to reduce the signs of aging, to soothe and calm the skin, and to relax your muscles, mind and body. They include a deep cleansing, exfoliation, hydrating massage, steamed towels, masque and moisturizer. Hand massage with heated mittens are also included.



Afternoon

**Get away for a fun afternoon at Oaklawn Race Track and Casino  
Enjoy a buffet lunch and afternoon at the Horse Races.**

Oaklawn Racing & Gaming has been one of the premiere Thoroughbred racetracks in the country since 1904, best known as home of the \$1 million Arkansas Derby.



Today, Oaklawn also offers a full house of fun and excitement day and night, all year long. Oaklawn was ranked #5 of all thoroughbred racetracks in North America by the Horseplayers Association of North America.

Evening

**Group dinner at the Arlington with entertainment.**

*The Arlington's famous "all you can eat" seafood buffet (yes, there is a variety of non-seafood items, salads, desserts etc.)*

Night

Hospitality Suite

## Saturday, April 6, 2019

Morning

**Business Building Professional Workshop—"Ruthless Consistency" - Part 2.  
Aligning your organization to win, or else!  
Presented by Michael J. Canic—President, Making Strategy Happen.**

**Note:** *Since this is a day long professional workshop, we have split it into two morning sessions.*

**Spouses:** *Open time for YOUR CHOICE of activity.*

1. *Explore a wonderful variety of delightful specialty shops, art galleries, antiques and historical bathhouses around the Arlington.*

2. *Take a "Duck" tour around Hot Springs (departs right across the street).*

3. *Visit Arlington's Thermal Bathhouse for a variety of therapeutic treatments including: Hydrotherapy, mineral water baths, sauna, body scrubs, body wraps, massage therapy etc. Tel: 501-609-2514. **Note: you will definitely need to book ahead.***  
<https://www.arlingtonhotel.com/wp-content/uploads/2018/10/Bath-House-Oct2018-1.pdf>.

4. *Return to the Arlington's full service Beauty and facial salon for a variety of skin and body treatments. Tel: 501-609-2587. **Call for an appointment ASAP***  
<https://www.arlingtonhotel.com/wpcontent/uploads/2018/05/Salon-Brochure-JUL18.pdf>

4. *Visit the Josephine Tussaud Wax Museum or the Gangster Museum (within a block).*

Noon

*General Business meeting and farewell luncheon for members AND spouses/guests.*

2pm

Departure

**Note:** *If you are staying over Saturday night we can highly recommend the Maxwell Blade Theater of Magic ([www.maxwellblade.com](http://www.maxwellblade.com)) or the Patsy Cline Tribute show at the Five Star Dinner Theater ([www.thefivestarter.com](http://www.thefivestarter.com)). Reservations will be required ASAP.*

## Travel information:

*Little Rock, AR is the closest major airport serving Hot Springs. However, if you are in North Texas and enjoy the fun experience of flying in a small aircraft with 9 seats (Cessna Caravan, Grand Caravan, or Piper Chieftain), Hot Springs has a small airport serviced out of DFW by Southern Airways Express. They also offer a free shuttle from DFW terminals to their terminal at the North entrance. Check them out at [iflysouthern.com](http://iflysouthern.com).*



# EASA Southwestern Chapter Spring, 2019 Convention Registration

Please fill out this form completely and mail with your **check** (no credit cards) payable to:

EASA Southwestern Chapter  
99 Navarre Road, Rochester, NY 14621

Or pay your total at [www.paypal.me/EASAsouthwest](http://www.paypal.me/EASAsouthwest) and e-mail this form to [info@easasouthwest.com](mailto:info@easasouthwest.com).

**NOTE: ALL MEETING REGISTRATIONS ARE DUE NO LATER THAN MARCH 18**

## FULL CONVENTION REGISTRATION

Members, spouses, affiliates, vendors (not sponsors), guests.....\$235 per person\*\*

**\*\*DEDUCT \$20 PER PERSON IF POSTMARKED ON OR BEFORE MARCH 11.**

**Sponsors:** A sponsorship is \$455 net. It includes one **full** meeting registration and a table top display at the Welcome reception. Please check here if you'd like to sponsor \_\_\_\_\_. If you're bringing an extra person for the Reception only, please enter their name(s) here \_\_\_\_\_ and add \$85 each.

**Note: SPONSOR EARLY BIRD DISCOUNT. Deduct \$25 per company if postmarked/paid before March 11.**

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The following events are included in a full registration. To help us have adequate space, save cost and reduce waste, please only check off the events you WILL DEFINITELY ATTEND

### Thursday, April 4

\_\_\_\_ Welcome Reception & Table-Tops Display

### Friday, April 5:

\_\_\_\_ Member's Professional Workshop—Ruthless Consistency (session #1)      \_\_\_\_ Guests/Spouses "Morning of Beauty"  
**(FIRM RSVPs please)**

\_\_\_\_ All—Lunch and Afternoon at the Races—**FIRM RSVPs please.**

\_\_\_\_ Group dinner at the Arlington with entertainment

### Saturday, April 6

\_\_\_\_ Member's Professional Workshop (session #2)      \_\_\_\_ General Business Meeting and farewell lunch.  
(Affiliates and spouses are welcome)

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## OPTIONAL ACTIVITIES:

Thursday: Golf \_\_\_\_ Please add \$80 each. Handicap? \_\_\_\_      Alligator Farm \_\_\_\_ Please add \$8 each.

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Member: \_\_\_\_\_ Spouse/Guest:(if attending) \_\_\_\_\_

Company: \_\_\_\_\_ City: \_\_\_\_\_ St: \_\_\_\_\_

Your email (needed for confirmation): \_\_\_\_\_ Tel: \_\_\_\_\_

**YOUR HOTEL RESERVATIONS ARE DUE NO LATER THAN March 11**  
**EASA RATE IS \$135 single/\$145 double – call 501-623-7771 for reservations**

Questions or individual event pricing? Contact Diane Werling via e-mail at [info@easasouthwest.com](mailto:info@easasouthwest.com) or call 214.783.2372