



2012 Executive Leadership Conference

Vail, Colorado

January 22 – 25, 2012

REASONS TO ATTEND

Education: Three days of in-depth educational sessions! The ELC features some of the most highly-ranked education programs in the SIGMA year-long calendar. Come listen as your peers share some of their business strategy for 2012 – they'll discuss new ideas, things they'll be doing differently, and thoughts on upcoming challenges that will affect the way you do business.

We are lining up top-notch education sessions and are very excited to announce that Lynn Westfall and Nancy Yamaguchi will participate in separate industry update sessions. These are two fantastic speakers—you will not want to miss the opportunity to hear their expert views on the state of the oil and gas industry in the United States.

Other education sessions include:

- The Top Ten Elements Overlooked in an Acquisition
- Update on Electric Plug-In Infrastructure
- Profile of a Kingpin Dealer
- Executive Marketer Panel
- Next Gen Panel: Lessons Learned from Joining the Family Enterprise
- Optimizing Your Business Processes For the Future--Start with Strategy!

Marketer Contacts: Meet some of the savviest marketers in the business!

Supplier Contacts: Browse a tradeshow of key exhibiting companies, set up in a relaxed environment!

Family Networking: An excellent venue for the next generation in your company to start developing a network of contacts that will be valuable throughout their lifetimes. There is something to do for everyone in every age group, and many things to do together!

Vail: Like Nothing on Earth! Vail has three distinct areas, each with their own features and fortes, seven bowls, and 5,289 acres of free ride terrain. Not a skier? Not to worry, we have several fun tours planned, including snowmobiling and dog sledding. Vail also has hundreds of shops, from boutiques, to outdoor gear, to art galleries. Find the perfect pair of boots, or the perfect painting, it's up to you!

Getting There

From the **Denver airport (DEN)**: Take I-70 West, approximately 130 miles to Exit 176. Follow the first roundabout under the bridge, then follow the signs to Lionshead. Turn right on South Frontage Road. Turn left onto West Lionshead Circle. Resort will be on your right.

From the **Vail/Eagle County Airport (EGE)**: Take I-70 East for 30 miles to exit 176. Turn right on South Frontage Road. Turn left on West Lionshead Circle. The resort will be on your right.

Car Rentals:

SIGMA has negotiated special discounts with Hertz for car rentals. The Hertz Group rental number for all SIGMA meetings in 2012 is CV# 03C80007. Advance reservations are recommended, as cars are subject to availability. Rates are based on round trip rentals and are guaranteed from one week prior through one week after the meeting dates. The toll-free number for Hertz Reservations is 1-800-654-2240, or you can reserve your car online at www.hertz.com.



Parking: The Vail Marriott Mountain Resort is a valet only property. SIGMA attendees receive a discounted valet rate of \$28.00 per day plus gratuity with in-and-out privileges. There is no self-parking on the hotel premises, but there is self-parking in Lionshead Village (about a five minute walk to the hotel). Self-parking in Lion's Head Village is also \$28 per day.

Colorado Mountain Express - www.ridecme.com or 800-525-6363; From Vail/Eagle County airport - \$51 USD (one way). From Denver - \$92 USD (one way).

ACCOMMODATIONS

Nestled at the base of Vail Mountain and conveniently located just a three minute walk to the gondola; Vail Marriott is the ideal lodging for daredevils, daydreamers or those seeking a little adventure. Offering resort hotel hospitality at the height of perfection, Vail Marriott is a destination for all who seek magnificence in their environment. The natural beauty that surrounds the hotel has effortlessly been incorporated into the charm and elegance of its European Chateau feel including rich wood architecture, cozy rooms, and two heated pools.



Vail Marriott Mountain Resort & Spa

715 West Lionshead Circle
Vail, CO 81657
Reservations Phone: 1-800-648-0720
Reservations Fax: 1-970-479-6956
Local: 1-970-476-4444

Golden Leaf Spa at the Vail Marriott Mountain Resort & Spa

Phone: 1-970-479-5004

The Golden Leaf Spa offers a variety of beauty and therapeutic regimes for men and women of all ages. Relax. Rejuvenate. Invigorate. Their licensed and educated team of professionals will expertly personalize every guest's

therapeutic needs. Take advantage of the spa amenities including a 24 hour fully equipped fitness center; heated pools; whirlpools, and a steam room privately housed in each locker facility. Private treatments include: body scrub, body wrap, facial treatments, foot baths, manicures/pedicures, massages, paraffin hand treatments, therapy baths and waxing. An appointment is required for private treatments.