

County Recorders' Association of California 104th Annual Conference Hilton San Diego Resort & Spa, San Diego, CA September 3-5, 2014

Exhibitor Registration & Sponsorship

Preserving the Past and Ensuring the Future





2014-2015 BOARD OF DIRECTORS

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Document Reference Manual DAVID VALENZUELA

Transfer Tax

JOHN TUTEUR Audit

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Conference Time and Place

CAROL D. SUTHERLAND County Recorders' Directory

REBECCA MARTINEZ

Statistical Report

VAL WOOD

Marshal

KEN BLAKEMORE

County Recorders' Association of California 104th Annual Conference

Preserving the Past and Ensuring the Future

Dear Exhibitor,

You are cordially invited to the 2014 Annual Conference for the County Recorders' Association of California. We are honored to host this year's event. We are sure you will find this conference to be educational, interesting, and beneficial. This year's conference will take place from September 3-5, and will be held at the Hilton San Diego Resort & Spa overlooking beautiful Mission Bay. Your participation will give you the opportunity to network with County Recorders and their staff from counties throughout California.

The theme for the conference is *Preserving the Past and Ensuring the Future.* As an exhibitor, you play a vital role in the conference by keeping the counties informed of the latest innovations and technologies your business has to offer. You will have the opportunity to educate our members on the products, systems and solutions your company can provide, which will assist California Recorders in performing the duties of our offices.

We are including an exhibitor registration packet with this email which outlines the event, registration fees and details of your participation. In addition to exhibiting, you can also become a conference sponsor—sponsorship offers exhibitors special recognition throughout the conference. You are encouraged to join in as many events and take advantage of this unique networking experience such as golfing on Coronado Island; the President's Reception and tours through our historical County Administration Center and new Waterfront Park; the President's Banquet; and the farewell Breakfast Buffet.

Please complete the included application and return it with your payment no later than June 30, 2014. If you have questions on sponsorship opportunities or exhibiting at this event, please contact either Sandra Banaga (phone: 619-531-5552; email: sandra.banaga@sdcounty.ca.gov) or Nicole Del Toro (phone: 619-685-2498; email: nicole.deltoro@sdcounty.ca.gov).

We look forward to seeing you at the conference!

The CRAC 2014 Conference Team

County Recorders' Association of California

104th Annual Conference, September 3-5, 2014 County of San Diego, Hilton San Diego Resort & Spa

Exhibitor Information Sheet

DATES TO NOTE:

Registration and check due to ensure space
 Late fee of \$100 added for registration received
 Last day to cancel for partial refund, minus \$100

Hotel deadline for group rate, based on availability in room block

❖ Golf at Coronado❖ Conference Dates❖ Exhibit Setup

* Exhibit Breakdown

August 3, 2014 September 2, 2014 September 3-5, 2014 September 3-2014 1:0

Iune 30, 2014

July 1, 2014

July 31, 2014

September 3, 2014 1:00 – 5:00 p.m. September 5, 2014 12:00 p.m.

HOTEL LOCATION:

The Hilton San Diego Resort & Spa 1775 East Mission Bay Dr. San Diego, CA 92109

Phone Number: (619) 276-4010

Website: http://www.sandiegohilton.com/

RESERVATIONS:

The Hilton San Diego Resort & Spa will host this year's conference. Room rates within the group block are \$125 and reservations can be made directly with the Hilton San Diego Resort & Spa's reservation office at 877-313-6645. When making reservations, please reference CRAC 2014 Annual Conference and be sure to make reservations by **August 3, 2014** to receive group rates. The group rates are based on availability in the room block. Only those reservations made directly with the Resort will be credited to the overall group guestroom block and utilization. If you do not check in or cancel your reservation less than forty-eight (48) hours prior to arrival, you are subject to a cancellation fee of one night's room and tax. If you depart before your confirmed departure date, you will be charged \$75 per room at the time of check-out. Once the group block is full, guest rooms may be booked at the current hotel rate, based on availability.

REGISTRATION INCLUDES:

One Exhibitor staff registration, Exhibitor Booth, Half Page Advertisement in Program (see attachment), Transportation to Tour of the Recorder/County Clerk's office, Meals: Dinner Wednesday, continental breakfast and dinner Thursday, and breakfast Friday. Attendance to dinners as well as the breakfast on Friday must be indicated on the registration form. Please complete the enclosed Exhibitor registration form and return it by June 30, 2014 for Early Bird discount. While we expect to have adequate room accommodate all exhibitors, your early registration will guarantee your space. Along with your check and registration forms, please email a short biography of your company to Sandra Banaga so that we may include it in the conference booklet. Limit your description to 1/3 page maximum including any scanable logo. Attach separate pages as necessary. A complete listing of all attendees will be provided to each exhibitor approximately three weeks prior to the conference.

SECURITY:

There will be no security provided for the exhibit area.

EXHIBITOR RECEPTIONS/HOSPITALITY SUITES, ETC.:

To make arrangements, please contact Kelly LaCrone at (619)275-8919.

PARKING and TRANSPORTATION

Parking at the hotel overnight will be 50% of the current hotel parking fee. For transportation information, see page 10.

DRAWINGS: There will be an Exhibit Hall Passport Contest encouraging attendees to visit all displaying Exhibitors throughout the conference. If you wish to participate, please provide a token gift (at a minimum of \$20, gift cards are a great idea) for the giveaway drawing. This is not to replace any Exhibitor prize drawings that you may have planned. All prize drawings will be during Exhibitor visiting time on Friday morning.

In the email attachment, please provide a brief description of your product/company for inclusion in the final agenda given to each person in attendance.



County Recorders' Association of California 104th Annual Conference, September 3-5, 2014

County of San Diego, Hilton San Diego Resort & Spa

Primary Exhibitor Registration Form

Please use one registration form per person

Organization Title:				
Full Name				
Title		Preferred Name for Badge		
Phone		Email		
Address				
Please help us plan for a successful confe	erence by indica	nting your event attendance below.		
Tuesday, September 2, 2014 1:00 p.m.	Golf		Coronad	o Island
Wednesday, September 3, 2014 3:30 p.m. – 5:00 p.m.	Tour of San Di	ego County Recorder/Clerk's Office	County A	Administration Center
Wednesday, September 3, 2014 5:00 p.m. – 7:00 p.m.	President's Re	ception	CAC Wat	terfront Park
Thursday, September 4, 2014 7:00 p.m. – 10:00 p.m.	President's Ba	nquet (see below for entrées)	Hilton Sa	an Diego Resort & Spa
Friday, September 5, 2014 7:00 a.m. – 8:30 a.m.	Breakfast Buff	et	Hilton Sa	an Diego Resort & Spa
President's Reception Transportation, September 3, 2014: Buses will be provided to the County Administration Center and back to the hotel. Please check one option below: I will need transportation I am driving and will need a parking pass for the County Administration Center I plan to attend, but do not need transportation or a parking pass				
If you are attending the President's Banquet on Thursday, September 4, 2014, please mark your entrée choice below:				
Slow Roast of Beef Fontina cheese and roasted garlic, whipped potatoes with asparagus and a port wine-rosemary reduction Fillet of Salmon Haricot vert bundle, champagne sauce and ragu of potatoes, garlic, kalamata olives and thyme Chicken Stuffed with roasted peppers and cheese, asparagus, thyme roasted potatoes, balsamic reduction Grilled Vegetable Napoleon Fresh vegetables, zucchini, yellow squash, red pepper, eggplant marinated and grilled, stacked and served with melted provolone cheese, puff pastry and roasted tomato port wine sauce				
Amount due for Exhibitor Registrant			Cost	Total
Exhibitor Registration (Includes one Exhibitor R	xhibitor staff regi	istration)	\$1,000	\$
Golf Event			\$90	\$
Late fee if postmarked on or after July 1, 2014			\$100	\$
Total Amount Due				\$

Registration and check due by June 30, 2014 Make checks payable to: CRAC Annual Conference 2014 Attention: CRAC Annual Conference Registration San Diego County Assessor/Recorder/County Clerk 1600 Pacific Highway, Suite 260 San Diego, CA 92101



County Recorders' Association of California 104th Annual Conference, September 3-5, 2014

County of San Diego, Hilton San Diego Resort & Spa

Additional Exhibitor/Guest Registration Form Please use one registration form per person

Organization Title:		Organization Title:			
Full Name					
I am a(n) Exhibitor Guest		Preferred Name for Badge			
Phone		Email			
Address					
Please help us plan for a successful confe	rence by indica	iting your event attendance below.			
Tuesday, September 2, 2014 1:00 p.m.	Golf		Coronado	o Island	
Wednesday, September 3, 2014 3:30 p.m. – 5:00 p.m.	Tour of San Di	ego County Recorder/Clerk's Office	County A	dministration Center	
Wednesday, September 3, 2014 5:00 p.m. – 7:00 p.m.	President's Re	eception	CAC Wat	erfront Park	
Thursday, September 4, 2014 7:00 p.m. – 10:00 p.m.	President's Ba	inquet (see below for entrées)	Hilton Sa	n Diego Resort & Spa	
Friday, September 5, 2014 7:00 a.m. – 8:30 a.m.	Breakfast Buffet Hilton San Diego Resort & Spa			n Diego Resort & Spa	
tour at the County Administration Center on Wednesday, September 3. If you would like to take advantage of this, indicate here. I will need transportation I am driving and will need a parking pass for the County Administration Center I plan to attend, but do not need transportation or a parking pass					
If you are attending the President's Banquet on Thursday, September 4, 2014, please mark your entrée choice below:					
Slow Roast of Beef Fontina cheese and roasted garlic, whipped potatoes with asparagus and a port wine-rosemary reduction Fillet of Salmon Haricot vert bundle, champagne sauce and ragu of potatoes, garlic, kalamata olives and thyme Chicken Stuffed with roasted peppers and cheese, asparagus, thyme roasted potatoes, balsamic reduction Grilled Vegetable Napoleon Fresh vegetables, zucchini, yellow squash, red pepper, eggplant marinated and grilled, stacked and served with melted provolone cheese, puff pastry and roasted tomato port wine sauce					
Amount due for Additional Registrant			Cost	Total	
Additional Person Registration			\$250	\$	
Golf Event			\$90	\$	
Late fee if postmarked on or after July 1, 2014			\$100	\$	
Total Amount Due				\$	

Registration and check due by June 30, 2014 Make checks payable to: CRAC Annual Conference 2014 Attention: CRAC Annual Conference Registration San Diego County Assessor/Recorder/County Clerk 1600 Pacific Highway, Suite 260 San Diego, CA 92101



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Exhibitor Product Agreement

Company Name:	
Sales Representative(s):	
Address:	
City, State, Zip Code:	
Phone Number:	
Email/Website:	
conference opening and foccupied by 8:00 a.m. o Installation of all exhibits It is the Exhibitor's responsible or identified may	ator reserves the right to fix the time for the installation of a booth prior to the or its removal after the conclusion of the conference. Any space not claimed and in Thursday, September 4, 2014 may be resold or reassigned without refund must be fully completed by the opening of the exhibition. Consibility to mark and identify crates and boxes. Crates/boxes not properly be destroyed. CRAC and the Conference Coordinator assume no responsibility or boxes improperly labeled.
will be removed at the E removal time, materials, the service contractor no	chibit material unclaimed by the Exhibitor within 24 hours after the exhibition xhibitor's expense. Exhibitors will be billed by the Conference Coordinator for and/or storage at prevailing rates. Neither the Conference Coordinator, CRAC or the exhibit facility shall assume any liability whatsoever for loss or damage mes responsibility for its authorized representative to follow all contract rules
this application. Signatu	Il rules and regulations governing the CRAC Conference and which are parts or re of this registration form by exhibitor representative and acceptance of this e Coordinator constitutes a contract.
DATE	SIGNATURE(Required)
PRINTED NAME	TITLE

(Required)



County Recorders' Association of California
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Sponsorship Opportunities for CRAC 2014

oponsorship oppor	tunities for divid 2011
Platinum Full Spansorship: \$8,000	
Full Sponsorship: \$8,000 Brochure enclosed in conference bags	
Verbal recognition and signage at an event	
Your logo on conference bags or Your name on lan	yards provided at conference
	nit your registration packet early to reserve your spot)
Complimentary additional person registration (val	lue of \$250)
Full page advertisement in program	
Gold	
Full Sponsorship: \$5,000	
Brochure enclosed in conference bags	
Verbal recognition and signage at an event Select your preferred Exhibit Location, after Platin	um spansar
Full page advertisement in program	uni sponsoi
Silver	
Full Sponsorship: \$3,000	
Brochure enclosed in conference bags Verbal recognition and signage at an event	
Full page advertisement in program	
Bronze Full Sponsorship: \$1,500	
Brochure enclosed in conference bags	
Signage displayed during an event	
Specific Item Sponsorships	
WiFi Sponsorship: \$250	
Sponsor the WiFi connection available in our confe	rence rooms and meeting areas
Verbal recognition and signage at an event	
Golf Award Sponsorship: \$400 Sponsor the awards given to the winner of the golf	aama
Verbal recognition and signage at an event	gume
Tour Bus Sponsorship: \$3,000	
Verbal recognition and signage on buses	
Course in the Dan	
Swag in the Bag This is the appartunity to provide all conference attendees	some Swag. Examples of these are pens, flash drives, tape measures, water
	gistration bags. Please provide 200 items of Swag by August 15, 2014.
Company	
Mailing Address	Contact
City, State, Zip	
Representative	Email
Telephone	Fax
Signature	Date
Sponsorship and fees made payable to: CRAC 2014 Annual Conference	Total Sponsorship Amount: \$
Due by June 30, 2014 to:	Total σροποσιοπιρ Innount. ψ
Attacking Charles and Conference Project of the	

Attention: CRAC Annual Conference Registration 1600 Pacific Highway, Suite 260 San Diego, CA, 92101

Exhibitor:



Subject: LOGO & HALF PAGE ADVERTISMENT

Please use the box below to display your logo, any pictures, and a product description you would like to include in a ½ page advertisement in the CRAC 2014 Annual Conference Program. If you decide to take advantage of one of our Sponsorship Opportunities, you will be upgraded to a full page.

Company Name		 	
Sales Representative(s)	 	 	
Address	 	 	
City, State, Zip Code			
Phone Number			
Email/Website			

(Required)

Due by June 30, 2014 by either email to Sandra Banaga (sbanaga@sdcounty.ca.gov) or by mail to:
Attention: CRAC Annual Conference Registration
San Diego County Assessor/Recorder/County Clerk
1600 Pacific Highway, Suite 260
San Diego, CA 92101

Exhibitor:

Subject: LOGO & FULL PAGE ADVERTISMENT



Thank you for your sponsorship of the CRAC 2014 Annual Conference. Please use the box on the next page to display your logo, any pictures, and a product description you would like to include as a full page advertisement in the CRAC 2014 Annual Conference Program.

Company Name	
Sales Representative(s)	
Address	
City, State, Zip Code	
Phone Number	
Email/Website	
Representative Signature	
	(Required)

Due by June 30, 2014 by either email to Sandra Banaga (sbanaga@sdcounty.ca.gov) or by mail to:

Attention: CRAC Annual Conference Registration San Diego County Assessor/Recorder/Clerk 1600 Pacific Highway, Suite 260 San Diego, CA 92101



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County of San Diego, Hilton San Diego Resort & Spa Please enter advertisement below:

Group Name: Convention Dates:



Exhibitor Form Please return this form to: Kelly LaCrone, Conference Services Coordinator Kelly LaCrone [kchicoine@missionbayhilton.com] via fax#619-275-8932. Please contact #619-275-8919 with questions. EXHIBITOR NAME: ______ BOOTH # _____ COMPANY NAME & ADDRESS: PHONE #: _____ FAX #: ____ EMAIL: ____ **PACKAGES:** Packages will be accepted up to 3 business days prior to event at a cost of **\$5.00 per item**. Packages will be stored by the Resort until the Exhibitor picks them up or requests to have them delivered to their booth. If you choose to bring your boxes with you and a hotel staff member moves for you into the event space, you will be billed \$2.50 per box and \$5.00 per crate. The Resort cannot accept freight shipments including crates and large shipments over 50lbs. Freight must be consigned through the show management and/or designated subcontractor and shipped to a decorator / drayage company that will deliver on the day the exhibitor move-in. All freight must be delivered during the stated show time and picked up upon conclusion of the event. The hotel does not have storage available for freight shipments. Please contact Conference Services for additional information. NOTE: PACKAGES WILL NOT BE DELIVERED UNLESS EXHIBITOR CONTACT IS PRESENT. # OF IN-BOUND PACKAGES EXPECTED: ADDRESS PACKAGES TO: **EXHIBITOR'S COMPANY NAME** Hilton San Diego Resort / San Diego CRAC Conference Sept. 3 – 5, 2014 Attn: (Representative Name) & Martin Nace Hall 1775 E. Mission Bay Drive San Diego CA 92109 (Estimated count, exact number determined on-site) **OUT-BOUND PACKAGES:** All outbound packages will be shipped out of the security office. It is recommended that exhibitors utilize their own shipping account number as additional fees will be associated with using the Resorts accounts. Fed Ex has a daily pick-up at 5:00pm Monday-Friday. If you use another shipping company, please schedule a pick-up directly with the shipping company. High Speed Internet @ \$250/ day per hook up 🗌 DID Telephone Line @ \$150/install plus calls For additional audio/visual or electrical needs, please contact Zander Beetge, PSAV Audio Visual Director at 619-275-7921 or at zbeetge@psav.com PAYMENT METHOD: MASTERCARD VISA AMERICAN EXPRESS DISCOVER Card Number: _____ Expiration Date: _____

I hereby authorize the Hilton San Diego Resort to utilize my credit card for the detailed billing as noted above.

SIGNATURE: Date:



Shuttle Transportation Information

Hilton San Diego Resort & Spa proudly offers shuttle transportation through Wherever Limousine.

Complimentary Shuttle for Hotel Guests

(Reservations Required)

SeaWorld: Depart hotel at 10:00 a.m., Depart SeaWorld at 4:15 p.m.

Old Town: Depart Hotel at 4:00 pm.

Standard Executive Airport Shuttle

1-3 Passengers (same party) \$20 flat fee

\$8 for each additional member of the same party

Airport Shuttle Meet and Greet

1-4 people Sedan or Van \$55 for greeted pick up 1-3 people Sedan or Van \$34 for curb pick up

Local Transfers

SeaWorld/Old Town

1-4 Passengers \$27 flat fee

\$4 for each additional member of the same party

Gaslamp/ Seaport Village/ Little Italy

1-4 Passengers \$25 flat fee

\$8 for each additional member of the same party

Balboa Park/Zoo

1-4 Passengers \$27 flat fee

\$8 for each additional member of the same party

Beaches:

1-4 Passengers

Ocean Beach- \$20, Mission Beach- \$17, Pacific Beach- \$20

\$5 for each additional member of the same party

La Jolla

1-4 Passengers \$28 flat fee

\$8 for each additional member of the same party

Coronado

1-4 Passengers \$40 flat fee

\$10 for each additional member of the same party

Fashion Valley

1-4 passengers \$17 flat fee

\$5 for each additional member of the same party

Legoland

1-4 Passengers \$75 flat fee

Call for quote if more than 4 passengers

Safari Park

1-4 Passengers \$90 flat fee

Call for quote if more than 4 passengers

Scheduled shuttles will only run if reservations are made in advance. Rates are subject to change at any time. On fares more than \$50, a 20% automatic gratuity will be added to the bill. Taxi service is provided exclusively with Yellow Cab. To make reservations, please contact a member of our front office or directly with the drivers. **Bruno**- (619) 599-3225 **Jerry**- (858) 220-5126 **Mo**- (619) 730-5281.



County Recorders' Association of California

104th Annual Conference, September 3-5, 2014 County of San Diego, Hilton San Diego Resort & Spa

Preserving the Past & Ensuring the Future TENTATIVE CONFERENCE AGENDA

Tuesday, September 2		Location
1:00 p.m. (tee time)	Golf	Coronado

Wednesday, September	Location	
8:00 a.m. – 2:30 p.m.	Registration	
8:30 a.m. – 9:30 a.m.	Uniform Practices/Mutual Problems/DRIM Committee Meetings	
9:30 a.m 10:45 a.m.	Legislative Committee Meeting	
10:45 a.m. – 12:00 p.m.	Board of Directors' Meeting	
12:00 p.m. – 1:30 p.m.	LUNCH ON YOUR OWN	
1:30 p.m. – 3:00 p.m.	SECURE Meeting CeRTNA Meeting	TBD TBD
3:00 p.m. – 3:30 p.m.	Bus travel time	
3:30 p.m. – 5:00 p.m.	Tours of County Administration Center (CAC) & San Diego County Recorder/Clerk's Office	1600 Pac Hwy
5:00 p.m. – 7:00 p.m.	President's Reception CAC Waterfront Park	1600 Pac Hwy 1600 Pac Hwy

Thursday, September 4 - General Assembly

Location

8:00 a.m. – 5:00 p.m. Registration
Vendor Exhibits

7:00 a.m. – 8:30 a.m. Continental Breakfast

8:30 a.m. – 10:00 a.m. Conference Convenes
Presentation of Colors
National Anthem
Pledge of Allegiance
Call to Order
Welcome

- President
- o Board of Supervisors



County Recorders' Association of California

104th Annual Conference, September 3-5, 2014 County of San Diego, Hilton San Diego Resort & Spa

Roll Call & Introductions - Mr. Mark Lunn, Ventura County

Approval of Minutes

Report of Officers and Board of Directors

- o President's Report
- Treasurer's Report

Report Back from National Conferences

- o IACREOT
- NACRC
- o PRIA

Committee Reports

- Legislative
- Uniform Practices/Mutual Problems
- Constitution and Bylaws
- Nominating
- Resolutions and Awards
- Liaison, Dept. of Public Health
- Liaison, Secretary of State
- Liaison, Related Industries
- Information Systems
- Certification and Training
- Document Reference & Indexing Manual
- Transfer Tax
- Audit
- Conference Time and Place
- County Recorders' Directory
- Statistical Report

10:00 a.m 10:30 a.m.	Break and Vendor Visiting
10:30 a.m 11:30 a.m.	CFPB/HUD - Speakers TBD
11:30 a.m. – 1:00 p.m.	LUNCH ON YOUR OWN
	For Principals Only Meeting and Luncheon
1:00 p.m. – 3:00 p.m.	Digital Archives – Speakers TBD
3:00 p.m. – 3:30 p.m.	Break and Vendor Visiting
3:30 p.m. – 5:00 p.m.	Microfilm Workshop – Speakers TBD
6:00 p.m. – 7:00 p.m.	No Host Bar
7:00 p.m. – 10:30 p.m.	ASSOCIATION BANQUET - Presentation of Resolutions and Awards

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Friday, September 5 -	General Assembly	Location
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7:00 a.m. – 8:30 a.m.	BREAKFAST BUFFET
8:30 a.m 9:30 a.m.	Legislative Panel Discussion
9:30 a.m 10:30 a.m.	California State Archives – Nancy Lenoil (Tentative)
10:30 a.m 11:00 a.m.	Break and Vendor Visiting
11:00 a.m. – 12:00 p.m.	Open - Archives Discussion – Speaker TBD
Noon	Wrap-up Adjournment

