



2009 Ideacom Annual Conference

Gaylord Texan

Grapevine, TX

August 9-11, 2009





Dear Ideacom Friend:

Our 2009 Annual Meeting represents a landmark in our company's history. We will be celebrating our 10th year anniversary. That's quite an accomplishment! We have thrived despite warnings from so called industry experts to the contrary. Au contraire. 90 member/dealers and 30 Vendor Partners later, I beg to differ.

For this is a group that embraces this year's theme, "Cowboy Up". So, just what does "Cowboy Up" mean? I think the lyrics from the song "Cowboy Up" not only explain the term but the very spirit of this year's conference:

From business suits to cowboy boots it hurts when you get thrown but if your gonna be the best you can, you gotta get back on. You cowboy up, dust yourself off, get back in the saddle give it one more try.

-Chris Ledoux

Fitting words for our group of members who has built an organization that positively impacted their businesses in very significant ways over the past decade. Another appropriate saying for these difficult economic times is **"Tough Times Never Last But Tough People Do"**. **Yes, we at Ideacom are well aware that many of our members and vendor partners are experiencing difficult times in this economic downturn.**

All the more reason to come to Grapevine and mingle with your friends. The Ideacom Board of Members has **put together a meeting unlike any other starting with our Keynote Speaker, Jack Altschuler. Jack's workshop will inspire you and inform you. I truly believe that Jack's workshop alone is worth "the freight" to come to Grapevine. And then there's the vendor exhibit, Mining Our Diamonds (executive roundtable) and the chance to network with some of the brightest minds in our business.**

One of the reasons that we chose Dallas is its central location. There are roundtrip flights from all corners of America that are less than \$300 and in many cases, less than \$200. We have negotiated a truly low hotel rate for you as well. All of this was designed to get all of our members to our meeting at a s economical cost as possible. Most should spend less than \$1,000 on the trip.

You will get a return on that investment many times over. It's important to have another great turnout for our conference so that our Vendor Partners continue to support us by their presence and by their sponsorship generosity.

I am looking forward to seeing you there. Watch your email for additional information about the meeting **throughout the spring and summer. And remember to always "Cowboy Up"!**

Sincerely,

A handwritten signature in black ink that reads "Bill".

Bill Gillam
President and CEO
Independent Distributors Assn., LLC

[2009 Ideacom Annual Conference Preliminary Agenda](#)

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Sunday - Arrive in time (around noon) for group activity. We are tentatively planning on playing golf at the Cowboys Golf Club! As usual, there will also be a non-golfers activity. Details forthcoming. Check your inbox regularly for updates.

Exhibitor set up available most of Sunday afternoon and early Monday A.M.

Monday- We are pleased to announce that our keynote speaker will be Jack Altschuler who will conduct a workshop called "*Fully Alive Leadership*" (see Page 4). In this highly interactive workshop, using stories and video, attendees will discover how their leadership and success are a function of the way they show up with everyone in their lives. We will explore three key issues that get in the way and what can be done to maximize leadership effectiveness, where the possibilities are limitless.

Exhibits are next on Monday followed by our grand banquet. Exhibits open at noon this year preceded by some truly timely and compelling meeting content. We're going to show everyone how to Cowboy Up!

Tuesday- Educational Series concludes at 4:00. This year we will provide some very timely content as well as our popular Members Only "Mining Our Diamonds". Watch your email between now and meeting time.

Exhibitor tear down by 11:00 Tuesday.

Meeting attire is business casual

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Texan
week for

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Pricing for Gaylord Texan Transportation

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- Departure to DFW Airport: \$38*
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Gaylord Texan Resort also has partnered with Super Shuttle to provide an economical choice for airport transportation services in their familiar blue vans. Super Shuttle saves you money by sharing the ride with other passengers with a direct trip to the airport, with stops at each terminal being utilized by Gaylord Texan guests.

When taking Super Shuttle, please plan for a one-hour trip each way between the resort and the airport. Upon arrival to the airport you must use the phones in Baggage Claim to call Super Shuttle for pickup.

Pricing for Super Shuttle Shared Rides

- DFW Airport: \$12 per person
- Love Field: \$22 per person

For additional information or to make a reservation, call Super Shuttle at 1-800-258-3826 or book your shared van ride online. Shuttles depart the front drive of the hotel daily between 5:00 a.m. and 6:00 p.m. The DFW shuttle departs every 20 minutes, and the Love Field shuttle departs on the hour during this time.

For more information on transportation options call us at (817) 778-2277.



"We're here to serve you."

Gaylord Texan Services & Amenities

Personalized concierge and guest services, a lavish spa, and premier dining experiences are just a few of the things you can look forward to when you visit the Gaylord Texan. The Hotel is renowned both locally and nationally, and we're here to cater to both your personal and professional needs. We pride ourselves on providing nothing but the best—simply phrased, we're here to serve you.

Gaylord Texan Guest Services

Our impressive guest services include customized catering, professional wedding planning, and poolside service just to name a few. We're here to provide the best in service and make your stay unforgettable.

- 24-Hour Concierge
- Banquet & Catering Services
- Car Rentals
- Office Depot Business Center
- Poolside Service
- 24-Hour Room Service
- Valet Parking
- Wedding Planning
- Special VIP registration
- Guest Services Desk
- Shoe Shine Service

To preserve the pristine condition of its resort, Gaylord Texan is a non-smoking facility. Smoking is prohibited in all guest rooms, restaurants, lounges, meeting rooms, and indoor public spaces, except for our Cigar Bar located in Texan Station.



Keynote Speaker



Fully Alive Leadership

It isn't just *what we do* as leaders that influences others to give their A-game - it's every bit as important *how we do it*. And regardless of our level of skill and achievement, all of us are, at times, just spectators in the game of life. When that happens, we dramatically reduce our effectiveness as leaders and the chances for achieving the success we want. The purpose of this workshop is to invite attendees to get out of the stands and onto the field of play for the entire game of life and to create the success they really want. This is about encouraging everyone to show up with their A-game.

In this highly interactive workshop, using stories and video, attendees will discover how their leadership and success are a function of the way they show up with everyone in their lives. We will explore three key issues that get in the way and what can be done to maximize leadership effectiveness, where the possibilities are limitless.

Each attendee will leave with:

- ✓ An understanding of the how the way they show up impacts those who look to them for leadership.
- ✓ Clarity about influencing others to bring their A-game and create success.
- ✓ Focus on what is important and what needs to be done to create success.

Jack Altschuler has been a successful entrepreneur, industry leader, facilitator and speaker. His vision for fully living life is focused in sharing his passion and encouraging us to be the greatest leaders we can be.

Jack Altschuler
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*Fully Alive
Leadership*

Influencing others to give their A-game