

Allegiant
POWER 



California
Power
On! *Dreamin'*

2017 MEMBER CONFERENCE
THE WESTIN MISSION HILLS
PALM SPRINGS, CA
OCT. 26 - 29

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THE PRESIDENT**



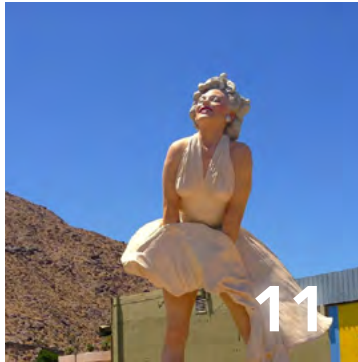
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LETTER FROM THE PRESIDENT

Welcome Members and Vendors,

You are cordially invited to attend the 2017 Allegiant Power Member Conference in sunny Palm Springs, California! The Member Conference is our way of giving back and saying THANK YOU for making our group what it is, the best there is, made up of the best battery specialists and vendors in our industry. Without all of your support and loyalty, these events are not possible. Our team has been doing these conferences longer than anyone and we have the right balance mastered for your success and pleasure.



If you are new to our group or for those who have not had the chance to attend, we invite you to come experience why this battery conference is truly second to none. Just ask around. Come and take advantage of all the show promotions. The entire Allegiant Power team will be in attendance to host your company, meet, and enter orders on site.

We will have great comedians, tours, keynote speakers, networking with your battery peers, vendor presentations, delicious food and more fun memories! Plus, a fun-filled theme party. The list goes on and on. We suggest an arrival date of Wednesday October 25th. This way you can participate in the Art Wilson Memorial Golf Tournament Thursday morning. Thursday evening is when the events will kick off at 6 p.m. Departure day is Sunday the 29th.

Our theme this year is California Dreamin', and will entail a live band party the closing night. We will be partying away to your favorite tunes by The Beach Boys, The Eagles, Journey, and other iconic California acts. Come dressed in your favorite 60's & 70's beach outfits, or rock out in your best rock 'n' roll concert attire from that era. Don't forget \$\$\$CASH AWARDS\$\$\$ will be given for the most creative costumes. See you there!

Power On!

A handwritten signature in cursive script that reads "Tom Wilson".

Tom Wilson

KEYNOTE SPEAKER



PATRICK COMBS

Patrick Combs is a Best Selling author and a highly acclaimed keynote business speaker. He has been the invited guest speaker of more than 1,500 organizations around the world for 23 years. His clients include Google, Qualcomm, Visa, Shell, Boeing, Motorola, Avant, McGladrey, Vital, Enterprise, State Farm and Hilton.

He has accomplished a rare level success in the speaking industry, the writing world, and the entertainment business.

In speaking he has personally addressed and inspired more than 1 million people live and has spoken in every U.S. state and more than 10 countries. His 3 books have sold more than 150,000 copies and his posted stories & blogs have been read online by millions.

Along the way, Patrick's been a cover story in the New York Times, The London Financial Times, The Wall Street Journal, and The San Francisco Chronicle and a more than 100 newspapers.

He's appeared on ABC Nightly News, NBC Nightly News, Good Morning America, The Phil Donahue Show, CNN, NPR, The Tonight Show, and The View for an interview with Barbara Walters.

In the hard to succeed in world of entertainment, the comedic one-man show Patrick wrote, directed and starred in, MAN 1, BANK 0, has wowed audiences and critics on more than 400 stages around the globe, from New York to London. For it, HBO named Patrick the funniest new performer in America.

His fourth and newest book, THIS SURPRISING LIFE, is a uplifting and inspiring collection of stories from his personal and professional life.

COMEDY



Chas Elstner has been a stand-up comic for over 24 years and has written, performed and produced two comedy albums "Is This Stuff Too Real For You?" and "A Man's Home Is Her Castle." Chas' extensive comedic background includes performing as a featured clown in the Ringling Bros., Barnum & Bailey Circus, studying at the renowned Second City in Chicago and being nominated as one of the college "Entertainers of the Year" after performing at over 200 colleges nationwide. He has also performed as an actor in off-broadway productions.

Some of Chas' most outstanding accomplishments have been his numerous television appearances which include MTV's ½ Hour Comedy Hour, VH-1's Standup Spotlight, Entertainment Tonight, Showtime Comedy Club Allstars IV, Fox Television, national television debut on ABC, four appearances on Evening @ the Improv, and The Best of Evening at the Improv, Volume 3 on DVD.

Mr. Elstner has performed as the opening act for many recording artists. He was the opening act for Gloria Estefan & The Miami Sound Machine for two years, wherein he performed in 15,000 seat arenas. He also performed as the opening act for the Pointer Sisters on a mid-west tour and at a special performance at Caesar's Palace, Las Vegas. Other performances include, Mr. Peabo Bryson, The Marshal Tucker Band, Phoebe Snowe, Sha Na Na, Brenda Lee and various others.

With all of his live performance talents, Mr. Elstner has developed a humor to captivate audiences of all ages. He is a master of mouth sound effects and has an array of character voices which add to his energetic approach to comedy that leaves you with a lasting and entertaining impression.

RECREATION



It's one of the area's most strategic golf courses. The Pete Dye Resort Course offers a different shot and look on every hole. Ranked as a Top 75 Resort Course by Golf Digest, there is something for every skill level.

Diabolically Dye, the course is distinguished by hidden pin placements, carries over water, pot bunkers, elevated tees, and railroad ties. This 6,706-yard, par 70, award-winning championship course is just steps away from the resort, and as such shares the same majestic mountain views.

Come join us Thursday morning for the Art Wilson Memorial Golf Tournament!

RECREATION

GARY PLAYER GOLF COURSE



Want to play another on-property golf course? Gary Player is ready!

GOLF Magazine praised this remarkable course as being “difficult, well-designed, and joyful” and that it “may be the best golf course in the Palm Springs area.”

This 7,062-yard, par 72 course is renowned for its environmentally careful integration with the desert landscape. Local residents prefer this golf course and boast that it is one of the most playable yet enjoyable courses in the area.

Please contact Brandon Christensen, Golf Sales Manager for group rates and information at 760.770.2126 or brandon.christensen@westin.com

RECREATION



The tennis program at the Westin Mission Hills Resort & Spa is managed by Peter Burwash International (PBI), the world's foremost tennis management company. The PBI / Westin team offers an exciting array of group tennis programs that are sure to catch the attention of both casual and serious players.

Our most popular group event is the Tennis Round Robin, a great way to get to know your fellow convention participants in a fun, social format. Combine this with the "PBI Tennis Show" (The Harlem Globetrotters of Tennis), a "Warm-Up Clinic" or a 'Ball Machine Shoot-Out' and you have the perfect tennis combination for your group.

For more information, please call our Director of Tennis, Kevin Connolly at (760) 202-2007 or kevin.connolly@westin.com

RECREATION



The Spa at Westin Mission Hills encourage you to rest easy and get back to your best self and take a moment to reflect on your overall wellness. The stresses of our lives require a tremendous amount of focused energy; leave them behind and delight in an array of restorative and rebalancing experiences that will provide you with inner peace, clarity and fulfillment.

Spread out over 14,000 square feet, yet still offering an intimate, boutique-style ambience, the spa offers facilities for your every desire. The 14 private treatment rooms named for native desert plants are each a soothing sanctuary, while a steam room, jacuzzi, mediation lounge, outdoor hydro-therapy pool allows for a quiet space to relaxing.

Add an energetic element to your spa experience with wellness and fitness classes. Freshen up in our well-appointed locker rooms. Plush robes, towels, and slippers are provided along with deluxe amenities to leave you feeling truly pampered.

For group information and reservations, please contact:
Director of Spa, Christina Cabrera at (760) 770-2134, christina.cabrera@westin.com
Spa Supervisor, Ashley Lively at (760) 770-2180 ext. 3226, lively.ashley@westin.com

RECREATION



The Westin Kids Discovery Room offers children ages 3-12 an opportunity to learn and play while parents are free to relax & explore the resort. The Discovery Room features a series of daily activities and themed events for children ages 3-12, including:

- Arts and Crafts
- Board Games
- Wii Tournaments
- Scavenger Hunts
- Resort Park Play Time
- (subject to change)

Note: The Westin Kids Club Discovery Room does require 24 hour in advance reservations.

Hours: 9:00 AM to 12:00 PM & 1:00 PM to 4:00 PM daily

Fee: \$45 per child for a three hour session. \$15 per child for hourly care.

Please contact Westin Kids Club Discovery Room at (760) 770-2181 or Las Brisas Sun Shop at ext. 2297

TOURS



Our award-winning tour guides will take you on an experience you will never forget. Our famous Celebrity Tour takes you through the city of Palm Springs, once known as "Hollywood's Playground."

Allegiant Power Guests Hop on our Luxury Charter Bus and have a ball with our guides as you visit famous neighborhoods, legendary secret spots, and wondrous homes claimed by legendary stars like Frank Sinatra, Elizabeth Taylor, Sonny and Cher, Bob Hope, Marilyn Monroe, Elvis Presley, Liberace, Nat King Cole, Dinah Shore Estate, and dozens more.

Discover and learn the history of Palm Springs and our valley. Get the current Palm Springs news while you stroll around. What's new? Where to go? What to do? Our tour guides will show you Palm Springs in a way you never thought possible.

TOURS



The Palm Springs Air Museum is home to one of the world's largest collections of flyable WWII aircraft and from Korea and Vietnam; and unlike many other museums, our air-conditioned hangars have no ropes to keep you from interacting with our exhibits. In addition to our aircraft, exhibits and activities allow visitors of all ages to gain a fresh perspective of World War II — the unparalleled event that shaped the world we live in. A new hangar opened May of 2017 holds exhibits and aircraft from the Korea and Vietnam Wars. Rides in a vintage Warbird airplane are available through the Giftshop. Check out the Warbird Rides page.

Our extensive library and our crew of trained volunteers can provide you details on the aircraft and a sense of the experience of flying them. Additionally, a number of aircraft are open for tours every day.

Children of all ages are entranced by the big planes and entertained with related activities, from our kid-sized control tower to flying our simulators.

And we're pet friendly to friendly pets.



2017 CONFERENCE REGISTRATION

OCTOBER 26-29 • THE WESTIN MISSION HILLS • PALM SPRINGS, CA

CALIFORNIA DREAMIN'

Please print and complete this registration form. Once you are done send it to kwilson@allegiantpower.com, or fax it to (901) 737-3688. Cutoff for registration is September 29, 2017. **Conference rate is \$195.00 per night plus tax, resort fee \$32 is waived for our group.** Registrations sent after that date will be booked on a regular hotel rate and space available basis. Currently rates are \$247 plus resort fees.

Attendees

COMPANY

EMAIL ADDRESS FOR CONFIRMATION

NAME OF ATTENDEES

CITY

STATE

SPECIAL REQUESTS

Please let us know if you are celebrating a special occasion. Also, please provide us with the name of any vendor(s) you would like additional one on one time with during the conference Friday evening you will be paired up with Vendor(s) for dinner on the town! Room Reservations (confirmation will be sent following cutoff) Rooms are \$195.00 per night plus tax. Rate extends 3 days prior and 3 days post. Cancellations must be made within 72 hours or will be subject to one nights room rate fee.

Hotel

ARRIVAL DATE

DEPARTURE DATE

*Golfers must arrive on the 25th. The conference begins on the 26th with 7:30 am tee times for golfers participating in the Art Wilson Memorial Golf Tournament followed by setup and 6:00 pm cocktail reception and welcome dinner.

OF KING ROOMS
(Non-smoking)

OF DOUBLE ROOMS
(Non-smoking)

NAMES OF ADULTS PER ROOM

NAMES OF CHILDREN PER ROOM

Payment

TYPE OF CARD

NAME ON CREDIT CARD

VISA

MC

AMEX

CREDIT CARD NUMBER

EXPIRATION DATE

Food & Beverage

To minimize waste and unnecessary spending we ask that you please help us in determining the counts for this year's Food & Beverage functions. We hope that you will join us for each function; however, if you are counted and fail to attend we are still required to pay for your food & beverages. We appreciate your help in this.

ADULTS

CHILDREN

THURSDAY NIGHT RECEPTION & DINNER

FRIDAY BREAKFAST BUFFET

FRIDAY LUNCH

FRIDAY EVENING IS OUT ON THE TOWN WITH VENDORS

SATURDAY BREAKFAST BUFFET

SATURDAY LUNCH

SATURDAY RECEPTION & DINNER

Tours

Please select **one of the tour options below**. You may relax and see the town on your own. Trip Advisor has the Aerial Tramway ranked very high for those not afraid of heights and searching for a view as well as many other great options. Clay Smith will be leading a "Karaoke Singing Contest by the Pool Tour" so the choice is yours!

The tours will all run at the same time on Friday and have you back in time for your assigned small dinner party on the town with fellow members and vendors. Each group will have a vendor(s) leading and treating you to a night on the town! If you have a special request of any vendor you would like to have more time with here is where you let us know.

PALM SPRINGS CELEBRITY TOUR

PALM SPRINGS AIR MUSEUM

Golf

*Golfers must arrive at hotel on Wed., October 25th.

GOLFER NAME(S)

RENT CLUBS YES NO

NUMBER OF SETS

RIGHT LEFT

SIGNATURE

Please enter your name to authorize the rental to your room. Cost is \$55 per set, plus applicable sales tax.

SHIPPING INFO

If you are sending materials to the hotel for use in a banquet room, please ship to arrive no earlier than three (3) days prior to the event. Items must be labeled as follows:

(Name of Group) and (On-site Contact) –
address to the person that will be looking for it

c/o The Westin Mission Hills Resort & Spa
71333 Dinah Shore Drive
Rancho Mirage, CA 92270

Hold for (Name & Date of Conference)

Label boxes with numbers (Box___ of ___), multiple boxes should be numbered.

Also list (Name of Hotel Catering/Convention Service Manager) That name is Crystal Lees for Allegiant Power

Box deliveries will be assessed a handling fee determined by weight.

0 – 5 pounds	\$10.00 each
6 – 20 pounds	\$20.00 each
21 – 50 pounds	\$30.00 each
Over 50 pounds	\$50.00 each
Crates	\$100.00 each
Pallets	\$200.00 each

Guest package handling fees will be posted to the individual's hotel room folio. The hotel will not be responsible for the safe keeping of personal or rented equipment.

Crystal D. Lees
Meeting & Event Coordinator
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GOLF RESORT & SPA
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