



**ISWM**

INTERNATIONAL SOCIETY OF WEIGHING & MEASUREMENT

# ISWM 2012 Conference and Exposition

January 24–27, 2012 ■ Sam's Town Hotel, Las Vegas, NV

*The Trail To Success*



# The Trail to Success

*Increased productivity, higher job satisfaction  
and powerful communication*

Come join the best in the weighing industry!  
You'll experience great networking opportunities,  
and a Conference and Expo dedicated to  
new technology and training so you can  
compete in our new global economy.

**ISWM 2012 Conference and Expo**  
**January 24–27, 2012 at Sam's Town**  
**Hotel in Las Vegas, Nevada**

*You'll be on the Trail To Success!*





You will also have the opportunity to network with the industry's brightest and best at the **ISWM Expo**, during product exhibitions and demonstrations from leading manufacturers in the weighing and measurement industry.

We focused on value for your dollar in planning this Conference, and we found it at a terrific venue—Sam's Town in Las Vegas—with a \$45/night room rate and no resort fee for those who book by December 23, 2011. A full conference registration includes lunch in the Expo Hall on Wednesday and Thursday, the Icebreaker Reception on Tuesday

Dear Friends,

The Trail to Success will lead to Las Vegas and the ISWM 2012 Conference and Expo on January 24 through 27, 2012. Join us in Las Vegas where you will enjoy a program focused on the new realities of our changing global economy, and you will gain the knowledge and skills you need to compete and succeed in these challenging times.

Program Chair Paula Sharpe has assembled an outstanding group of speakers for the Conference, including Super Bowl XIX champion and three-time Pro Bowler Russ Francis who will speak on **Accomplishing Goals Against Strong Odds** and Barry Maher, who *Selling Power* magazine declared, "To his powerful and famous clients, Barry Maher is simply the best sales trainer in the business." Maher will share his strategies in two sessions, **Filling the Glass: Real World Tactics and Motivation for Increasing Productivity AND Job Satisfaction** and **Slicing through the Noise: Powerful Communication for Leadership and Professional Success**. You won't want to miss either of these speakers!

The program will also feature sessions on using today's technology to gain business, the future of national and international documentary standards, and the always provocative and insightful Manufacturer and Dealer Roundtables. You will leave the Conference with new ideas, and the knowledge and tools you'll need to succeed in today's business environment!

evening, and the President's Reception on Thursday evening. And we've planned two special events—a Golf Tournament on Tuesday and Bowling Tournament on Wednesday evening for those of you with a competitive spirit!

American history is filled with stories of pioneers heading west to find success and fortune. In 2012, *the Trail to Success* will lead to Las Vegas and the ISWM 2012 Conference and Expo. Join us for four days of knowledge and networking that will set you on your path to success.

See you there!

2012 Conference Committee

**John Hughes**  
ISWM President  
2012 Conference Committee



**Steve Dishon**  
ISWM Vice President  
2012 Conference Chair



**Paula Sharpe**  
2012 Program Chair



**Rob Woodward**  
2012 Conference Committee



# Conference Highlights

## Wednesday January 25, 2012

9:00 am – 10:20am

### Accomplishing Goals Against Strong Odds

—Russ Francis  
Former NFL All Pro for the 49ers  
and Patriots

The Complexities & the Simplicities of working on a highly functioning team.

- What is a team, really? Understanding the basics. Simplicity.
- What do I want to contribute, and what do I want to get out of this team? Simplicity.
- What are my roles and responsibilities? Leadership for self and for others. Simplicity. Really.
- Is there joy in being part of a highly successful team? Unimaginable to some, but not for you. Simplicity.
- How does this change my view of the world, and of myself? Try these simple steps and find out. Simplicity.
- How do I accomplish all of the above? Ah, some think this complex, but as we can see, simplicity rules again. We find the answers together, and some will find it deep, down inside for the first time. This will be fun and fruitful for all.



The World Champion San Francisco 49ers in the 1980s epitomized team work, high performance, and accomplishing goals against strong odds. Russ Francis was the

49er's starting tight end on what is often considered the best offensive football team to ever play the game. Russ was coached by the best: Bill Walsh, head coach of the 49ers. "Working with a master at motivation and strategy was a privilege. I got a lot more out of playing football than a superbowl ring," says Russ. He played with the New England Patriots for 8 years and won Rookie of the Year honors his first year in the NFL. Russ was selected to play in the Pro Bowl 4 times.

After football, Russ joined Howard Cosel at ABC Sports to work with Keith Jackson, Bob Beattie and Al Michaels broadcasting college football and a variety of other sports all over the world. Russ has handled broadcasting assignments for ESPN X Games, Fox Sports and produced sports television programs and radio shows.

"I learned quickly that the NFL was not just a game—it was a business. And after playing for 14 years I got involved in many business and media ventures. In business I could see the fine line between super performance and profits and unfocused performance and failure.

In a tough economic cycle like we are experiencing now, the companies that are not operating at peak levels will be defeated by companies operating with more urgency and efficiency. We have to resist complacency and motivate ourselves and our teammates constantly to stay sharp. I want to teach American companies that every employee's thinking and performance can become a "new normal" of high achievement that translates into profits."

Russ was a member of the U.S. National Championship Skydiving Team and has over 3500 jumps. Russ is a commercial airplane and helicopter pilot, has been a test pilot, and has performed in air shows all over the U.S.

10:40am – 11:30am

### Filling the Glass: Real World Tactics and Motivation for Increasing Productivity AND Job Satisfaction

—Barry Maher

In this high-energy, humor-rich presentation, Barry Maher offers the antidote to presentations that are simply "let's all think happy thoughts and everything will be wonderful" fluff. It's chock full of nuts and bolts content and straight-talk tactics you can apply immediately. Yet it's real-world motivational, even inspirational. Perfect for the most cynical veteran

AND the most starry-eyed (or the most discouraged) novice.



Today Barry Maher is in demand for business and professional audiences of all types. And whether as a speaker or a consultant, he's hired to get results: to improve productivity and attitude and ultimately, the bottom line.

Those clients include innumerable trade and professional associations as well as organizations like ABC, the American Management Association, AT&T, Blue Cross, Canon, Cessna, Colgate-Palmolive, Fuji, Hewlett-Packard, IBM, Infiniti, Johnson & Johnson, Merck, the National Lottery of Ireland, Nestle, TIME/Warner, the U.S. Army, Verizon and Wells Fargo.

Barry's books include *Filling the Glass*, which has been honored as "[One of] The Seven Essential Popular Business Books." You may have seen Barry on the Today Show, NBC Nightly News or CNBC, and he's frequently featured in publications that range from *USA Today*, *The New York Times* and *The Wall Street Journal* to—what he insists is his personal favorite—*Funeral Services Insider*.

# Conference Highlights

## Thursday January 26, 2012

### Track 1

8:30 am – 9:50am

#### **Slicing through the Noise: Powerful Communication for Leadership and Professional Success**

—Barry Maher

Diplomacy has been called the art of telling people to go to hell in a way that they'll actually look forward to the trip. We would never advocate telling anyone to go anywhere like that, but this outstanding session from Barry Maher shows you how to communicate with people of all types: to diplomatically, tactfully get what you want and to get people to look forward to whatever trip you'd like them to take.

#### **Biography**

See page 4.

10:00 am – 10:50am

#### **Using Today's Web Technology to Gain Business**

—Austin Helton  
*Intelligent Weighing Technology, Inc.*

Facebook, Analytics, Adwords, Oh MY! Austin Helton gives us an overview of the best and worst ways to spend our time and money online in this talk on today's web technology for business. He discusses ways to improve your web presence, ways to understand who visits your existing website, and ideas for bringing more people to your website—all this to increase your profitability. This is all about what to do, and what not to do—in the world of internet marketing.



Austin Helton comes from a web design and internet marketing background. Previously, Austin has worked in several positions, including director of online marketing,

program director, account management, research and development and public relations. He joined Intelligent Weighing Technology in March of 2011, and is currently working in Dealer Relations and Marketing.

11:00 am – 11:50am

#### **Using Today's Technology to Improve Business Efficiency in the Field**

—Don Cook  
*Florida Industrial Scale Co.*

This session will discuss the use of smartphones, tablets and notebook

computer devices in the scale industry for data collection, service report generation and improved reporting.

Don Cook is operating officer of Florida Industrial Scale Co, Gulfstream Scale Co and EVware, LLC. He is a long term member of Scale Dealers Association and ISWM.

### Track 2

8:30am – 10:50am

#### **Analytical Balances & Bench-top Scale Calibration & Uncertainty, The Future of National & International Documentary Standards**

—Mark Ruefenacht  
*Heusser Neweigh*

A variety of national and international documentary standards pertaining to the calibration of balances and bench-top scales exist and are available for calibration and service companies. This workshop will provide an overview, including a comparison and contrast, of industry, national, and international standards that pertain to balance and scale calibration, measurement traceability, and estimation of calibration uncertainty requirements. The proposed updates to the U.S. national standards will also be presented. Detailed focus will be given to the

latest international “Guidelines on the Calibration of Non-automatic Weighing Instruments” and the proposed ASTM E898, “Standard Test Method of Top-Loading, Direct Reading Laboratory Scales and Balances.” At the end of the workshop, using the handouts and your notes, you will be able to:

- Describe, compare, and contrast the various documentary standards pertaining to balance and scale calibration;
- Explain the benefits of compliance to national and international standards;
- Evaluate your calibration procedures for compliance with national and international standards; and
- Evaluate your traceability to national and international reference standards.

The benefit of participating in the workshop is assisting managers and technicians in evaluating compliance with legal requirements and documentary standard requirements for the traceability, calibration, and uncertainty of balances and scales. This workshop is appropriate for both legal and non-legal service organizations, as well as organizations working with ISO/IEC 17025 accreditation requirements.



Mark Ruefenacht has specialized in the science of weighing and weighing instruments for the past 25 years. He received much of his metrology training at the National Institute of

# Conference Highlights

Standards & Technology (NIST) and is currently a contract instructor at NIST on topics of weighing, balances/scales, measurement science, measurement traceability, and the estimation of measurement uncertainty. Mark is an ISO/IEC 17025 accreditation lead and technical assessor and also coordinates, analyzes, and reports proficiency testing for NIST. He is an author and contributor to numerous national and international technical standards. Additionally, he is an instructor for various workshops, seminars, and courses on the science of weighing and weighing instruments. Mark also teaches principles of measurement traceability and measurement uncertainty at various international conferences and laboratories. He is the Quality Assurance Manager at Heusser Neweigh, a primary reference metrology laboratory specializing in weight, balance, and scale calibrations.

Mark resides in the San Francisco Bay Area. He is actively involved as a volunteer in nonprofit organizations and is an internationally recognized assistance-dog and canine scent-discrimination trainer.

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**11:00am – 11:50am**

## Update on the Work of the ISWM Wireless Load Cell Standards Committee

—Rudy Kolaci  
*Totalcomp Scales & Components*

Rudy Kolaci, Chairman of the ISWM Wireless Load Cell Standard Committee, will discuss the recently completed testing of ZigBee components from two different



Lawn, NJ, and a former ISWM President.

companies and the Committee's progress on completing a draft standard.

Rudy Kolaci is President of Totalcomp Scales & Components in Fair

## Friday January 27, 2012

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**8:30am – 9:20am**

## Dealer/Distributor Research Survey Results on Key Operational Trends and Benchmarks

—John Hughes  
*Rice Lake Weighing Systems*

At this session we will review important findings from ISWM's first ever Dealer/Distributor Operations research study. The study, completed in the fall of 2011, presents aggregated data on key operational metrics for dealer/distributor companies in the weighing industry, including sales revenue, payroll expenses, benefits, policies, and pricing.

The report data will be segmented, to the extent possible, based on factors like size of company, years in business, and region. Come to this session to get your first glimpse at this first-ever benchmarking study focused on dealer/distributors and see how you compare to others in the field.



John Hughes is Vice President of Business Development at Rice Lake Weighing Systems. In this position, John is responsible for spearheading Rice Lake's sales efforts and

growing its business by targeting new market segments where the company has little or no market presence today, and focusing on Rice Lake's traditional dealer sales channel as well.

John brings 28 years of industry experience with Neopost, NCI, Avery/Weigh-Tronix and Salter Brecknell. For the past 12 years, he has held the position of Vice President of Sales for either the Weigh-Tronix Industrial or Salter brands. In addition to his sales experience, John also worked early in his career as a VP of Product Development and has an extensive engineering and product sourcing background.

Educated in the military in Electrical Engineering, John served for nine years in the U.S. Navy, serving on the USS Enterprise and at NAS Whidbey Island for his final tours. John attended

an Executive Training Program at the Wharton Graduate School of Business in 1984.

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**9:30am – 10:15am**

## Dealer Roundtable

—Moderator: Steve Shelton  
*Scale Systems, Inc.*

### Panelists:

- Jerry Gunn, Precision Giant Systems, Inc.
- Finn Jenssen, Jenssen Scales, Inc.
- Kurt Koenig, Koenig Scale Company, Inc.

Additional panelists to be announced.

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**10:15am – 11:00am**

## Manufacturer Roundtable

—Moderator: Steve Shelton  
*Scale Systems, Inc.*

### Panelists:

- Rob Woodward, Pennsylvania Scale Company
- John Lawn, Rinstrum
- Steve Dishon, CAS Scale, Inc.
- Ann Crowley, Rice Lake Weighing Systems
- Joe Martin, A&D Weighing

# Making Connections

## The Trail to Fun!

### ISWM Golf Tournament

Stallion Mountain Golf Club  
Tuesday, January 24  
7:00 am–2:30 pm  
Cost: \$85 per Player

Join ISWM President John Hughes on Tuesday evening for light hors d'oeuvres and drinks while networking with old friends and making new ones at Willy and Jose's Cantina.

Designed by PGA Tour legend Jim Colbert and golf course architect Jeff Brauer, enjoy golf on Tuesday at Stallion Mountain Golf Club—with its decorated history in the Las Vegas golf scape as a host venue for Golf Channel's Big Break II and also part of the Frank Sinatra Celebrity Classic and the PGA Tour's Las Vegas event.

### President's Icebreaker Reception

Tuesday, January 24  
7:00 pm–9:00 pm  
Cost: Included in Conference Registration

### ISWM Bowling Tournament

Sam's Town Bowling Center  
Wednesday, January 25  
8:30 pm–11:00 pm  
Cost: \$20

The fun continues on Wednesday evening, as you team up and play in ISWM's very own Bowling Tournament! Taking place at Sam's Town Bowling Center, it is sure to be a night of fun and a great way to meet your ISWM colleagues.

## Handbook 44 Training and Testing

Tuesday, January 24, 2012  
9:00 am – 3:00 pm  
Cost: \$70

This six-hour session will be led by Otto Warnlof and include training on Handbook 44 followed by an open book test. All participants in Handbook 44 training and testing will receive a copy of the Scale Code Field Manual (a direct copy of NIST Handbook 44). Successful completion of an ISWM-recognized Handbook 44 course is a prerequisite for taking either the Certified Weighing Technician or Certified Weighing Salesperson test and will also satisfy the recertification requirements for currently certified CWTs, CWSs and CWP.

# 2012 ISWM Expo

The best and brightest in the weighing industry will showcase the latest innovations in weighing equipment and technology.

## 2012 Exhibitors

(as of December 6, 2011)

A&D Weighing  
Accuweigh  
AmCells Corp.  
CAS Scale, Inc.  
Coti Global Sensors, Inc.  
Excell Precision Co., Ltd.  
Heusser Neweigh  
Intelligent Weighing Technology, Inc.  
Intercomp Company, Inc.  
Kilotech, Inc.  
Ohaus  
Pennsylvania Scale Company  
Radwag USA, LLC.  
Rice Lake Weighing Systems  
Salter Brecknell Weighing Products  
Scaleit USA  
Totalcomp Scales & Components

## Exhibition Hours

Wednesday, January 25  
12 Noon – 5:00 pm

Thursday, January 26  
12 Noon – 5:00 pm

Friday, January 27  
9:00 am – 1:00 pm

## Conference & Expo Registration Hours

Tuesday, January 24  
8:00 am – 7:30 pm

Wednesday, January 25  
8:00 am – 5:30 pm

Thursday, January 26  
8:00 am – 5:00 pm

Friday, January 27  
8:00 am – 1:00 pm

# Schedule of Events (as of December 6, 2011)

## Monday, January 23

7:00 am – 9:00 pm	International Division Hospitality Suite
9:00 am – 10:30 am	ISWM Executive Committee Meeting
10:30 am – 4:00 pm	ISWM Board of Directors Meeting

## Tuesday, January 24

7:00 am – 9:00 am	International Division Hospitality Suite
7:00 am – 2:30 pm	ISWM Golf Tournament
8:00 am – 7:30 pm	Registration
9:00 am – 3:00 pm	Handbook 44 Training and Testing
9:00 am – 5:00 pm	Exhibitor Move In
3:00 pm – 4:00 pm	Woody Woodland Meeting
4:00 pm – 5:00 pm	Southern California Division Business Meeting
4:00 pm – 6:00 pm	A&PB Division Meeting
7:00 pm – 9:00 pm	Icebreaker Reception

## Wednesday, January 25

7:00 am – 9:00 am	International Division Hospitality Suite
7:30 am – 8:30 am	International Division Business Meeting
8:00 am – 5:30 pm	Registration
8:30 am – 9:00 am	Invocation and Welcome
9:00 am – 10:20 am	Accomplishing Goals Against Strong Odds—Russ Francis
10:20 am – 10:40 am	Break
10:40 am – 11:30 am	Filling the Glass: Real World Tactics and Motivation for Increasing Productivity AND Job Satisfaction—Barry Maher
11:30 am – 12:00 pm	Introduction of Candidates for Elected Positions
12:00 pm	EXPO Ribbon Cutting and Opening
1:00 pm – 2:30 pm	ISWM Luncheon
2:00 pm – 3:00 pm	Manufacturers Division Meeting
3:00 pm – 4:30 pm	Exhibitor Demonstration Showcase
5:00 pm	EXPO Closes
6:00 pm – 8:00 pm	Past Presidents' Dinner
8:30 pm – 11:00 pm	Bowling Event at AMF Showcase Bowling Center

## Thursday, January 26

7:00 am – 9:00 am	International Division Hospitality Suite	
8:00 am – 5:00 pm	Registration	
	<b>Track 1</b>	<b>Track 2</b>
	<i>21<sup>st</sup> Century Tools for Success</i>	<i>Changing Frontiers in Technology</i>
8:30 am – 9:50 am	Slicing through the Noise: Powerful Communication for Leadership and Professional Success—Barry Maher	Analytical Balances & Bench-top Scale Calibration & Uncertainty, The Future of National & International Documentary Standards—Mark Ruefenacht
10:00 am – 10:50 am	Using Today's Web Technology to Gain Business—Austin Helton	
11:00 am – 11:50 am	Using Today's Technology to Improve Business Efficiency in the Field—Don Cook	Update on the Work of the ISWM Wireless Load Cell Standards Committee—Rudy Kolaci
12:00 pm – 5:00 pm	EXPO Open	
12:30 pm – 1:30 pm	ISWM Luncheon	
6:00 pm – 8:00 pm	ISWM President's Reception	

## Friday, January 27

7:00 am – 9:00 am	International Division Hospitality Suite
8:00 am – 1:00 pm	Registration
9:00 am – 1:00 pm	EXPO Open
8:30 am – 9:20 am	Dealer/Distributor Research Survey Results on Key Operational Trends and Benchmarks—John Hughes
9:30 am – 10:15 am	Dealer Roundtable
10:15 am – 11:00 am	Manufacturer Roundtable
11:00 am – 12:00 pm	ISWM Business Meeting and Elections
12:00 pm – 1:00 pm	2012 EXPO Awards Presentation
1:00 pm – 7:00 pm	Exhibitor Teardown
1:30 pm – 2:30 pm	Exhibitor Talk

# Sponsorship Information

## Platinum: \$2,500

- Recognized sponsor of the 2012 Conference and Expo's Icebreaker Opening Reception. Sponsorship acknowledgment and appropriate signage at the Opening Reception of ISWM's 2012 Conference and Expo.
- Platinum sponsors will have their company logo displayed on ISWM's online Membership Directory.
- Half-page ad in the 2012 ISWM Conference and Expo Program.
- Prominence on all sponsorship listing/signage.
- Distinctive identification badges for all company employees attending the 2012 Conference and Expo.

## Gold: \$1,750

- Recognized sponsor of the 2012 ISWM Conference and Expo.
- Gold sponsors will have their company logo displayed on ISWM's online Membership Directory.
- Third-page ad in the 2012 ISWM Conference and Expo Program.
- Prominence on all sponsorship listings/signage.
- Distinctive identification badges for all company employees attending the 2012 Conference and Expo.

## Silver: \$1,000

- Recognized sponsor of the 2012 ISWM Conference and Expo.
- Quarter-page ad in the 2012 Conference and Expo Program.
- Listing on all sponsorship rosters/signage.
- Distinctive identification badges for all company employees attending the 2012 Conference and Expo.

## International Division Hospitality Suite Morning Coffee Sponsor

**\$500 sponsorship for one day. Three sponsorships available.**

Extend a warm welcome to the ISWM's International Members at the 2012 Conference and Expo by sponsoring the International Division's morning Coffee Break. The International Division Hospitality Suite is open to all ISWM International members and their guests from 7:00 am to 9:00 am each morning for breakfast, conversation and a chance to connect and make new friends. You will be identified in the International Division Hospitality Suite as the Coffee Break sponsor with signage bearing your company name and logo, and you may set up a tabletop display in the Suite on the day of your sponsorship. Also, your company will be acknowledged in the ISWM 2012 Conference and Expo Program for its sponsorship.

## 2012 Conference Education Session Coffee Break Sponsor

**\$500 sponsorship for one day. Three sponsorships available.**

Who wouldn't love the company that brought them a hot cup of coffee to combat the morning slump! Make your company the hero of the ISWM 2012 Conference as a Coffee Break sponsor at the 2012 Education sessions. You will be identified as the Coffee Break sponsor with signage bearing your company name and logo, and you will also be entitled to set up a tabletop display in the education session hallway at the time of your sponsored Coffee Break. Also, your company will be acknowledged in the ISWM 2012 Conference and Expo Program for its sponsorship.

**If you are interested in sponsoring, go to [iswm.org](http://iswm.org) under Events and download the full exhibit and sponsorship prospectus.**



# Hotel & Travel Information

## Hotel Information

The ISWM has designated Sam's Town Hotel as the official hotel for the 2012 ISWM Conference & Expo. When making your reservations, please indicate that you want to be included in the ISWM room block to obtain the group discounted rate. Hotel reservations are on a first come, first served basis until Friday, December 23rd or until the block has sold out. ISWM can not guarantee the group rate if rooms are still available after December 23rd. Please reserve early as the room block may fill quickly.

### Sam's Town Hotel

5111 Boulder Highway  
Las Vegas, NV 89122

(800) 634-6371

(877) 593-5993 (to make reservations)

Website [www.samstownlv.com](http://www.samstownlv.com)

*Please contact the hotel directly for room reservations and specify that you are attending the "ISWM Conference and Expo."*

### ISWM Group Rate

Make your hotel reservation by December 23, 2011 to ensure that you get the ISWM group rate! Hotel group rates: \$45 single/double plus 12% tax.

Note: ISWM cannot guarantee the group rate if rooms are still available in the ISWM block after Friday, December 23.

*For additional information on Las Vegas, Nevada visit [www.visitlasvegas.com](http://www.visitlasvegas.com)*

### Hospitality Suites/Events

All exhibitors and conference sponsors may request hospitality suites and meeting space for company events at Sam's Town Hotel. There are a limited number of suites available. Suite reservations will be honored on a first come, first served basis after ISWM staff approval. Affiliate events are not permitted during ISWM's scheduled exhibit or technical session hours. Please contact LouAnn Sodano, Director of Catering, at (702) 454-8020.

### Attire/Weather

The dress for all events at the 2012 ISWM Conference & Expo is business casual. The average temperatures in late January for the Las Vegas area range from highs in the low 60s during the day and evening lows in the mid 30s.

## Travel Information

### Airports

McCarran International Airport (LAS) is 10 minutes from Sam's Town Hotel.

### Taxi

The fare from McCarran International Airport to Sam's Town Hotel is approximately \$25.

### Shuttle Service

There is a free airport shuttle service from Sam's Town Hotel that runs at

two different times each way during the day. The shuttle departs Sam's Town Hotel at 10:00am and 4:30pm each day arriving to the airport at 10:30am and 5:00pm, respectively. The shuttle then departs the airport at both 11:15am and 5:15pm each day arriving at Sam's Town Hotel at 11:45am and 5:45, respectively.

Free shuttle buses make your trip from Sam's Town to the Strip and downtown quick and easy. Go to [www.samstownlv.com/stay/shuttle-service](http://www.samstownlv.com/stay/shuttle-service) for shuttle locations and service.

### Parking

If you are driving to Las Vegas for the conference, Sam's Town offers self-parking and valet parking at no charge.

## Visa Information

Check with your local U.S. Embassy or Consulate regarding current visa requirements. If you need a letter of invitation, please contact Karen Hutchison, Executive Director, at (240) 753-4397 or send an email request to [Karen@iswm.org](mailto:Karen@iswm.org).



# Registration Form

ISWM 2012 Conference and Exposition  
January 24-27, 2012 ▪ Sam's Town Hotel ▪ Las Vegas, NV  
*The Trail To Success*

Register by Friday, December 23 to receive the Early Bird discount.

**By Mail** International Society of Weighing and Measurement  
9707 Key West Avenue, Suite 100 • Rockville, MD 20850  
**By Fax** (301) 990-9771

## 1. Conference Registrant Only ONE Registrant Per Form

Name \_\_\_\_\_

Nickname or First Name (as to appear on badge) \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

## Guest

Name of Guest registering \_\_\_\_\_

## Employee Classification

Please check the category that best describes your business:

- W&M Industry Manufacturer       Retired       Regulatory Official  
 W&M Industry Dealer/Distributor       Consumer       Importer/Exporter

## 2. Registration Packages

### Full Conference Registration

Includes admission to the President's Icebreaker Reception, three days of educational programs and Expo.

### Spouse/Guest Registration

Includes admission to the President's Icebreaker Reception and Expo.

### One-Day Registration

**Wednesday** Includes admission to opening General Session, Wednesday's educational program and Wednesday Expo.

**Thursday** Includes admission to Thursday's educational program and Thursday Expo.

**Friday** Includes admission to Friday's educational program and Friday Expo.

## 3. Registration Fees

	Register by December 23		Register after December 23		
	Member	Non-Mem	Member	Non-Mem	
Full Conference Registration	<input type="checkbox"/> \$200	<input type="checkbox"/> \$350	<input type="checkbox"/> \$300	<input type="checkbox"/> \$450	\$
Spouse/Guest Registration	<input type="checkbox"/> \$50	<input type="checkbox"/> \$50	<input type="checkbox"/> \$65	<input type="checkbox"/> \$65	\$
One-Day Registration / Wednesday	<input type="checkbox"/> \$150	<input type="checkbox"/> \$225	<input type="checkbox"/> \$175	<input type="checkbox"/> \$250	\$
One-Day Registration / Thursday	<input type="checkbox"/> \$150	<input type="checkbox"/> \$225	<input type="checkbox"/> \$175	<input type="checkbox"/> \$250	\$
One-Day Registration / Friday	<input type="checkbox"/> \$75	<input type="checkbox"/> \$150	<input type="checkbox"/> \$100	<input type="checkbox"/> \$200	\$

## Optional Event

Golf Tournament <input type="checkbox"/> Handicap _____	<input type="checkbox"/> \$85	\$
Bowling Tournament	<input type="checkbox"/> \$20	\$
Handbook 44 Training and Testing	<input type="checkbox"/> \$70	\$
<b>Total Amount Due</b>		\$

## 4. Payment

Check enclosed. (U.S. funds only, payable to ISWM)

Credit card  Visa  MasterCard  American Express

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

I authorize ISWM to charge my credit card for the amount indicated above.

## Accommodations

To make your reservation call the hotel directly and indicate that you are an ISWM Conference attendee. You will receive a discounted rate for rooms held in the ISWM block through Friday, December 23, 2011.

**Please reserve early as the room block may fill quickly.**

Rate: \$45 Single/Double plus 12% tax. To make reservations call: (877) 593-5993

## Questions

Telephone: (301) 258-1115 Email: [staff@iswm.org](mailto:staff@iswm.org)

**Confirmations:** All registrations received by Friday, December 23, 2011 will receive a confirmation notice by email within two weeks of receipt.

**Cancellation Policy:** Written cancellation notice is required and must be received in writing by Friday, December 23, 2011. A 25% service fee will be retained on all cancellations. No refunds will be given after Friday, December 23, 2011.

**Special Services:** The International Society of Weighing and Measurement supports the Americans with Disabilities Act, which promotes public accessibility for the disabled. If you require special equipment or services, please attach a written description of your needs. We will contact you in advance to ensure your needs are met.



INTERNATIONAL SOCIETY OF WEIGHING & MEASUREMENT

# ISWM 2012 Conference and Exposition

January 24–27, 2012 ▪ Sam's Town Hotel, Las Vegas, NV

*The Trail To Success*



## ISWM

INTERNATIONAL SOCIETY OF WEIGHING & MEASUREMENT

9707 KEY WEST AVENUE, SUITE 100

ROCKVILLE, MARYLAND 20850

PRESORTED  
FIRST CLASS  
US POSTAGE  
**PAID**  
SUB MD 208  
PERMIT NO. 1