

2017

INVESTMENT RECOVERY ASSOCIATION

CONFERENCE & TRADE SHOW

APRIL 2-5 | LAS VEGAS

EDUCATION



NETWORKING

OVERVIEW

2017 CONFERENCE & TRADESHOW

IF IT'S SPRINGTIME IN LAS VEGAS, THEN INVESTMENT RECOVERY HAS NEVER BEEN HOTTER!



What happens in Las Vegas, does not stay in Las Vegas. That's great news for IR pros like you! Because at the Investment Recovery Association's 2017 Seminar & Trade Show in Las Vegas (Summerlin), Nevada April 2-5, you have unlimited 'take-away' opportunities. From best-of-breed education, to idea-sharing with peers and thought leaders, to non-stop networking—you'll go home loaded-to-the-max with valuable industry-specific learning and resources. This year, we welcome more than 50+ high-quality vendors where "I have a challenge" shakes hands with "We have a solution—just for you."

BENEFITS OF ATTENDING

- > Gain Investment Recovery centric education.
- > Hear celebrated speakers and subject matter experts.
- > Network with 50+ industry- leading vendors under one roof.
- > Bring your toughest challenges—take-away Monday morning solutions.
- > All at a reasonable price.

TOP NOTCH EDUCATION

It's no mirage—this is the epicenter of the most comprehensive and authoritative education in IR today. Designed by IR for IR professionals, take home actionable information on: organizational success, cyber security, benchmarking, the metal market, modernizing/decommissioning facilities seizing opportunities...and much more! And it gets better. Swap real-world experiences at the ever-popular round tables for peer-to-peer best practices.

NON-STOP NETWORKING

Be sure to bring plenty of business cards, because the connections you make here could last a lifetime. Sitting in a session? Taking a coffee break? The opportunity to interact with peers, IR leaders and speakers is everywhere. But that's during the day! What about at night? That's when the networking really ramps up at not one but two evening receptions. Mix and mingle on the beautiful hotel grounds while enjoying cocktails and appetizers.

VENDOR SOLUTIONS

Got questions? We've got answers! The trade show floor is where market-ready solutions can put you ahead of the learning curve. With more than 50 vendors, match up your toughest challenges with the latest in product and service innovations. Find expert advice and practical information on what's hot, what's next and what you've been looking for!

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EDUCATIONAL SESSION HIGHLIGHTS

MONDAY | APRIL 3, 2017



WORKSHOP: Driving Organizational Success through Sustainability Leadership



Dr. Kevin Gazzara
Author & Organizational Leadership Consultant
Arizona State University,
Walton School of Sustainability



Bruno Sarda
Vice President, Sustainability
NRG Energy, Inc.



Park Howell
Founder & President
Park & Co



George Basile
Professor, Senior Sustainability Scientist
Arizona State University,
Walton School of Sustainability

Your work in investment recovery, providing value to your company's bottom line is an integral part of your company's sustainability picture. However, the reality is this: Many sustainability programs struggle because they are developed or integrated in ways that miss important organizational dimensions. In this dynamic workshop, you will learn how to incorporate four key pillars of success that will help your organization achieve lasting sustainable change: leadership, strategy, communication and global-context. This cross-functional team of expert practitioners and faculty will provide insights on how to:

- > Create and identify sustainability strategies that promote broad organizational success through an effective suite of actions
- > Apply global sustainability principles to your specific organizational context
- > Integrate your organization's own perspective through a sustainability lens with a global-context

- > Employ leadership competencies and behaviors that are critical to leading lasting, transformational change
- > Communicate effectively about sustainability with key stakeholders and audiences

Get the most out of your Trade Show Experience

Panel with exhibitors and attendees, showing the benefits of using a trade show to improve relationships and bottom line

KEYNOTE SPOTLIGHT: The Champion's Code:

Building relationships through life lessons of integrity and accountability from the sports world to the business world



Ross Bernstein
Inspirational Speaker
and Sports Author

Mr. Bernstein is an award-winning business speaker featured on CNN, ESPN, Fox News and the Wall Street Journal. He has interviewed more than 500 professional athletes and coaches who were part of championship teams. Ross concluded that the same metrics and characteristics common among sport champions were also found in top business performers. In an engaging, provocative, and visually entertaining style, Mr. Bernstein will use inspirational stories from the world of sports to show participants how to:

- > Create a "culture of excellence" via extraordinary customer service
- > Generate momentum by utilizing the "currency of karma"
- > Follow your moral compass to win "the right way"
- > Be better leaders and create more "buy-in" by embracing change and failure
- > Evolve from "order takers" to "trusted partners"

EDUCATIONAL SESSION HIGHLIGHTS

TUESDAY | APRIL 4, 2017



Opportunity Thinking™

Pam Henderson, Ph.D

NewEdge

First 200 registered will receive Pam's book: *You Can Kill an Idea but You Cannot Kill an Opportunity*

Ms. Henderson is co-founder and CEO of NewEdge, Inc, a growth strategy and design firm. In this session, leave your old ways of thinking behind to experience Opportunity Thinking™.

Pam takes you on a creative journey where market forces, business models, technology, organizations, environments, and design set the stage for unlimited opportunities. IR professionals are encouraged to think out of their comfort zone to discover new business scenarios.



BREAKOUT: #1 (you pick)

Analysis & Appraisals

Lee Robinette, ASA, Collateral Evaluation

Mr. Robinette will share his experience and knowledge of analyzing and appraising equipment. He will take us through the Analysis and Appraisal steps:

- > Defining the problem
- > Assembling pertinent data
- > Gathering market research (*from both new and used markets*)
- > Applying knowledge and appropriate appraisal techniques
- > Possessing the experience and judgment to reach an appraisal conclusion.

PANEL DISCUSSION: Prospective on Investment Recovery at Facilities

This panel will provide a prospectus on the impact asset recovery has from a financial and logistics perspective on facility modernization and decommissioning. These types of projects are on a rise and this panel will bring a valuable perspective to the audience. The panel consists of an Investment Recovery Professional, Demolition Contractor; Environmental Contractor, Owner's Engineer and State Representative. The panel will discuss decommissioning and modification process, what preparations are needed to optimize the project and lessons learned, positive and negative.

Is That Asset A Liability? The Cyber Risk of Investment Recovery

Chad Pinson, Managing Director

Stroz Friedberg

Cyber security extends into all aspects of property, plant, and equipment.

Really? How is that?

IR depends on finding latent value in assets. But what about the hidden risks? As more assets and systems become connected, remotely accessed and controlled—more cyber vulnerabilities are exposed.

What IR cyber risks should you be aware of and how can those threats be mitigated? This session keeps you one step ahead to find hidden value - while avoiding hidden liability.

BREAKOUT: #2 (you pick)

CMIR: Scrap Recycling and The Environment

As an integral part of the 7Rs of Investment Recovery, you will Learn about the proper sustainability methods that can mitigate risk and create value for your IR department and your company's customers and community.

Analysis & Appraisals Workshop

Lee Robinette, ASA, Collateral Evaluation

Lee will hold a hands-on workshop that will take participants through three hypothetical "appraisals" in working groups.

BREAKOUT: #3 (you pick)

Key Findings from the Recent Benchmark Study

Sean Byro, CMIR, Arizona Public Service

The Investment Recovery Association recently released its 2015 Benchmark Study Results. How do you interpret the findings, how do you use this data, or more importantly, how should you use this data to demonstrate your Return to the company.

CMIR: Warehousing, Logistics, Sales

Knowing what is in your warehouse and how much space it takes is good IR practice. Understanding the logistics terms while getting your surplus to the next location is critical to the bottom line result of the sale.

These items as well as sales and marketing tips and tactics will be shared during this one hour breakout session.

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EDUCATIONAL SESSION HIGHLIGHTS

WEDNESDAY | APRIL 5, 2017



Cost to Benefit Analysis

Mike Mitchum, CMIR, AECOM

What is the true net return on an asset sale? What is truly best for the company and the project? This session breaks down the math for the rest of us! Do not be fooled by large purchase offers that might not be what they seem at face value. Learn to do the math!

- > Become a better negotiator by learning how to properly evaluate a purchase offer
- > Know how to effectively perform a cost to benefit analysis – including hidden costs
- > Minimize cost overruns and schedule slippage in the planning stages



Legal Issues Facing Investment Recovery

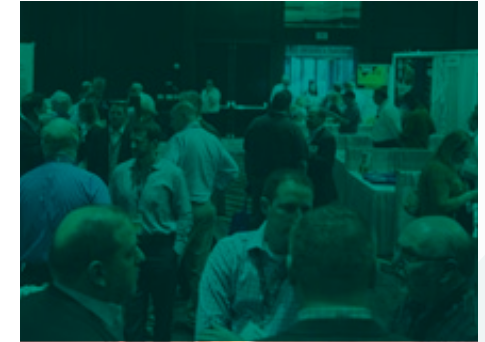
Jim Cavanaugh, *Senior Counsel*
Warner, Norcross and Judd

IR legal issues rank high as major stress producers. This session will help identify and clarify the most critical legalities each IR professional should be prepared for within your organization. Key topics include anti-trust – the good, the bad and the ugly and why you need a 360 understanding of it. In addition, Mr. Cavanaugh will demystify contract language and other legal-related items that IR pros need to know.

Economics and the Metal Market Focus

Tatiana Bailey, PhD
Executive Director, *Southern Colorado Economic Forum University of Colorado*

The sluggish metal market has taken its economic toll on recycling longer than anticipated. When will this market swing the other way? IR professionals count on the metal recycling market as a critical component to their budget. Is 2017 the turnaround year? Tatiana Bailey will provide an in-depth economic forecast explaining important factors impacting your role in investment recovery.



Investment Recovery Association Conference mobile App

Join the conversation before during and after the meeting. The exclusive app can be downloaded at the Apple Store or on Google Play. Once registered and paid, you may establish your profile and begin networking, asking questions, plus just keeping in the loop of what is happening.

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SCHEDULE AT A GLANCE

APRIL 1-5, 2017

SATURDAY, 4/1	MONDAY, 4/3	TUESDAY, 4/4	WEDNESDAY, 4/5
<p>9:00 am Board Meeting</p> <p>3:30 am CMIR Study Group</p>	<p>6:30 am Registration Opens</p> <p>7:00 - 7:55 am Breakfast</p>	<p>7:30 - 8:15 am Breakfast</p> <p>8:30 - 10:00 am Opportunity Thinking Pam Henderson</p>	<p>No Breakfast</p> <p>8:15 - 9:15 am Cost to Benefit Ratio Mike Mitchum, CMIR</p>
SUNDAY, 4/2			
<p>9:00 am Board Meeting</p> <p>9:00 am CMIR Exam</p>	<p>8:00 am - Noon Driving Organizational Success through Sustainability Leadership</p> <p>10:00 - 10:15 am Break</p> <p>Noon - 1:00 pm Lunch & Networking</p>	<p>10:00 - 10:15 am Break</p> <p>10:15 - 11:30 am Is That Asset A Liability? The Cyber Risk of Investment Recovery Chad Pinson, Stroz Friedberg</p> <p>11:30 am - 1:30 pm TRADE SHOW & LUNCH</p>	<p>9:20 - 10:00 am Legal Issues, Jim Cavanagh— <i>What are the issues you want Jim to focus on?</i></p> <p>10:00 - 11:00 am Economics and Metal Market Focus, Tatiana Bailey</p>
	<p>1:00 - 1:30 pm Get the most out of your Trade Show Experience <i>Panel with exhibitors and attendees, showing the benefits of using a trade show to improve relationships and bottom line</i></p>	<p>BREAKOUT SESSIONS: YOUR CHOICE</p> <p>1:30 - 2:30 pm Panel Discussion, Prospective on Asset Recovery at Facilities Analysis & Appraisals Lee Robinette, ASA</p>	<p>11:00 - 12:30 pm Lunch with Annual Meeting and Door Prizes</p> <p>12:30 pm Departure</p>
<p>NOON Registration Opens</p> <p>1:00 - 3:00 pm Committee Meetings</p> <p>3:00 - 3:30 pm Board Meeting w/Committee Chairs</p> <p>5:00 - 6:30 pm Navigation & Networking at the Conference</p> <p>5:00 - 6:30 pm Early Arrival Networking Session <i>Informal session with cash bar available</i></p> <p>6:00 pm EVENING OPEN</p>	<p>1:30 - 3:30 pm Keynote The Champion's Code Ross Bernstein</p> <p>3:30 - 5:30 pm TRADE SHOW</p> <p>5:30 - 7:00 pm Welcome Reception on the lawn</p>	<p>2:40 - 3:40 pm CMIR: Scrap Recycling and The Environment Analysis & Appraisals Workshop Lee Robinette, ASA</p> <p>4:00 - 5:00 pm Benchmark Key Findings Report Sean Byro, CMIR CMIR: Warehousing, Logistics, Sales</p> <p>5:00 - 6:00 pm RECEPTION</p>	

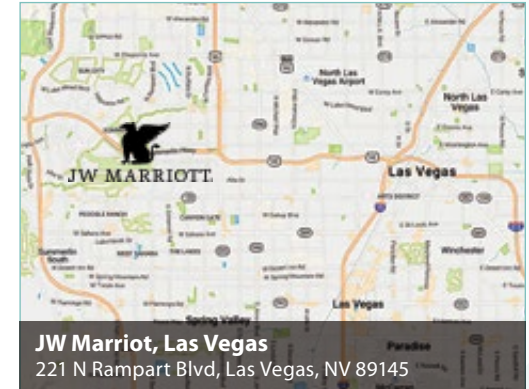
NEW TIME



For more information on CMIR please visit:
www.invrecovery.org/knowledge-center/cmirt

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PLAN YOUR TRIP



JW Marriot, Las Vegas
221 N Rampart Blvd, Las Vegas, NV 89145



HOTEL ACCOMMODATIONS Reserve by March 10 to receive the special rate of \$169 single/double + tax.

The Headquarter Hotel is the JW Marriott Las Vegas in Summerlin, Nevada. You may reserve your room at <https://aws.passkey.com/event/15493824/owner/25334/home> or if needed call **702-869-7017** before Friday, March 10, 2017 to receive the special conference rate of \$169 plus applicable taxes. There is an additional, optional resort fee negotiated to \$8 per night plus taxes (reduced from \$14.99) which includes high speed internet access in guest rooms, complimentary local, 800 and domestic long distance guest room calls, access to Spa Aquae Fitness Center, two small bottles of water in room, refreshed daily, two complimentary drink coupons in the Rampart casino and one complimentary appetizer with meal purchase in Carmel Room. The Palm Tower exercise room is complimentary and open 24-hours a day.

The guest room rate of \$169 plus applicable taxes will be extended three days prior and post conference based on the Resort's availability. As an *Investment Recovery Association* conference guest, you will also be provided a 10% discount on spa treatments at Spa Aquae. There is complimentary self and valet parking for all attendees. Complimentary shuttle service to and from the Strip. A 19-passenger van and is available on a first-come first serve basis and runs on a daily schedule.

We've negotiated a special seminar rate at the hotel. The last several years, the hotel sold out completely, so book early. **Be sure to state you are with the Investment Recovery Association 2017 Spring Conference.**

WEATHER/DRESS

The average daytime high in April is 78° and the average low is 51°. Dress during the Investment Recovery Association conference is "business casual" attire.

HOW TO HAVE A SUCCESSFUL CONFERENCE EXPERIENCE

- Guarantee your seat at the conference by pre-registering and paying
- Establish your profile in our Investment Recovery Association Conference Mobile App
- Plan to pick up your registration material (i.e. name badge) on **Sun., April 2, Noon - 5:00 pm**
- Schedule to attend the Navigating and Networking Session beginning at **5:00 on Sun., April 2**
- Would you like to host a first timer, contact Jane Male, admin@invrecovery.org
- Make your hotel reservation well before the deadline to guarantee the conference rate, and the room
- Engage with others at the show and networking events included with your exhibitor fee



QUESTIONS? Please call 816.561.5323, or email: Jane Male, Executive Director, admin@invrecovery.org
Or, Kim Weitzel, Asst. Director, kweitzel@westerneda.com

[CLICK HERE FOR HOTEL RESERVATIONS](#)

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2017

INVESTMENT RECOVERY ASSOCIATION

CONFERENCE AND TRADE SHOW

APRIL 2-5 | LAS VEGAS

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CLICK HERE TO SUBMIT BY EMAIL
jmale@westerneda.com

OR PRINT TO FAX:
816-561-1991

OR MAIL:
Investment Recovery Association
P.O. Box 419264, Kansas City, MO 64141

QUESTIONS?
Please call 816.561.5323, or email:

Jane Male, Executive Director,
admin@invrecovery.org

Or, Kim Weitzel, Asst. Director
kweitzel@westerneda.com

CONFERENCE REGISTRATION FEE:

\$850/Member; \$1,100/Non-member

THREE OR MORE PER COMPANY:

Save \$50

ONE-DAY REGISTRANT FEE:

\$350/Member; \$550/Non-member *Check the day(s):*

Monday Tuesday Wednesday

The one-day registrant fee includes the selected day's educational sessions, and refreshment breaks.

COMPANION REGISTRANT FEE: \$275. The companion registrant fee includes the breakfasts, Tuesday lunch, and reception.

A Companion is a spouse or significant other, not involved in your investment recovery business or activities.

Your Name _____
(as it should appear on badge)

Company _____

Address _____

City _____ State _____ ZIP _____

E-mail _____

Phone (____) _____ Fax (____) _____

This is my first conference.

Spouse/Guest Name _____

Company _____

Address _____

City _____ State _____ ZIP _____

E-mail _____

Phone (____) _____ Fax (____) _____

This is my first conference.

Please indicate any special needs or allergies: _____

Required: Emergency Information. In case of emergency during conference please contact: _____

E-mail _____

Day Phone (____) _____

Evening Phone (____) _____

PAYMENT

Register online, or if you prefer, return the form with a check payable to the Investment Recovery Association. We also accept MasterCard, Visa, and American Express. All fees must accompany the registration form

Total for Registration: \$ _____

Enclosed is my check or money order for \$ _____ made payable to Investment Recovery Association (U.S. funds only)

Please charge my: Visa MasterCard AmEx

Card # _____ Security Code _____

Expiration Date _____

C.C. Billing Address _____

City _____ State _____ ZIP _____

Signature _____

Important Notes on Completing This Form:

- Complete all fields. Duplicate the form as needed for additional registrants.
- List name and address as you wish them to appear on your badge and in the registration list.
- Indicate whether you are a first-time attendee.
- To make changes on your registration form, call 816.561.5323 or send e-mail to jmale@westerneda.com. Changes will not be reflected in the printed material if received after March 1, 2017.
- Refund of registration fee(s) and optional events, minus a \$100 administrative fee, will be made upon receipt of a written notice of cancellation, e-mail or fax no later than March 1, 2017.
- No refunds will be made for cancellations after March 1, 2017; however, personal emergencies will be addressed on a case-by-case basis for registration fee(s) only.
- No refunds will be honored for no-shows.
- Registrations will not be processed until payment is received.

On-Site Registration and Pickup of Conference Materials:

On-site registration opens on Sunday, April 2, 2017, at noon. Preregistration is not required but is strongly encouraged for quick pickup of conference materials and for your own convenience. The seminar begins with a "Networking and Navigating 101" session on Sunday, April 2, at 5:00 p.m. Educational sessions begin Monday, April 3, at 8:00 a.m. Registration will open at 6:30 a.m. on Monday and will remain open throughout the day.