

NECA

2010 Midwest Regional Conference

Desert Springs Resort, Palm Desert, California
March 21-24, 2010

Join Us For Our 16th Annual Midwest Regional Conference!

Highlights:

- Opening Reception
- Educational Seminars
- Industry Updates
- Entertaining Speakers
- Spouses Brunch
- Golf Outing
- Awards Breakfast
- Farewell Reception

Reserve your spot at the 2010 Midwest Regional Conference in beautiful Palm Desert, California!

The conference offers you the opportunity to participate in educational seminars to improve your business, receive industry updates from NECA leaders, meet and exchange information and ideas with fellow NECA electrical contractors from the Midwest, and enjoy the spectacular desert oasis of the Desert Springs Resort.

In addition to the business and educational opportunities, the

conference also showcases entertaining speakers at the opening General Session, the Spouses Brunch, and at the Awards Breakfast.

NECA will also be hosting our annual conference golf outing, with golf prizes presented at the Awards Breakfast.

Pictures of the resort can be viewed on the website:

www.desertspringsresort.com.

Registration for the conference is now open at www.necanet.org.



Seminars

“How to Improve Your Profitability in a Tight Market”

*Presenter: Jim Garrison,
Construction Industry Educator*

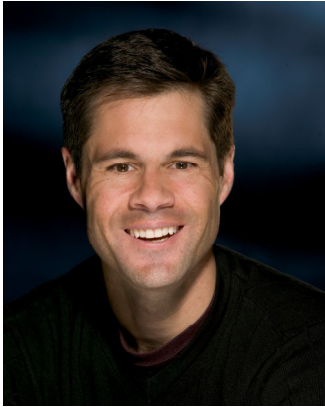
The current economic recession is not only causing problems for contractors now, it is permanently changing the way business will be conducted. This program not only explains how to survive in the current situation, but also presents strategies to turn the new trends into competitive advantage for your company.

“Surviving the Market”

*Presenter: Jim Weber, CPA, Weber &
O'Brien, Ltd.*

This program has been created to assist NECA members in dealing with the financial and operational issues facing their companies in these difficult economic times. You will learn how to assertively respond to these changes and develop comprehensive business and financial strategies for your company.

Monday General Session Speaker



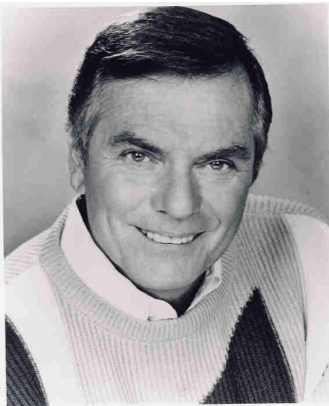
John Sileo

Identity Theft Protection

Featured speaker John Sileo will address NECA members on the importance of protecting the private data and information they handle every day at their companies and in their personal lives. John is the country's top identity theft expert and has appeared on numerous business-related television shows.

You might have read Stolen Lives, his critically-acclaimed, award-winning book on identity theft protection. If not, you're in for an eye-opener! NECA members will be motivated not only to protect themselves and their families, but also the sensitive data they handle every day in the workplace.

Wednesday Awards Breakfast Speaker



Peter Marshall

Hollywood Squares & More

Although Peter Marshall might best be known for entertaining us for 15 years on *Hollywood Squares*, his entrance into show business started at the age of 15 as a band singer. From there, Peter's performances included nightclub comedy,

Broadway musicals, the London Symphony Orchestra, the *Ed Sullivan Show*, and guest-starring on numerous major television series. Today, Peter lives with his wife, Laurie, in Palm Desert, and is going to visit with us at the NECA Awards Breakfast.

Social Activities



The conference begins Sunday evening, March 21st, with a cocktail reception beginning at 6:30 p.m.

Monday's Spouses Brunch begins at 9:30 a.m. and will also feature a speaker.

Tuesday's golf tournament begins at 12:30 p.m.

The conference ends Wednesday evening with a Farewell Reception beginning at 6:30 p.m.

In addition to NECA planned events, the resort has an award-winning, full service spa, two 18-hole championship golf courses, a

tennis & lawn club, a number of restaurants & lounges on the property, two main pool complexes, and complimentary gondola tours of the magnificent lakes & waterways.

Please visit their website at www.desertspringsresort.com to see all the resort amenities.