



Financial & Security Products Association (FSPA)

**Tackling the Challenges of Today
and Tomorrow...
in the greenest desert in the world,
Tucson, Arizona**



*People come from all across the world to visit Tucson's blossoming green landscape.
Found in the Sonoran Desert and dubbed "The Greenest of Deserts,"
Tucson offers clear skies, fresh air and stunning sunsets.*

General Registration

Financial & Security Products Association
37th Annual Conference & Manufacturers Showcase
Westin La Paloma Resort & Spa, 3800 E. Sunrise Drive, Tucson, Arizona 85718
Telephone: 520.742.6000 -- Fax: 520.577.5886
Website: www.westin.com/lapaloma -- Website: www.fspa1.com - Annual Events

June 10 - June 12, 2010



Financial & Security Products Association (FSPA)

President's Letter

Dear FSPA Members:

The new year is here and while I cannot predict what is in store for us for 2010, I would like to say that the Financial & Security Products Association (FSPA) was created to provide a forum for independent dealers and manufacturers to work together, to provide the best products and services to financial institutions as well as for possible new markets. The more difficult the challenges in our industry, the greater the benefits the FSPA organization can provide to all attendees at each year's Annual Conference & Manufacturers' Showcase.

I am pleased to report that after visiting the Westin La Paloma Resort & Spa in Tucson, I truly feel that this site will be an excellent venue for the upcoming Conference & Manufacturers' Showcase. Besides providing an outstanding setting for business and social activities; it also has a wonderful golf course and spa in a true luxury resort setting. This will be the perfect time to combine business with a little vacation time to help you recharge your business batteries for the 2nd half of the year.

I know that spending money on attending a conference and trade show in difficult economic times is always a challenge. However, I can tell you that I believe the FSPA Conference & Manufacturers' Showcase will provide the single greatest opportunity in 2010 for you to visit with multiple manufacturers and suppliers of products that are needed in your businesses. In addition, the educational sessions, presentations and networking opportunities continue to be outstanding and are designed to help you think "out of the box" so that you can tackle the multiple challenges you face in these unprecedented times; as well as to help you consider new products and new possible markets.

Please make plans now to attend the 2010 FSPA Conference & Manufacturers' Showcase in Tucson, Arizona, June 10 – June 12, 2010. This event will prove to be a most worthwhile investment for your businesses.

I'll look forward to seeing you in Tucson.

Eric Sheppard
FSPA Board President

General Registration

_____ **\$350** Full Registration or Spouse Registration

Full Registration or Spouse Registration includes the Thursday evening Off-Site Event, Luncheons on Friday and Saturday, all Educational Sessions and all Manufacturers Classes with Continental Breakfast, the Saturday Manufacturers Showcase and the Saturday Reception and Banquet Dinner. (Excludes Spouse Tour and Golf)

_____ **\$500** Non-Member Registration

The non-member registration includes the Thursday evening Off-Site Event, Luncheons on Friday and Saturday, all Educational Sessions and all Manufacturers Classes with Continental Breakfast, the Saturday Manufacturers Showcase and the Saturday Reception and Banquet Dinner. (Excludes Spouse Tour and Golf)
NOTE: \$150 will be applied to a new membership upon joining FSPA.

_____ **\$ 125** Golf Tournament

Covers all golf awards and cash prizes. (No money will be solicited at the golf outing).
Please list your handicap for pairing: _____

_____ **\$ 60** Spouse Tour (Lunch is included)

A La Carte

(For those who do not register with a Full or Spouse Registration or Non-Member Registration)

_____ \$ 125 Thursday Evening Off-Site Event

_____ \$ 45 Friday Luncheon

_____ \$150 Saturday Evening Reception & Banquet

Registration for Manufacturers Showcase ONLY

_____ \$100 per person with one full registration from FSPA member company. (Lunch included)

_____ \$150 per person if there is no Full Registration from a FSPA member company. (Lunch included)

_____ \$250 per person Non-Member for exhibit only. (Lunch included)

_____ \$750 Non-Exhibiting Participating Manufacturer -- (For Manufacturer Members) - Includes one full conference registration and full access to the Manufacturers Showcase. A Non-Exhibiting Manufacturer will also receive a sign with their company name to be placed in the Hospitality/Lounge area of the Manufacturers Showcase.

Company: _____

Attendee Name: _____ Attendee Name: _____

Attendee Name: _____ Attendee Name: _____

Attendee Name: _____ Attendee Name: _____

\$ _____ TOTAL

_____ Credit card authorization form is attached.

_____ Please invoice our company for conference registration.

(A paid invoice receipt and registration acknowledgement will be mailed to you after each transaction is processed). Thank you!

SEE HOTEL ROOM RESERVATION FORM ENCLOSED.
OR GO TO OUR WEBSITE:
www.fspa1.com - ANNUAL EVENTS
CUT-OFF DATE FOR HOTEL SLEEPING ROOMS
IS MAY 17, 2010.

NOTE: Special Needs and/or Handicap Condition -- Please let us know if you will need any special assistance.

Credit Card Authorization

FSPA accepts Visa, MasterCard or American Express for your conference registration.
If you decide to use this feature, please provide the following information:

1. Credit Card - (circle one) AMEX MASTERCARD VISA

2. Card number: _____

3. Card expiration date: _____

4. Company Name: _____

5. Full Name on Credit Card: _____

6. Itemize or provide an explanation of registration to be charged to your account.

7. Total amount authorized to be charged: \$ _____

7. Cardholder's Signature: _____
(Applies to mail or fax authorizations only)

NOTE: *If you prefer, you may telephone or fax this information to the FSPA office.
Telephone: 800.843.6082 Telephone 505.839.7958 Fax: 505.839.0017*



Conference Events

Golf Tournament

Date: June 10, 2010 -- Thursday -- Golfers' breakfast begins at 6:30a -- Shotgun Starts begin at 7:30a

This year's golf tournament will take place at the highly rated Jack Nicklaus Signature Golf Course on the hotel property.

No busses, no car rides and just a short walk from the main building! The 14th Annual Bud Hanson Golf Tournament will again feature for the 4th consecutive year, the popular "Hole-in-One Contest" for a \$25,000 First-Place prize and other golf travel prizes, sponsored by Security Systems Equipment Corporation. Tournament registration fees will cover all of the golf awards and additional cash prizes. No money will be solicited at the golf course. You don't have to be a serious golfer to participate in this annual golf outing. Just bring a strong desire to have fun!

New Members, Non-Golfers & Spouses Gathering

Date: June 10, 2010 -- Thursday -- Time: 9:30a -- 11:00a

This traditional social get-together has always been a very popular event for non-golfers, spouses and new members. Old friends have an opportunity to visit again, new members can learn about FSPA, and we also have a guest speaker from the Tucson Convention & Visitors Bureau to give us a presentation about Tucson, its history and attractions.

Off-Site Event

Date: June 10, 2010 -- Thursday -- Time: 7:00p -- 10:00p

The hotel shuttle will transport attendees to the *Catalina Basin*, a 5-minute ride from the main building. Attendees will also be able to drive their vehicles to the parking lot at the basin. For the adventurous folks, this is an easy walk from the backside of the property to the Catalina Basin. This is the first-time ever that we have had an off-site event on-site! The event titled *Fiesta de FSPA* will be held in the Catalina Basin which is a few minutes from the main building and in a valley. The temperatures are also cooler in the evening there. Participants will be pampered with outstanding food, adult beverages and a several different and enjoyable entertainment venues. This is the annual event which offers maximum opportunities to visit with old and new friends, to network and ...this is also the perfect venue to recharge your batteries! Remember, you don't have to undertake any long bus rides or have to wait for scheduled departures back to the hotel. You have the choice of the hotel shuttle, your own vehicle or an easy walk! Further instructions will be provided in your conference packets regarding access options to the Catalina Basin.

Manufacturers Showcase

Date: June 12, 2010 -- Saturday -- Time: 9:00a -- 3:30p

This has always be the premier event at each year's conference. It is a one-of-a-kind trade show that is truly unique in the independent financial equipment industry. We anticipate having another great line-up of exhibitors. The entire show will again be in one gigantic ballroom and attendees will have 6 1/2 hours of dedicated time to visit with the manufacturers and suppliers who will be offering many new products, as well as showing the latest technology. The hosted luncheon will also take place in the general area of the Showcase and the traditional Korden, Inc. "Hospitality Station" will also be located in the showroom.

PLEASE NOTE: FSPA strongly encourages members who cannot attend the entire conference to make plans to at least attend the Manufacturers Showcase on Saturday. There is no other opportunity to visit with as many manufacturers and suppliers at one time and in one place! Attending the Showcase on Saturday would not require time away from work and the cost is extremely affordable for a "Showcase ONLY" registration.

Spouse Tour

Date: June 12, 2010 -- Saturday -- Time: 9:15a -- 1:30p

Sabino Canyon Tram Tour & Hacienda Del Sol Guest Ranch Tour with Lunch

Guests will depart the resort for Sabino Canyon, a nature photographer's dream which is also steep in history. Our tour guide will accompany you to Sabino Canyon where you will board an open-air, outdoor motorized tram for a 45 minute narrated tour that gets you up close and personal to this desert oasis. Next on our tour is the Hacienda Del Sol Guest Ranch & Resort, an oasis in the beautiful Southwestern Desert, nestled in the foothills of the majestic Santa Catalina Mountains. The historic Hacienda Del Sol Guest Ranch & Resort is Tucson and the Old West. Such celebrities as Clark Gable and Spencer Tracy have called it home. Hacienda Del Sol is a part of Tucson's colorful heritage; a place that continues to capture hearts and brings pure enjoyment to all who visit. It is still unobtrusive in character--a place of simple pleasures where the sky still seems bluer and the air somehow fresher. Lunch will be served in their outstanding restaurant.

Hosted Luncheons

Date: Friday, June 11, 2010 -- Time: 12:00p (noon) -- 1:00p

This sit-down luncheon event provides a great break between the morning and afternoon presentations and educational sessions.

Date: Saturday, June 12, 2010 -- Time: 12:00p (noon) -- 1:00p

The traditional box luncheon in the Showcase allows attendee to maximize the time spent with the exhibitors.

Reception and Banquet Dinner

Date: Saturday, June 12, 2010 -- Time: 7:00p -- 10:30p

Our traditional and increasingly popular closing reception and banquet will provide attendees with the opportunity to visit with old friends and new acquaintances in an enjoyable social setting. This event will again, as always, feature many outstanding vendor raffles, cash awards, as well as the important "Seniority Membership Awards." In addition, the many awards associated with the annual golf tournament will be presented at this banquet. We will again try to keep this event fast-paced and fun-filled for everyone!

Educational Presentations, Keynote Presentation, Financial Industry Speaker and Classes

DATE: Thursday, June 10, 2010 -- Time: 1:00p – 5:00p

PANEL PRESENTATION #1: Thinking "Green" in the Banking Industry

Financial institutions are always in the forefront of major economic, social and political mandates. The current emphasis on being *Green* in our country involves many areas where financial institutions are taking the lead in "*Going Green*" to have a positive impact on the environment and their communities. This can and will lead to many new business opportunities for companies selling to financial institutions.

The panel will include William P. Sieber, President, E.F. Bavis & Associates, Inc., and a 33-year FSPA member. His company invented and introduced to the marketplace, the first solar-powered drive-up banking system. In addition, Jeff Comfort, Case and Associates, a Dealer member, will share his company's successful experiences and involvement with financial institutions in the Minnesota market that are "*Going Green*". The last member of the panel will be a LEED's certified architect or contractor. This individual will be able to share some insight regarding *Green* building projects that more and more financial institutions will be looking at in the future when new branches are considered or when remodeling projects are planned.

PANEL PRESENTATION #2: Integrated Electronic Security Solutions, including the latest biometric, digital video, alarm and access control technology will be covered in this presentation. FSPA member, Joe Perry, JMP Security System Integrators, Inc., will cover this all-important subject matter with another industry panelist. This session will definitely encompass products that are trendsetting and in demand to allow FSPA members to be completely up-to-date when making security systems presentations to their customers.

DATE: Friday, June 11, 2010 -- Time: 9:15a – 5:00p

Keynote Presentation:

This will be an extremely interesting day with an outstanding keynote and financial industry speaker geared towards helping our members during these tough economic times. This day will begin with the Annual FSPA Business Meeting which will include the induction of the new FSPA Board of Directors, the annual "State of the Association Report", current problems facing FSPA members and future FSPA conference locations.

Our keynote speaker, Barry Roberts, an author, speaker and humorist is known for his keynote presentations on maximizing profitability and productivity. His presentation is titled, Innovate Strategies for Success in the Current Business Environment, and is a highly interactive, customized presentation that will make a positive difference and help you develop better business strategies during these tough times in our economy. Participants will learn to: (a) enhance decision-making skills, (b) close more sales, (c) be one step ahead of the competition, (d) be completely unique in your marketplace and (e) define innovative and inventive thinking.

Financial Industry Speaker: Our financial industry speaker, Dennis Calik, Senior Vice President, Corporate Properties, National Bank of Arizona, will share a wealth of relevant experience with our members. His experience includes equipment procurement, facilities management, as well as the important area of external and internal servicing of equipment. He also is involved in the *Green* movement within his organization. His bank has assets of \$4.8 billion and has over 80 branches located in 55 different communities throughout the state of Arizona. His bank is a part of the Zions Bancorporation, financial services company, with total assets of over \$55 billion through eight different financial institutions located in 10 western states.

Round Table Discussion: "State of the Industry" -- Our last session will an extremely important group participation and discussion round-table event. Attendees will be invited to share their experiences during these tough times, pertaining to success stories, horror stories, survival techniques and any other information that can assist fellow FSPA members during these extraordinary times in the financial equipment and services industry. Participants will also be asked to share their experiences in selling to new vertical markets, as well as selling new products that they may not have sold before. For this closing session (which may go beyond 5:00p and since Friday is an open evening), attendees will be able to sign up in advance for "time at the podium". We will also call for volunteers at this session. This day and a half should be considered "must attend" events at the FSPA Annual Conference & Manufacturers' Showcase.

Manufacturers' Classes

There are two (2) class time slots available for Manufacturers Classes or for the introduction of new products and/or services. The fee for each class is \$250.00. These classes are scheduled from:

7:00a to 8:00a -- Friday, June 11, 2010
8:00a to 9:00a -- Friday -- Kaba Mas Corporation has reserved this session
7:00a to 8:00a -- Saturday, June 12, 2010
8:00a to 9:00a -- Saturday -- FTSI has reserved this session

There are no conflicting events scheduled during any of these listed time slots. Since these classes are fee-based classes, a continental breakfast is provided to all attendees. Take advantage of a complimentary morning meal while you learn about something that could benefit your business! Future conference communications will provide specific class information after they are reserved by members. If your company would like to schedule and conduct one of these classes, please contact the FSPA office as soon as possible as we only have two slots open!