



# RETA Conference Attendance is a Sound Investment

RETA's National Conference provides a program of instructional and technical sessions designed to meet the needs of professionals in the refrigeration industry. If you want to attend the Conference, we recommend you approach your supervisor with a business case and show why your attendance is a sound investment for your employer.

PO Box 1819  
Salinas, Calif. 93902  
www.reta.com  
Tel: 831.455.8783

## TOP TEN REASONS TO ATTEND A RETA CONFERENCE

- 1. EDUCATION** — RETA's Conference provides three days of technical sessions designed to refresh, renew and expand your refrigeration knowledge and understanding.  
  
PLUS **FREE** Special Tuesday Session — One Plan Coalition Ammonia Safety Day
- 2. TECHNICAL PAPERS** — Each attendee is provided with a complete set of Technical Papers.
- 3. TRAINING** — Our program is filled to capacity with workshops and training sessions from the best in the industry. Plus, attendance accrues RETA professional development hours (PDH) applicable to maintaining RETA certification.
- 4. VALUE** — Full immersion experience at no-frills prices. Our registration is only \$495 (regardless of membership status) *inclusive of all meals and events.*
- 5. SCHOLARSHIPS** — Our sponsors generosity enables us to offer a \$100 scholarship to operators, technicians and end users; reducing the registration price for RETA members to \$395.
- 6. EXHIBITION** — 60,000 sq ft of heavy equipment exhibition with designated hours for you to connect with your providers and examine new technology.
- 7. ACTIVITY** — Technical workshops, general sessions, special events, banquets and more — all designed to provide you with vital information and contacts.
- 8. FAMILY** — Be a part of the RETA family. You just might wonder how you ever got along without those family ties.
- 9. OPPORTUNITY** — Explore this unique learning opportunity and discover why RETA is a leader in the industry.
- 10. COMMUNITY** — The Conference brings together a great diversity and variety of those in the refrigeration industry from around the world.

Below are a few proven tactics to help guide you through the process of building your case for Conference attendance. Keep in mind that you'll need to show why your attendance at the RETA National Conference is beneficial to the company as well as for you (as their employee).

- Review the preliminary topic schedule and highlight sessions that could save your company money and improve performance on the job (efficiency, safety programs, regulatory awareness, etc.)
- Create a list of sessions and note why they are relevant to the company and your job. Be specific — describe how the knowledge you gain will benefit the company and indicate how you will share that knowledge with fellow employees.
- Point out that you will return with a complete (*and FREE*) set of technical papers from all Conference sessions. (All papers presented have been reviewed by RETA's *Technical Paper Review Committee* prior to distribution.)
- Emphasize the importance of attending a Conference that includes an exhibition where you can examine new technology and spend one-on-one time with provider reps discussing your operation's needs. This is a golden opportunity to gain the information needed for you to make informed procurement decisions and recommendations to help improve the bottom line.
- Emphasize the low cost of registration investment and what it includes. Compare it to that of similar conferences. Point out that RETA's registration fee *includes all meals and special events.*
- Specify any bonus items given to attendees — all 2010 RETA attendees will receive a set of RETA Technical Reports spanning more than 20 decades of publication.
- If you are a technician, operator or end user be sure and register for the \$100 scholarship. *You do not need to be a RETA member to apply.* With the voucher a RETA member's Conference registration fee is only \$395.
- Point out that the RETA Conference provides 11 hours of technical sessions valid for RETA professional development hours (*applicable to RETA Certification maintenance*).
- Make your hotel reservations early to guarantee you receive the special room rate negotiated for RETA attendees — starting at only \$135/night. Early action can mean saving valuable budget dollars by taking advantage of the discounted rate.
- Many RETA Conference attendees take vacation time to attend Conference. This tactic reduces the corporate out-of-pocket expenses.
- Discuss the benefits of networking with your peers.
- Present your request in writing following your company's accepted standards. If possible, outline your reasons in bullet point format so that your supervisor may clearly see the bottom line benefit of your attendance. (*Be sure and include a copy of the Conference registration packet.*)