



2018 FAMA SPRING MEETING
FEBRUARY 21-24
Coronado Island Marriott Resort and Spa

Re-Think the Traditional Methods of Innovation Stephen Shapiro

Presenting Friday, February 23, 2018 during the FAMA Spring Meeting



Well-intentioned leaders, in their attempts to boost innovation, are inadvertently destroying it. What if "thinking outside the box" actually kills innovation? What if failure is not a necessary component of innovation?

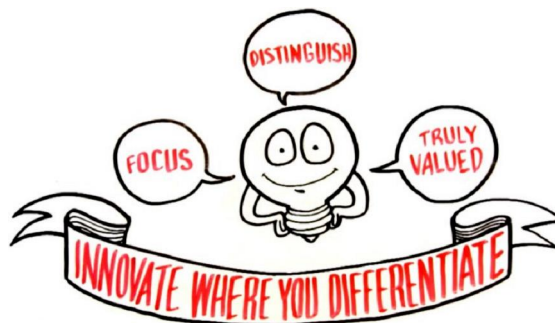
It's time to innovate the way you innovate.

Attendees of the FAMA Spring Meeting will discover that innovation isn't just about generating occasional new ideas; it's about staying consistently one step ahead of the competition.

Stephen's standard approach to Innovation is to never take a standard approach. He is able to see what others can't: opportunities to improve innovation models and the cultures that support them.

The FAMA Spring Meeting will delve deeper into innovation change and bring Stephen Shapiro's philosophies to your organization.

Hall of Fame speaker Stephen Shapiro has brought his innovation knowledge to Fortune 500 companies around the world and continuously inspires teams to enhance their creative abilities. Based on his insights NASA, Marriott, 3M, P&G and USAA have revolutionized the way they tackle innovation.



Make Plans to Attend Now

Register to Attend

Meeting Registration Deadline:
Friday, January 12, 2018

Click [HERE](#) to download a list of current meeting attendees

HOTEL RESERVATIONS

Book your hotel reservation directly with the hotel by Friday, January 12, 2018:

Click [HERE](#) for the Hotel room reservation web page or via phone.

Hotel phone: 619-435-3000 be sure to specify group name: Fire Apparatus Manufacturers' Association (FAMA) and the block dates of February 21-24.

Group Room Rate: \$243/n plus a \$12.50 resort fee/day and applicable taxes
(Based on availability, the group room block rate is applicable 2/16/18 thru 2/28/18)

Room Reservation Deadline:
Friday, January 12, 2018

Hotel Room Block:
48.2% full



Overall Event Schedule

Wednesday, February 21		Arrival
	11:00 am - 11:00 pm	Hospitality Suite Open
	1:00 pm - 5:00 pm	Technical Committee Planning Meeting (open to all member representatives and advance registration is required.- info to come)
	5:30 pm - 6:00 pm	New Member/First-Time Attendee Reception
	6:00 pm - 7:30 pm	Welcome Reception - All Members/Spouses
Thursday, February 22		
	7:00 am - 9:30 am	Board of Directors Meeting
	9:30 am - 11:00 am	Board of Directors and Committee Chairs Meeting
	11:00 am - 11:00 pm	Hospitality Suite Open
	11:30 am - 5:00 pm	Golf Tournament
Friday, February 23		
	7:30 am - 8:00 am	Member Breakfast
	8:00 am - 12:00 pm	FAMA Membership Meeting
	9:00 am - 12:00 pm *	Spouse/Guest Event *Specific times to be announced.
	12:00 pm - 4:00 pm	Networking Event (lunch included)
	12:00 pm - 11:00 pm	Hospitality Suite Open (exclusive of dinner hours)
	6:00 pm - 7:00 pm	Reception
	7:00 pm	Awards Dinner
Saturday, February 24		
	7:30 am - 8:00 am	Member Breakfast

	8:00 am - 12:00 pm	FAMA Membership Meeting
		Departure

A Sincere Thank You to the following companies for their sponsorship commitments.

The high quality and tremendous value of the 2018 Spring Meeting would not be possible without the generous support of our sponsors. Please be sure to seek them out, thank them and learn about the services and products they represent.

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Remaining Available Spring Meeting Sponsor Opportunity

The FAMA Spring Meeting offers many great sponsorship opportunities. Sponsoring member

companies receive increased visibility through signage and acknowledgements before, during and after the conference. Sponsors also are recognized by attendees and members as an integral part of our communities. The following shared opportunities are available:

Coffee Break (Saturday) - \$1500

Please contact Chick Granito at chick@amdor.com or Bill Doeblner at bdoebler@hmetruck.com if you are interested in sponsoring.

FAMA, P.O. Box 3065, Ocala, FL 34478

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