ITRA 2019 Annual Convention
September 22 - September 25, 2019
Hyatt Regency Tamaya Resort & Spa
Santa Ana Pueblo, New Mexico

Celebrating 16 Years Being Independent Strong!

Convention Highlights:

Keynote Speaker - Ron “Jaws” Jaworski
Former NFL Quarterback and ESPN NFL Analyst

Educational Sessions

- “Strategic Partnerships: Becoming the Reason for Your Customers’ Success”  Wiz Wyatt, Rourke & Co., LLC
- “Creating a Culture of Positive”  Dr. Richard Luarkie - CEO, Emerging Equities Solutions Group

Scheduled Networking Functions

- Sunday PM: Welcome Reception/Dinner
- Monday AM: Networking Breakfast
- Monday PM: Sunset Cocktail Hour
- Tuesday AM: Annual General Membership Breakfast Meeting w/Installation of new Officers and Directors
- Tuesday PM: Final Evening Dinner in Cottonwoods Pavilion

Optional Paid Group Activities

- Monday: Chile Roast
- Monday: Adventure Horseback Ride
- Tuesday: Golf tournament at Twin Warriors Golf Club
- Tuesday: Santa Fe Site seeing & Shopping

Registration Open thru Friday, August 30, 2019
Convention Agenda

Saturday September 21
4:30 pm-6:00 pm   Conference Registration - Mountain View Foyer (past the Rio Grande Lounge)
7:00 pm-9:00 pm   Past Presidents’ Reception - Wolf Meeting Room/Patio (by invitation only)

Sunday September 22
9:00 am-12:00 pm  Board Meeting & Refreshments - Council Room (near the Lobby)
4:00 pm-5:30 pm   Conference Registration - Mountain View Foyer (past the Rio Grande Lounge)
5:30 pm-6:15 pm   Reception for First Time Attendees - President’s Suite - (by invitation only)
6:30 pm-9:00 pm   Welcome Dinner - Hummingbird Garden (tent beyond the pool)

Monday September 23
7:00 am-8:00 am   Networking Breakfast - Wolf Meeting Room
8:00 am-12:00 pm  Educational Seminars - Tamaya Ballroom - ABC
8:30 am-10:00 am  Spouse Breakfast - Wolf Meeting Room
1:30 pm-2:30 pm   Culinary Chile Roast, Slasa Making & Tasting - Hummingbird Garden*
1:30 pm-3:00 pm   ITRA Private Horseback Riding Adventure - The Stables at Tamaya*
5:30 pm-6:30 pm   Sunset Cocktail Hour - Tamaya Veranda

Evening open

Tuesday September 24
8:00 am-9:30 am   Breakfast Buffet & General Membership Meeting - Tamaya Ballroom - ABC
10:00 am-4:00 pm  Golf Outing - Twin Warriors Golf Club*
10:30 am-5:00 pm  Santa Fe Site seeing & Shopping - Offsite*
7:00 pm-10:00 pm  Farewell Gala - Dinner & Music in the Cottonwoods Pavilion

Wednesday September 25
11:00 am         Group Departures

Optional Paid Activities*   No refund for no-show or cancellation within 7 days.

In your free time, attendees are encouraged to explore the many activities that the Hyatt Tamaya Resort has to offer. Check with the Concierge or visit the News Section on the Hotel’s website. For more information on the area’s dining and attractions, contact The Concierge for details or reservations.
Educational Program

“The Game Changer: Lessons from Ron “Jaws” Jaworski”

Ron Jaworski - Former NFL Quarterback and ESPN NFL Analyst

In his highly motivational keynote presentation, Ron, dubbed “Jaws” for his gift of talk, shares his keys to long-term success on the gridiron - and in the business arena. Drawing on his vast experience as an athlete, entrepreneur, author and analyst, The CEO Quarterback teaches business and community leaders how to “compete every single day”:

- Take risks to achieve goals
- Lead by example by fiercely competing every single day
- Outperform bigger and more talented competitors with hard work and persistence
- Coach, train, and lead the right people with enthusiasm and passion
- Achieve success with integrity

“Strategic Partnerships: Becoming the Reason for Your Customers’ Success”

Wiz Wyatt - Rourke & Co., LLC

Regardless of the size of your business with respect to the number of plants/locations and number of employees, Wiz believes that each plant/location is essentially its own small business, built on partnerships with a well defined customer base. He also believes it is most beneficial for leadership/owners to develop and continually review their strategic intent and that the ability to say ‘No, that is not our business’ becomes more important than saying yes. Wiz walks you through asking the hard questions, such as who and what you are to your customers, and their customers, and in doing so helps you identify your “right” or BEST customers with whom to create the most productive long-term relationships.

“Creating a Culture of Positive”

Dr. Richard Luarkie - CEO, Emerging Equities Solutions Group

Dr. Richard Luarkie was raised by his grandparents at the Pueblo of Laguna, one of 19 Pueblo tribes in New Mexico. Richard was exposed to an upbringing that was rich with New Mexico Pueblo culture and values, a deep tradition of contribution to community, and with inspiration to live a great life. As a thought leader, visionary and strategic thinker, values that are based and driven by principle are key identifiers of Dr. Richard Luarkie, thereby fostering his passion to contribute to global economic and community advancement using the values and teachings of his Pueblo upbringing. With over 15 years of professional business development, strategy and economic advancement experience in the private sector, Richard has also served two terms as the Governor for the Pueblo of Laguna tribe. Currently, Richard is the CEO for the Emerging Equities Solutions Group, a professional services firm focused on data and analytics, strategy, and economic advancement. Richard has a Bachelor of Arts in economics from the University of New Mexico, a Masters of Business Administration from New Mexico State University, and a PhD from Arizona State University – School of Social Transformation.
Optional Paid Activities

**Culinary Chile Roast, Salsa Making & Tasting**
**Monday 1:30pm - 2:30pm**
$66 per person

Join the Tamaya culinary team with hands on fun roasting chiles, making salsa, and tasting other New Mexico specialties. Using an abundant assortment of local and organic ingredients such as chiles, heirloom tomatoes, sweet corn, onions, herbs and spices, you will create your own delicious and light hors d'oeuvres. Have fun tasting your results with freshly grilled tortillas, local cheeses and of course, fresh roasted chile. Smelling the aroma of the roasting chiles is an experience itself!

**Adventure Horseback Ride**
**Monday 1:30pm - 3:00pm**
$128 per person

The adventure begins at the Carriage Circle, where you will be transported to the stables. Along your journey, you will enjoy spectacular views of the Sandia Mountains silhouetted against the New Mexican sky. Your peaceful ride may take you through the cottonwood trees that line the Rio Grande and Jemez Rivers, or you may meander along trails where the Tamayame have traveled for centuries. Trail ride is private for ITRA attendees and is expertly guided by professional handlers. From the more than 100 horses at the stables, rides are tailored by the staff to fit the needs of each guest ranging from beginner to daily rider. Over half of the horses are rescue animals. Proper attire is required, including long pants and closed-toed shoes, or boots. Children must be 7 years of age and 4 feet tall to trail ride. If you prefer a public ride, attendees enjoy a 15% discount.

**Golf Outing at Twin Warriors Golf Club**
**Tuesday 10:00am - 4:00pm**
$185 per person/$65 Clubs Rental

Twin Warriors Golf Club is eighteen holes of high desert, championship golf routed in and around 20 ancient cultural sites of previous habitation and activity. Wonderful dry washes known as arroyos and eroded land features, along with the sacred butte known as Tuyuna or "Snakehead" complete a picture framed by spectacular views of the Sandia Mountains. The outing will begin with a shotgun start for the group at 10:30 am. Fee includes cart, range balls, box lunch/drink, and prizes for the winning team and contest winners. Format of play is a scramble. Contests are Closest to the Pin, Men's and Ladies, and Longest Drive, Men's and Ladies. Beverage cart is available for individual pay. Golf course is on resort property. Attendees also enjoy a 20% discount on greens fees.

**Santa Fe Site Seeing & Shopping**
**Tuesday 10:30pm - 5:00pm**
$25 per person

Santa Fe is known as the City Different and within one visit, you will know why. Santa Fe embodies a rich history, melding Hispanic, Anglo and Native American cultures whose influences are apparent in everything from the architecture, the food, the art and more. Santa Fe has long been a center for arts and culture and ranks as the country's third largest art market. You'll find nearly 300 galleries and dealers to explore. This is a day-long excursion and there are many venues and restaurants to explore. Participants will receive a walking map of Santa Fe and a list of restaurants, museums and other activities that may be of interest. Roundtrip motorcoach transportation is provided.

**Tamaya Mist Spa & Salon**

Tamaya Mist Spa & Salon is a place where the journey of the Tamayame, their tradition of hospitality, and their intimate connection with the land is honored. Relax, renew, and reconnect at Tamaya Mist Spa & Salon, and find a lasting sense of peace and well-being as you prepare for your own journey. **For services, contact the Spa online at [www.hyatt.com/en-US/spas/Tamaya-Mist](http://www.hyatt.com/en-US/spas/Tamaya-Mist) or at (505) 771-6134, and note that you are with the Independent Textile Rental Association to receive a 15% discount on spa services.** Guests are encouraged to book appointments at least two to three weeks prior to arrival. Spa hours are Sunday – Thursday 8:30 a.m. to 6:00 p.m. and Friday – Saturday 8:30 a.m. – 7:00 p.m. A credit card may be required to book your appointment.
**Important Information**

**LOCATION**
Hyatt Regency Tamaya Resort & Spa  
1300 Tuyuna Trail  
Santa Ana Pueblo, NM  87004  
(505) 867-1234

**Accommodations**
- Run of House (ROH): $219 per night (+14.88% tax)
- Mountain View King: $235 per night (+14.88% tax)
- Resort Fee is Waived
- **Check in: 4:00pm; Check out: 11:00am** (please plan your arrival accordingly)
- Complimentary self parking; $18 per day valet parking billed to guest room; $10 per day paid directly to Valet Team up front

To receive the discounted group rate, attendees will reserve rooms by Friday, August 30, 2019 by using the reservation link provided on the ITRA website registration page, and below:

Please see the reservation site for all room types and rates. ITRA has blocked rooms from Friday, September 20 through Wednesday, September 25. However, The group rate may be available three (3) days pre and post, but based on availability at the Hotel’s discretion. Please contact the ITRA Office if you want to extend your stay outside the official meeting dates. If extending your stay, we strongly recommend that you extend it on the tail end of the convention dates.

- **Cancellation:** A deposit of one (1) night’s room/tax will be charged and not refunded unless reservation is canceled seventy-two (72) hours in advance of arrival.
- **Early Departure:** The Resort also charges one (1) night’s room/tax for Early Departures (at check in, the front desk will verify your check-out date) and for failure to arrive on scheduled date (No Show).

**Registration fees**
Registration fees include admission to all ITRA scheduled functions Sunday evening through Tuesday evening. Optional group activities are available for an additional fee and are non-refundable unless activity is canceled (substitutions welcome).

**Getting There**
If you are planning to fly to the convention, we recommend using Albuquerque International Sunport (ABQ). ABQ features multiple airlines and flight times and ground transportation options for your travel convenience. The Hyatt Tamaya is 26 miles from the airport.

Visit the airport’s website at https://abqsunport.com/ for information on airlines, rental cars and ground transportation options.

**Dining/activity reservations**
September is a great month to visit the Albuquerque/Santa Fe area and you are strongly encouraged to book special dining arrangements, additional golf tee times, spa appointments, etc. two to three weeks prior to arrival. Please call the Hyatt Tamaya Concierge at (505) 867-1234, option 5. ITRA guests will enjoy the following discounts:
- 20% off green fees at Twin Warriors Golf Club
- 15% off Trail Rides at The Stables at Tamaya
- 15% off treatments at Tamaya Mist Spa & Salon.

Spa appointments at Tamaya Mist can be made online or by calling (505) 771-6134.

**Attire**
Dress for all ITRA events is resort casual. Dress requirements may vary with a specific restaurant or activity. Temperatures for Santa Ana Pueblo in September average in the low 80’s for the high and in the mid 50’s for the evening.

**Independent Textile Rental Association**
P.O. Box 190 · Hogansville, GA  30230  
Phone: 706.637.6552 · Fax: 706.637.8875  
info@itra.us · www.itra.us
**2019 ITRA CONVENTION REGISTRATION**  
*September 22 - September 25, 2019*  
*HYATT REGENCY TAMAYA RESORT & SPA*  
1300 Tuyuna Trail, Santa Ana Pueblo, NM 87004  
Book Hotel Reservations online or at (505) 867-1234, Group Code: G-ITRA

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**Convention and Hotel Reservation Deadline Friday, August 30, 2019 5:00pm EDT.**

**REGISTRATION FEES:** *Couple fees are intended for member & spouse/partner.*

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<th>Individual $1,150</th>
<th>Couple $1,595</th>
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*Please note accessibility needs and/or dietary restrictions:*

**Sign up for Optional Paid Activities:**

- **Chile Roast - Hummingbird Garden Tent**  
  Monday 1:30pm - 2:30pm  
  # Attending: _____ x $66 ea. $___________

- **Adventure Horseback Ride**  
  Monday 1:30pm - 3:00pm  
  # Attending: _____ x $128 ea. $___________

- **Golf Outing at the Twin Warriors Golf Club,**  
  Tuesday 10:00am (10:30am Shotgun Start - Scramble)  
  # Attending: _____ x $185 ea. $___________  
  Club Rental LH / RH: _____ x $65 set $___________

- **Santa Fe Site Seeing & Shopping**  
  Tuesday 10:30am - 5:00pm  
  # Attending: _____ x $25 ea. $___________

**TOTAL AMOUNT DUE:** $___________

**Method of Payment:**  
☐ Check Enclosed  ☐ VISA  ☐ Master Card  ☐ American Express  
*(If paying by check, registration will be processed when check is received)*

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**Register online at ITRA.us or Return completed form and payment to:**  
ITRA - PO Box 190 - Hogansville, GA. 30230,  
or fax: (706) 637-8875. Questions, please contact Suzette Evans at 706-637-6552 or info@itra.us.

**Registration Cancellation Policy** We regret that full billing will be made for cancellations received after 8/30/19, and for “no shows”. Cancellations received prior to or on 8/30/19 are subject to an administrative fee of $35.