

2010 Outlook

C O N F E R E N C E

The premiere leadership forum for the specialty fabrics industry

Sharpening Our Focus

Pinehurst Resort, Village of Pinehurst, NC

April 26-27, 2010



IFAI | INDUSTRIAL FABRICS
Association International



2010 Outlook CONFERENCE

April 26-27, 2010
Pinehurst Resort,
Village of Pinehurst, NC



Sharpening Our Focus

- Gain business intelligence to sharpen our focus on future success
- Get insider insights for new ways to enhance your competitive edge

Outlook 2010 Conference is developed by USIFI and NFI:








The United States Industrial Fabrics Institute (USIFI) is a coalition of United States specialty fiber, fabric, and end-product manufacturers dedicated to serving the interests of its member companies in domestic and international marketplaces. Key issues in 2010 are Berry Amendment concerns and global trade and currency policy. For more information about USIFI, visit www.usifi.com.

Members of the Narrow Fabrics Institute (NFI) work on interests in the narrow fabric industry, including new technology and testing. They support education in functional design through the Safety Products Student Design Challenge and AAA Project Beltway. For more information about NFI, visit www.narrowfabrics.org.

NFI and USIFI are divisions of the Industrial Fabrics Association International (IFAI). IFAI is a not-for-profit trade association whose member companies represent the international specialty fabrics marketplace. For more information about IFAI, visit www.ifai.com.

For more information on the Outlook Conference contact:
Ruth Stephens, Managing Director, NFI and USIFI
651 225 6920; rastephens@ifai.com.

These member companies have generously donated sponsorships to further this excellent program:

<p>GOLD LEVEL:</p>    	<p>SILVER LEVEL:</p>  
	<p>BRONZE LEVEL:</p> 

GOLF HOLE SPONSORSHIPS:



MONDAY, APRIL 26

On-Site Registration, South Foyer

11:30 – 1:00 p.m.

Opening Remarks in the South Room

1:00 p.m.

Macroeconomics – 20/20 Vision

1:15 – 2:30 p.m.

Sponsored by NFI

Dr. John Connaughton, UNC, Charlotte

Is the global economy on an upswing? Is the U.S. jobs market getting rosier? Dr. Connaughton's presentation will include information about GDP, industrial production, housing starts, and inflation to help you improve your vision for business success.

Synthetic Fibers – Reading the Fall Out from the Recession

2:30 – 3:15 p.m.

Alasdair Carmichael, PCI Fibres

Three to five years of growth wiped out....does this hasten the global shift to Asia? What is the impact on capacity expansions for raw materials? Mr. Carmichael will discuss daily prices for raw materials vs. fixed prices for finished goods.

Break

3:15 – 3:30 p.m.

Long Range View on Global Markets, 2010 - 2015

3:30 – 4:15 p.m.

David Hart, PCI Fibres

Mr. Hart joins us from the UK, bringing his expertise in the international synthetic yarn market, particularly in specific product market forecasts. This talk will combine macro-and fiber economics with predictions about new markets, new products, and new visions for the future.

Military Outlook – Near and Far Term

4:15 – 5:30 p.m.

DLA and DSCP representatives

Government purchases continue to be important to many U.S. companies. This overview of military textile needs and the procurement process will help us sharpen our crucial business strategies. Flag officers have been invited.

Reception, Plaza lower level

6:00 – 7:00 p.m.

Dinner, Expo Center lower level

7:00 – 9:30 p.m.

Evening Remarks:

Dr. Jay Klompmaker, The Klompmaker Group

Dr. Klompmaker's remarks will serve to whet your appetite for his Tuesday morning discussion on marketing that works.

TUESDAY, APRIL 27

Breakfast in the South Foyer

7:00 – 8:30 a.m.

USIFI Annual Meeting in the South Room

8:00 – 8:45 a.m.

USIFI members will discuss Institute initiatives. Auggie Tantillo will report on AMTAC activities. Guests are encouraged to attend.



Administration Priorities Affecting the Textiles Community

8:45 – 9:10 a.m.

Kim Glas, Deputy Assistant Secretary for Textiles and Apparel, U.S. Department of Commerce

Ms. Glas will brief us on the Obama Administration's priorities concerning trade and manufacturing as they affect the technical textile industry.

Legislation and Ramifications for U.S. Business

9:10 – 10:20 a.m.

Augustine Tantillo, AMTAC

Cass Johnson, NCTO

Steve Lamar, AAFA

Messrs. Tantillo, Johnson, and Lamar, executives of their associations, will discuss legislation and pressing issues for the textile industry. They will discuss both common and diverging concerns. Collaborations and industry alliances work well to achieve change in Washington DC and beyond. They will identify textile industry champions in Congress and offer effective ways for individual companies to influence policy.

Break

10:20 – 10:35 a.m.

Making Marketing Work-Sharpening our Focus

10:35 a.m. – noon

Dr. Jay Klompmaker, The Klompmaker Group

Professor Emeritus, UNC

Marketing strategies can pinpoint profitability or they can muddle the view. Dr. Klompmaker returns to Outlook Conference to entertain as he teaches us to laser focus on successful marketing techniques.

Final View

Noon – 12:15 p.m.



TUESDAY AFTERNOON & EVENING ACTIVITIES

Never underestimate the power of the social network

Annual Outlook Golf Tournament-Pinehurst Course # 1

1:00 – 6:00 p.m.

Deep River Sporting Clays

12:45 – 5:30 p.m.

Seagrove Pottery Country Tour

12:45 – 5:30 p.m.

Closing Reception and Dinner on the West Lawn

6:30 – onward

Golf Pinehurst's Historic Course Number 1

The annual **Outlook Conference Golf Tournament** takes place on Pinehurst's oldest course, No. 1, designed in 1901 by Donald Ross. Holes one, two, and three are routed around charming equestrian stables, harkening back to an earlier time when golf first began in this country.

The 6,128 yardage on Pinehurst No. 1 can be misleading. Because Ross used mules to create this course, he incorporated the raw contours and undulations of the natural terrain, creating a very playable course with no two holes alike. Hole 11, with its tee box overlooking the water, is one of the most challenging par-threes at Pinehurst. After playing in the tournament, you'll understand why Pinehurst is considered the St. Andrews of golf in America. The shot gun start tourney begins at 1:00 p.m. with lunch on your cart.

Deep River Sporting Clays

Gather in front of the Carolina Inn for your ride to Deep River Sporting Clays, one of the world's famous sport shooting ranges. Clay shooting is a little like golf – just as golfers go from tee to tee, sport shooters move from one station to another. Sporting Clays emulates hunting using clay targets instead of live game. Clay targets can be thrown to simulate flight patterns of low-flying ducks, teal coming off the water, or woodcock zipping through the trees. They can even replicate the pattern of a hopping rabbit. This makes the sport challenging enough for all levels of shooters, even the first timer. The first ever **Outlook Conference Sporting Clays Tournament** will take place after some practice with course professionals. Teams of four to six will compete for prizes.

Seagrove Pottery Country Tour

Rolling hillsides, tobacco barns, old mills, and pots...lots and lots of pots: this is Seagrove pottery country! The 200-year history of pottery making in Seagrove is showcased in the North Carolina Pottery Center and comes to life in 95 potteries in the region, the largest concentration of working potters in the U.S. With work ranging from traditional utilitarian forms to folk art and contemporary pieces, the Seagrove potters will fascinate you. The coach tour is hosted by an expert guide who will regale you with tales of the origins of pottery in the Sandhills and how it has evolved over the generations. There will be stops for lunch, at the North Carolina Pottery Center, and at several active pottery workrooms and studios. You will then be able to release your inner artist as you try your hand at creating a vessel of your own at Fireshadow Pottery, under the expert guidance of potters Sally Larson and Mo McKenzie.

Reception and Dinner – Pinehurst West Lawn

6:30 p.m. onward

Enjoy the beautiful Pinehurst grounds and relax on the West Lawn veranda. Try your hand on the putting green. Relive the tournaments, cheer the winners, and exchange Conference insights. End the 2010 Outlook Conference by creating new and renewing old friendships and business alliances.

INTERESTED IN MAKING THIS A VACATION?

Extended stays with the Outlook 2010 Conference group rate apply for several days on either side of the event, depending on availability. Resort activities include a world famous spa, eight championship golf courses, world class croquet, biking, fishing and boating at Pinehurst Beach Club, and shopping and dining in the charming Village of Pinehurst.



Pinehurst is 74 miles from Raleigh/Durham Int'l Airport. Pinehurst will arrange shuttle transport to and from the airport at special rates for guests.

Miles from select locations:

Charlotte, NC: 92
Greensboro, NC: 77
Washington, DC: 340
Minneapolis, MN: 1,297

Name: _____ Companion Name: _____
 Company: _____ Company Street Address: _____
 Company City: _____ State: _____ Zip Code: _____
 Telephone: _____ Fax: _____
 Email: _____ USIFI member NFI member IFAI member Not a member
 I have special food needs: _____ I request vegetarian dinners My companion requests vegetarian dinners

Phone to make your room reservations at the Pinehurst Resort

Dial: **800 487 4653** and press 2 or dial our reservation specialist Laticia Whitaker during regular business hours at **+1 910 235 8418**

Group Name: Outlook 2010 Conference

Room Rates: Single or Double \$162 / night with hotel discretion at assigning guests to either the Carolina Inn or the Holly Inn.

Rates apply April 25 – 28 with group rate honored three days pre-and post-event dates, based on availability.

Cut-off date for the group block: **5:00 p.m. EDT, April 7, 2010.**

Reservation requests received by the Pinehurst Resort after this date are subject to hotel availability at prevailing rates.

Check-in time: after 4:00 p.m. Check-out time: prior to 12:00 noon.

Conference Registration (1-46200-565-5652)	Amount
On or before February 26, 2010:	
Early Bird Registration NFI and USIFI Division Member: \$375.00	
Early Bird Registration IFAI Member (not in NFI or USIFI): \$450.00	
Early Bird Registration Non-Member: \$600.00	
After February 26, 2010:	
NFI and USIFI Division Member: \$450.00	
IFAI Member (Not in NFI or USIFI) \$525.00	
Non-Member: \$650.00	
Companion Registration: (Meals only) \$215.00	
Golf Tournament: (1-46870-565-5652) (Includes greens fees, cart, box lunch) \$180.00/per golfer	
My golf handicap is:	
My companion's golf handicap is:	
My company would like to sponsor a golf hole for \$200 with \$100 going towards Outlook programming and \$100 to IFF: Hole number(s) _____	
Sporting Clays: (1-46880-565-5652) Includes lunch on ride to Deer River, targets, cartridges, and use of gun. \$170.00	
Seagrove Pottery Tour: (1-46890-565-5652) Includes stops for lunch (included in fee), at NC Pottery Center and at pottery workrooms and studios, including Fireshadow Pottery, where you create your own vessel. \$120.00	
Conference Total:	

Payment by credit card

Visa MasterCard American Express Discover

Card Number _____

Cardholder's Name _____

Cardholder's Address _____

Cardholder's Signature _____

Expiration Date _____

CID Number _____

(Visa, MC, Discover – 3-digit number on back of card; AmEx – 4-digit number on front of card)

Payment by check

Check enclosed, payable to Industrial Fabrics Association International

Post to:

Industrial Fabrics Association International

P.O. Box 86

SDS 12-2108

Minneapolis, MN 55486-2108

Fax to: +1 651 631 9334

Email to: rastephens@ifai.com

Cancellation Policy: After April 7, 2010, no refunds will be issued for conference registration or activity fees.