

# STA 2010 ANNUAL MEETING AND CONFERENCE

**October 19-22, 2010**  
**The Ritz-Carlton, Naples, Florida**

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## *“Creating the Future”*

If one thing can be said to remain constant in our lives, it is the fact that change is continual and occurs at an ever increasing pace. Today, we see markets behaving in unpredictable fashion, the role of government in our lives expanding, and an ever increasing pressure to cut costs while remaining competitive and providing superior service to our clients. We are bombarded with information, some of it critical and some distracting, as we struggle to be informed about the things that really matter to our business. This year in particular, we struggle with the challenges of the ongoing conversion from a certificate based world to Direct Registration, with heightened criteria for participation in DTC FAST (for agents and also issuers), with newly enacted legislation that will mandate the tracking and reporting of shareholder cost basis by transfer agents, and with recent and future changes to the rules surrounding proxies and annual meetings to name but a few. Compliance with the ever changing states' escheatment laws is also of concern. Does your organization have the information it needs to succeed in this environment?

You can learn about these and other issues at the STA Annual Conference. Feedback received from attendees at last year's Conference was extremely positive, and we believe that this year's Program will be even better. Please take a moment to review the agenda. A wide range of industry professionals and regulatory officials will bring you up to date on what you need to know to manage your business. This STA Conference will also enhance your continued professional development. Qualified attendees will be eligible for 12.5 CCTS/CSOP continuing education credits.

### **THE LOCATION**

This year the STA Conference is being held at The Ritz-Carlton, Naples, Florida, located right on the beach; it is only 25 minutes from Southwest Florida International Airport (Fort Myers).

The resort's luxurious rooms are being offered to conference participants at a special rate of \$230 per night until September 19, 2010. After September 20<sup>th</sup> or when the block is filled, reservations will be taken on a space available basis and the conference rate cannot be guaranteed.

- **Call (239) 598-3300 and**
- **Tell the reservation agent that you are attending the “STA Conference”**
- **Or fill out the Hotel Reservation Form and fax or mail it directly to The Ritz-Carlton, Naples**

## **COST\***

***This year we are keeping the up to 34% reductions for registration!***

\$ 495.00 for each registrant from a member company (*price includes spouse*)

\$ 645.00 for each registrant from a non-member company (*price includes spouse*)

FREE Vendor Table at the luncheon for our conference sponsors!

***\*with \$50.00 discount for each additional registrant attending from the same Company.***

You may register on-line using your credit card at [www.stai.org](http://www.stai.org)

## **CONFERENCE REGISTRATION**

Make sure to join your fellow industry professionals at this outstanding conference and register by September 21<sup>st</sup>. If you have any questions, please contact one of the conference committee members. We look forward to seeing you at the conference!

**Cynthia Jones, Executive Director & Program Chairperson 904-683-5158**  
[cjones@stai.org](mailto:cjones@stai.org)

**Carol Gaffney, Registration 732-888-6040**  
[cgaffney@stai.org](mailto:cgaffney@stai.org)

**John Gaffney, Activities, Sponsorships, and Donations 201-222-4836**  
[john.gaffney@computershare.com](mailto:john.gaffney@computershare.com)

**The Ritz-Carlton, Naples 239-598-3300**  
280 Vanderbilt Beach Road  
Naples, Florida 34108  
<http://www.ritzcarlton.com/en/Properties/Naples/Default.htm>

# Creating the Future!

*Join us for the 2010 STA Annual Conference and Be Prepared!*

*And back by popular demand ... we are holding the Small Agents' Training Session and the Small Agents' Forum! See below.*

## Program Highlights

**President's Remarks:** Charlie Rossi, STA President, will discuss recent and ongoing STA initiatives, with emphasis on the continuing significant progress the STA, in conjunction with the Shareholder Communications Coalition, has made in focusing the attention of regulators and Congressional staff on the need for a complete analysis and overhaul of the current annual meeting and proxy distribution system. He will discuss our initiative to get the SEC to examine the current fees charged to issuers by brokers for distribution of proxy materials. He will address STA discussions with DTC and the SEC concerning FAST admittance and discussions about what should be in the Rules for transfer agents. He will also discuss the work the STA has been doing to educate members on compliance with the cost basis regulations. The STA continues to be an active advocate for its members with regulators and government officials. This session will bring you up to date.

**Keynote Address:** The STA is very excited to present our Keynote Speaker, Scott Friedman. In these turbulent, globally competitive times, innovation and resourcefulness are essential to survival. Scott's Program, "The Best Way to Predict the Future is to Create it!" is fast-paced, humorous, and full of useable ideas on becoming a victor of change instead of a victim. Customer expectations have dramatically changed over the years. Today, satisfying and efficient are no longer enough. Every employee and business owner must live service and take pride in a culture that honors and rewards both employees and customers. Entertaining and insightful, this program is full of tools and techniques that will provide the tools to create an environment that fosters creativity and team spirit. "The Best Way" leaves participants feeling better about themselves, their responsibilities, and their roles for the future. We have searched long and hard to find a speaker of this caliber and are sure that you will not want to miss this upbeat and enlivening presentation!

**Proxy and Annual Meeting Issues:** The STA continues to aggressively work to bring about long overdue change to the status quo in regard to the distribution of annual meeting materials and other processes around annual meetings or the "proxy plumbing". These efforts are beginning to focus needed attention from regulators in this area. Hear from regulators, and from forward thinking corporate executives about the changes that are under consideration.

**NYSE Euronext Update:** Scott Cutler, Executive Vice President, will discuss the activities of the NYSE's recently formed Commission on Corporate Governance, a group that is bringing together leading experts to create dialogue on governance issues, with the intent of strengthening best practices for U.S. corporate governance and the proxy process.

**SEC Update:** Susan Petersen, Special Counsel for the Division of Trading and Markets at the SEC, will give a regulatory update on the subjects of proxy reform, transfer agent regulation and other matters of concern to transfer agents. We have allotted more time to this session than in the past, based on attendee feedback. You will not want to miss this important presentation.

***Legal Developments Panel:*** Back by popular request, this panel will feature three talented attorneys from our membership who will address legal issues of concern. The STA is proud to present Mark Harmon, (Hodgson Russ LLP), Merrill Stone, (Kelley Drye & Warren LLP), and Andrea Manning, (Computershare), who will discuss the most concerning legal issues of the day. This session has also been expanded in time, based on attendee feedback.

***DTC Update:*** The STA is proud to present Cheryl Lambert, a Managing Director of DTCC, who will provide this year's DTC presentation. She will provide updates on the following topics: Dematerialization, DWAC Centralized Billing, DTC Issue Eligibility for New and Older Issues, FAST Requirements for CUSIPs and Agents, and Non-Certificated CDs. It is important to keep up to date on initiatives at DTC, as they are central to the processing of securities transactions. This session is a must to keep you informed and in the know.

***Cost Basis Reporting:*** It is time to stop pretending this new regulation will go away! The clock is ticking and you need to be informed. Mary Rose Cascaes, Executive Vice President and COO of Registrar & Transfer will lead a panel of experts to talk about the issues that this regulation brings to transfer agents. Panelists include Stevie Conlin, (Gainskeeper, Wolters Kluwer Financial Services), Kevin Burns, (Computershare), Kevin McCosker (Pershing) and Joseph Clemente (DTCC). Don't be unprepared and consequently subject to fines and penalties! This is your opportunity to become informed.

***Open Forums:*** The STA will continue our tradition of holding Open Forums (one general and one for smaller agents), where attendees can discuss the issues of the day with one another. Why reinvent the wheel? Share your concerns and hear what others are doing to solve similar problems. The agenda is created by you, the attendees, and covers a wide range of topics. These sessions have been consistently popular and have engendered some provocative discussion in the past. Cynthia Jones, Executive Director of the STA, Salli Marinov, First American Stock Transfer, and Kevin Irwin, STA Training Coordinator will host.

***Committee Updates:*** This year, we will feature updates from the very active STA Operations Committee, and the newly formed STA Risk and Compliance Committee, given by Katie Sevcik, (Wells Fargo Shareowner Services) and Angela Ponte (Wells Fargo Shareowner Services) respectively. This is your chance to hear first hand from Committee Co-Chairs about their successes and ongoing initiatives, in a way that makes it more concrete than just reading the Committee notes.

## Agenda Highlights

<b>TUESDAY, OCTOBER 19<sup>th</sup></b>	
12:00 noon – 6:00 p.m.	Registration and Hospitality
1:30 p.m. – 3:30 p.m.	STA Operations Committee Meeting
3:30 p.m. – 6:00 p.m.	STA Board of Directors' Meeting
7:00 p.m. – 10:30 p.m.	Welcome Reception and Dinner
<b>WEDNESDAY, OCTOBER 20<sup>th</sup></b>	
7:00 a.m. – 8:30 a.m.	Continental Breakfast
8:30 a.m. – 12:00 noon	Conference Welcome and STA Update
	President's Remarks
	Keynote Address: The Best Way To Predict The Future Is To Create It
	Proxy Panel
12:15 p.m.	Golf Tournament or free time
2:00 p.m. – 4:00 p.m.	Small Agent's Training including Cost Basis
<b>THURSDAY, OCTOBER 21<sup>st</sup></b>	
7:00 a.m. – 8:15 a.m.	Continental Breakfast
8:15 a.m. - 12:00 noon	STA Annual Meeting
	NYSE / Euronext Update
	SEC Update
	Legal Developments
12:00 noon – 2:00 p.m.	Luncheon with Vendor Exhibits
2:00 p.m. – 3:30 p.m.	Open Forum of Various Topics
3:30 p.m. – 4:30 p.m.	Small Agents' Forum
7:00 p.m. – 11:00 p.m.	"Centennial Celebration" Cocktails, Dinner and Entertainment. Casual Dress
<b>FRIDAY, OCTOBER 22<sup>nd</sup></b>	
7:00 a.m. – 8:45 a.m.	Continental Breakfast
8:45 a.m. – 12:00 noon	DTC Update
	Cost Basis Panel
	STA Committee Updates
12:00 noon – 12:30 p.m.	STA Board Meeting

## GENERAL INFORMATION

### AIR TRAVEL

- Approximately 25 minutes from Southwest Florida (Fort Myers) International Airport (RSW).
- Approximately 2 hours from Miami International Airport (MIA).
- Approximately 2 hours from Ft. Lauderdale International Airport (FLL).

### BUSINESS CENTER SERVICES

- The resort offers a state-of-the-art Business Center.

### CLIMATE AND CONFERENCE ATTIRE

- Naples enjoys an average high of 87 degrees with an average low of 68 degrees in October.
- Smart casual/resort attire may be worn at all business sessions and evening events.
- For Thursday night's "Centennial Celebration" Dinner casual dress is recommended.

### CONFERENCE HANDOUTS/PROMOTIONAL GIFTS

If your company would like to donate a "promotional gift" to be included in the conference bags for each participant, please complete the "Conference Handouts Form" and submit it to John Gaffney as soon as possible. Details are included on the form. We appreciate your generosity.

### CREDIT CARDS

- Your conference registration fee and sponsorship may be paid on-line at [www.stai.org](http://www.stai.org) by using Visa, MasterCard or American Express. If you register by mail, please send a check or money order.
- All major credit cards are accepted at The Ritz-Carlton, Naples.

### DRIVING DIRECTIONS

#### **From Southwest Florida International Airport (25 minutes):**

1. Exit the airport terminal.
2. Follow the signs to I-75 South.
3. Turn onto I-75 South (left). Continue on I-75 (South) until you reach exit 111 (Immokalee Road).
4. Take exit 111. Then turn right onto Immokalee Road (State Road 846). Proceed three and one half miles west until you reach the intersection of Immokalee Road and U.S. 41 (Tamiami Trail).
5. Turn left onto U.S. 41; proceed one mile to the Vanderbilt Beach Road Intersection.
6. Turn right onto Vanderbilt Beach Road. Proceed west for one mile. The Ritz-Carlton, Naples is located on the left hand side.

## GOLF TOURNAMENT

If you would like to participate in the Golf Tournament on **Wednesday, October 20<sup>th</sup>** at 12:15 PM, please complete the Golf Tournament Registration Form. The tournament is being held at Tiburon. The tournament fee is \$130.00.

## GROUND TRANSPORTATION

Should you require airport transfers, (see "Transportation") please contact:  
Naples Transportation, Tours & Event Planning, 1010 6<sup>th</sup> Avenue South ~ Naples,  
Florida 3410, 1-800-592-0848

*Discount vehicle rates apply to online reservations made a minimum of 72 hours prior to service*

### Live Web Link:

<http://www.napleseventplanningandtours.com/secure/form-1.php?theid=311>

The following rates are one-way:

*\$95.00 Private sedan, accommodates up to 3 passengers with standard luggage*

*\$175.00 Private van, accommodates up to 8 passengers with standard luggage*

*20% Service Charge/Driver Gratuities Apply*

## **Hertz** CAR RENTAL DISCOUNT

*There is a Hertz Counter on the lower level of The Ritz-Carlton, Naples.* The Conference Committee has negotiated special meeting rates for our conference in Naples, Florida October 19-22, 2010. Meeting reservations can be booked online at [www.hertz.com](http://www.hertz.com) or by calling Hertz within the U.S. & Canada at 1-800-654-2240; Others 1-405-749-4434 and refer to **CV#02G80012**. You may also contact your travel agent. At the time of reservation, the meeting rates will be automatically compared to other Hertz rates and you'll be quoted the best comparable rate available.

Rates available from all Florida Hertz locations for pickup from October 9-29, 2010:

		Daily	Weekend	Weekly
	<u>CAR CLASS</u>	<u>Per</u>	<u>Per Day</u>	<u>5-7Days</u>
		<u>Day</u>		
A	ECONOMY	\$39.00	\$35.00	\$149.00
B	COMPACT	\$42.00	\$36.00	\$158.00
C	MID-SIZE	\$43.00	\$39.00	\$177.00
D	STANDARD 2/4 DR	\$45.00	\$38.00	\$181.00
F	FULLSIZE 4DR	\$48.00	\$42.00	\$200.00
G	PREMIUM	\$54.00	\$57.00	\$234.00
I	LUXURY	\$71.00	\$69.00	\$328.00
L	4WD/AWD SUV	\$63.00	\$57.00	\$275.00
R	MINIVAN 2WD	\$54.00	\$62.00	\$275.00
U	CONVERTIBLE	\$63.00	\$57.00	\$275.00

Meeting rates are guaranteed one week prior through one week after the meeting dates and are subject to availability. Advance reservations are recommended; blackout dates may apply. Government surcharges, taxes, tax reimbursement,

airport related fees, vehicle licensing fees and optional items, such as refueling or additional driver fees, are extra. Minimum rental age is 25 (exceptions apply). Standard rental conditions, qualifications apply. Vehicles can be returned to any Hertz location within Florida.

In the continental U.S., weekend rentals are available for pick-up between noon Thursday and noon Sunday and must be returned no later than Monday at 11:59 PM. Thursday pick-up requires a minimum three-day keep. Friday pick-up requires a minimum two-day keep and Saturday and Sunday pick-up requires a minimum one-day keep. Weekly rentals are from five to seven days. Extra day rate for Weekly rentals will be charged at 1/5 of the Weekly Rate.

**Sirius Satellite Radio** – Whether you're looking for music, sports, news, talk, entertainment, local traffic or weather, SIRIUS Satellite Radio offers over 130 channels including 69 channels of 100% commercial-free music! Daily rental fee applies.

**NeverLost** – In-Car Navigation System Guides You Wherever You Want to Go NeverLost uses the Global Positioning System (GPS) – with smart sensors to achieve the accuracy needed for true turn-by-turn guidance. It is the most advanced on-board system ever engineered by Magellan, a leader in satellite navigation technology. Daily rental fee applies.

## **HOTEL RESERVATIONS**

This year the STA Conference is being held at The Ritz-Carlton, Naples, Florida. Luxuriate in the best of Florida's Paradise Coast at The Ritz-Carlton, Naples, the area's only Mobil Five-Star and AAA Five-Diamond resort. Enjoy dazzling views of the Gulf of Mexico, warm golden sunsets and three miles of pristine beach. Choose from six unique restaurants, a luxurious world-class spa and pool and beach activities, including a wide selection of water sports.

All guest rooms feature an individual balcony with expansive views of the Gulf of Mexico, a 32-inch LCD flat-screen television, DVD player, On-Demand video, and I-Pod docking station. Bathrooms are equipped with marble vanities, tub/shower, and telephone. Each guest room also contains a fully stocked mini bar and in-room safe.

- The Ritz-Carlton, Naples is holding a block of rooms for the conference. All reservations must be received by the hotel, along with first and last night's deposit by **September 20<sup>th</sup>**. After that date *or when the block is filled*, reservations will be made on a space available basis at prevailing rates.
- Cancellation Policy: A deposit will be refunded if cancellation of reservation is received 7 days prior to arrival date.
- The Conference Rate is \$230.00 per night, single or double occupancy.
- Check-in time is 4:00 pm and Check-out time is 12:00 noon.
- Room tax will be added to your room bill. Suggested portage gratuities are \$10.00 per person, in and out, housekeeping gratuities are suggested at \$5.00 per day. These charges are optional and are at the individual's discretion.
- Valet parking is discounted to \$15 per day. There is no self-parking.

Reserve your room at The Ritz-Carlton, Naples at the special conference rate of \$230.00 per night. The Ritz-Carlton will hold the room block at the special conference rate until

**September 20<sup>th</sup>.** Once the room block is filled or after September 20<sup>th</sup> reservations will be taken on a space available basis and the conference rate cannot be guaranteed.

1. **Call (239) 598-3300 and**
2. **Tell the reservation agent that you are attending the “STA Conference”**
3. **Or fill out the Hotel Reservation Form and fax or mail it directly to The Ritz-Carlton, Naples**

## **MEALS**

- Continental breakfast will be provided for conference participants and registered guests on Wednesday, Thursday and Friday
- A luncheon with vendor exhibits will be held on Thursday.
- The registration fees include dinner for conference participants and registered guests on Tuesday and Thursday nights.

For dining reservations call 239-598-3300:

### **The Grill *Simply the best steakhouse experience you will find***

- Aged prime meats, chops and fresh seafood paired with rare vintages
- Romantic atmosphere with nightly piano entertainment and a cozy fireplace
- Classically crafted cocktails and extensive wine list

### **The Sushi Bar**

- Sushi Bar open 5 p.m. to 10 p.m. nightly and the Bar is open from 5 p.m. to 12 a.m.
- Conveniently located in The Bar and featuring an interactive sushi bar
- Selection of assorted fresh Nigiri rolls, Tempura and Sashimi, along with cooked and vegetarian options
- Specialty libations menu including Asian Pear Martini, Tokyo Sling and Guava Collins

### **Gumbo Limbo *The best bar food and view in Southwest Florida***

- Casual Caribbean cuisine, tropical drinks and sumptuous desserts
- High top tables with spectacular views of the sunset on the Gulf
- Open daily for lunch and dinner
- Now open: Sand Bar on the south boardwalk features signature items and drinks from the delicious Gumbo Limbo menu

### **The Terrace *Italian family friendly cuisine***

- Enjoy exquisite indoor or outdoor dining for breakfast and dinner
- Full breakfast buffet daily
- Resort casual attire

### **The Poolside Café *Pool cuisine unleashed***

- Outdoor dining in the warm Florida sunshine overlooking two beautiful pools

- and lush greenery
- Light menu featuring creative salads and sandwiches, Bento Boxes, fruit and frozen cocktails
  - Full bar with six flat-screen televisions
  - Poolside service available

**H2O *Unique cuisine with flavor, health and wellness in mind***

- Located on the top level of The Spa and the perfect place to visit before or after a spa treatment
- Variety of protein shakes, fruit smoothies, muffins and wraps
- Al fresco dining available on The Spa Deck

**NAME BADGES**

- Each attendee is required to wear their conference name badge in order to participate in the conference functions.

**ON-SITE REGISTRATION**

- Registration will be open Tuesday, October 19<sup>th</sup> from 12:00 noon – 6:00 pm.
- Those arriving after 6:00 pm on Tuesday, may register in the Ballroom Foyer beginning at 7:00 am on Wednesday, October 20<sup>th</sup>.

# STA CONFERENCE REGISTRATION

*Yes, sign me up to attend the "2010 STA Annual Conference" from October 19-22, 2010!*

Name: (first & last) \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Is this your first STA Conference:**       YES  NO

**My company**    WILL   or    WILL NOT be donating a "handout" gift and/or door prize.

**Please list the name of attendees as you want them to appear on the conference badges:**

Name: (first & last) \_\_\_\_\_

Guest/Spouse Name: \_\_\_\_\_

**I WILL BE PARTICIPATING IN THE FOLLOWING ACTIVITIES:**

# OF PEOPLE		# OF PEOPLE	
	Tuesday, October 19 <sup>th</sup> Reception and Dinner		Thursday, October 21 <sup>st</sup> Open Forum
	Wednesday, October 20 <sup>th</sup> Golf Tournament* <i>*If you register for golf your room or credit card will be billed for the tournament fee (\$130.00)</i>		Thursday, October 21 <sup>st</sup> Luncheon with Vendor Exhibits**
	Wednesday, October 20 <sup>th</sup> Small Agent's Training		Thursday, October 21 <sup>st</sup> Small Agent's Forum
			Thursday, October 21 <sup>st</sup> "Centennial Celebration" Buffet Dinner & Dancing
*Please complete the "Golf Registration Form"		**Vendor Exhibitors please contact the STA.	

**CONFERENCE FEES:**

**Conference Participant from:**

**Member Company\*** (keeping the same 34% savings as last year!)      \_\_\_ @      \$ 495.00 ea

**Non-STA member Company\*** (keeping the same \$255 savings as last year!)      \_\_\_ @      \$ 645.00 ea

**Each additional registrant from same Company)\* deduct**      \_\_\_ @      \$ - 50.00 ea

**Vendor Table (FREE for Conference Sponsors)**      \_\_\_ @      \$ 1,000.00 ea

*\*(includes one spouse/guest – additional attendees from the same company are not considered guests)*      \$ \_\_\_\_\_

**Please mail with check or money order made payable to the STA by September 20<sup>th</sup> to:**

Carol Gaffney, The Securities Transfer Association, Inc., P.O. Box 5220, Hazlet, NJ 07730-5220

**REGISTRATION FEE:**

The registration fee, which includes one spouse/guest – *additional attendees from the same company are not considered guests*, covers all business sessions, continental breakfast on Wednesday, Thursday and Friday, lunch on Thursday with Vendor Exhibits, STA Reception and Dinner on Tuesday and Theme Night (buffet dinner and entertainment) on Thursday. Registered spouses/guests are welcomed to attend the business sessions and evening functions.

**CANCELLATIONS AND REFUNDS:**

Full refund of the registration fee will be made if Carol Gaffney (732-888-6040) receives notice of cancellation by September 20, 2010. One-half of the registration fee will be refunded if requested by October 2, 2010. After October 19<sup>th</sup>, no refunds will be made.



THE RITZ-CARLTON®  
RESORTS OF NAPLES

**SECURITIES TRANSFER ASSOCIATION 2010 ANNUAL MEETING  
THE RITZ-CARLTON, NAPLES  
OCTOBER 19<sup>TH</sup> – OCTOBER 22<sup>ND</sup>, 2010**

There are a limited numbers of rooms at the group rate. All reservations must be received by September 20, 2010.  
After this time, reservations will be accepted on a space available basis at the prevailing hotel room rate.

**Please Print or Type clearly.** Please reserve accommodations for:

Name: \_\_\_\_\_ Company: \_\_\_\_\_  
(Last) (First)

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

\*\*\*Please provide an e-mail address to receive your Reservation Confirmation\*\*\*

Arrival Date \_\_\_\_\_ at \_\_\_\_\_ (am/pm) No. of adults: \_\_\_\_\_  
(Check-in time is after 4 pm)

Departure Date \_\_\_\_\_ at \_\_\_\_\_ (am/pm) No. of Children: \_\_\_\_\_  
(Check-out time is before 12 noon)

The maximum number of people per guest room is four (4) in a double bedded room, and (3) in a king bedded room.  
King rooms have one twin size pull out chair for a third guest.  
Rollaway beds are not available. Small cribs are available at no extra charge.

METHOD OF PAYMENT:  American Express  Master Card  Visa  Diners Club

Credit Card Number (required) \_\_\_\_\_ Expiration Date \_\_\_\_\_

**CREDIT CARD OR ADVANCE DEPOSIT IS REQUIRED TO CONFIRM ROOM RESERVATIONS**

The Group Rate below is available to you 3 days prior and 3 days post October 19-22 based on availability.

ROOM REQUEST: The Ritz-Carlton, Naples -- Coastal View Room @ \$230 per night (plus 10% tax)

Bed Type Request:  King Bed  Double Beds

(Note: The Ritz-Carlton, Naples is a 'Smoke-Free' facility.)

Special Requests: \_\_\_\_\_  
(Please note any special requests – crib, connecting rooms, wheelchair accessible, etc.)

Signature (required) \_\_\_\_\_ Date \_\_\_\_\_

**\*Please note Valet Parking is an additional \$15 per evening\***

**\*\* PLEASE FAX YOUR RESERVATION TO (239) 598 – 6631 \*\***

THE RITZ-CARLTON, NAPLES  
280 VANDERBILT BEACH ROAD NAPLES, FLORIDA 34108  
TELEPHONE: (239) 598-3300 – FACSIMILE: (239) 598-6631

RESERVATIONS ARE NOT CONFIRMED UNTIL YOU RECEIVE AN EMAIL CONFIRMATION.  
PLEASE CONTACT RESERVATIONS AT 1-888-856-4380 FOR CALL IN RESERVATIONS OR ANY ADDITIONAL QUESTIONS

**CANCELLATION POLICY**

**Cancellations are permitted 7 days prior to arrival. If a reservation is cancelled within 7 days of arrival, a two night cancellation penalty will be charged to the credit card number provided. Early departures could result in additional penalties.**

# STA Golf Tournament Sign-Up Sheet



**Ladies and Men's Golf Scramble  
WEDNESDAY, October 20<sup>th</sup> 2010  
1:00 pm Shotgun Start**

We have scheduled a shotgun golf outing for Wednesday, October 20 at 12:15 p.m. at **Tiburón**.

Tournament fee is \$130.00. Club rentals are available at the pro shop. Box lunches will be provided to all golfers, courtesy of the STA.

We have blocked a limited number of reservations for this event and we ask that you register with us no later than October 12<sup>th</sup> to insure your entry. Any cancellations received after that date will still require the payment for tournament fees. A charge to your hotel room or to your credit card will be processed if you cancel after that date.

We hope that you will take this opportunity to join us for a relaxing afternoon prior to the start of our exciting business program.

***Yes, sign me up to participate in the golf tournament. I understand that the tournament fee will be charged to each player's room. A box lunch will be provided!***

NAME: \_\_\_\_\_

EMAIL: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

Name	Handicap	CLUB RENTAL			
		Yes	No	Righty	Lefty

## Conference “Handouts” and “Door Prize” Form

If your company would like to donate a

- “promotional” gift to be included in the conference bags for each registrant (quantity of 175 requested) or each person (quantity of 250 requested)
- or a door prize

Please complete this form and mail or fax to John Gaffney as soon as possible. Thanks for your support.

**To:** John Gaffney  
Address: The Securities Transfer Association, Inc.  
P.O. Box 5220, Hazlet, NJ 07730  
Phone: 201-222-4836 or 732-888-6040  
Fax: 732-888-2121  
Email: [john.gaffney@computershare.com](mailto:john.gaffney@computershare.com)  
[cgaffney@stai.org](mailto:cgaffney@stai.org)

**From:**  
Company Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

Please arrange for *delivery of promotional gifts or door prizes by Friday, October 15, 2010* and ship to:

John Gaffney, STA Conference, 10/16/10  
c/o The Ritz-Carlton, Naples  
280 Vanderbilt Beach Road  
Naples, Florida 34108  
(239) 598-3300

**Comments:**

My company is donating the following item(s) to be given in the conference registration bags or as a door prize. Please note if donation is for a door prize.

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## Conference “Sponsor” Form

The STA would appreciate your support by being a sponsor for the 2010 Annual Conference being held at The Ritz-Carlton, Naples from October 19<sup>th</sup> – 22<sup>nd</sup>, 2010.

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Shared Sponsor for various business and social events.....\$1,500.00**

Your Company name will be reflected on a special sponsor page in the Conference Booklet and a separate quarter-page black & white ad measuring 3”wide x 4½”tall. Sponsor posters will also be exhibited at each event.

**Hosting a Coffee Break (3) or the Hospitality Welcome .....\$3,000.00**

Your Company name will be reflected on a special sponsor page in the Conference Booklet and a separate half-page, black and white ad measuring 6”wide x 4½” tall. Sponsor posters will also be exhibited.

If you are interested in sponsoring something different please contact John Gaffney at 201-222-4836 or [john.gaffney@computershare.com](mailto:john.gaffney@computershare.com)

Please forward an electronic version of your ad, preferably in jpg or pdf format, to [cgaaffney@stai.org](mailto:cgaaffney@stai.org) by **September 23, 2010**. This will allow sufficient time for the printing of the posters and your ad in the program booklet.

Please make your check payable to: The Securities Transfer Association, Inc. and mail to: P.O. Box 5220, Hazlet, New Jersey 07730-5220, prior to September 23, 2010, or may also pay on-line with a credit card.

## Conference “Vendor Participants” Form

The STA Board of Directors would like to extend an opportunity to all of our vendor friends to communicate directly with this year’s conference participants.

On Thursday, October 21<sup>st</sup> we have scheduled a Luncheon for all attendees with Vendor Exhibits from 12:00 noon – 2:00 pm. As an added service to you, the Association has arranged for a number of tables to be used in the luncheon area as a vendor exhibit facility. The cost for a Vendor Table is \$1,000.00, ***but the tables are FREE for Conference Sponsors.***

You may distribute your Company’s literature or discuss your service capabilities during and after this luncheon. Space limitations cause us to request a quick response in the event you decide you would like to participate. We hope you will decide to join us.

Please complete this form and mail or fax to John Gaffney as soon as possible. Thank you for your support.

**To:** John Gaffney  
Address: The Securities Transfer Association, Inc.  
P.O. Box 5220  
Hazlet, NJ 07730  
Phone: 201-222-4836 or 732-888-6040  
Fax: 732-888-2121  
Email: [john.gaffney@computershare.com](mailto:john.gaffney@computershare.com)  
[cgaffney@stai.org](mailto:cgaffney@stai.org)

**From:** Company Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

- My company will require a table in the luncheon area.  
 We are a conference sponsor.

**Comments:**

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# Meeting Services

## Reservations

To reserve your special meeting rates, please provide your CV# to your corporate travel department, or your travel agent, when making reservations. You can also make reservations online at [Hertz.com](http://Hertz.com) or call Hertz directly:

- In the U.S. and Canada: 1-800-654-2240
- Other: 1-405-749-4434

At the time of reservation, the meeting rates will be automatically compared to other Hertz rates and you'll be quoted the best comparable rate available.

## SIRIUS® Satellite Radio

Whether you're looking for music, sports, news, talk, entertainment, local traffic or weather, SIRIUS® Satellite Radio offers over 130 channels including 69 channels of 100% commercial-free music! Daily rental fee applies.

[hertz.com](http://hertz.com)

Hertz rents Ford and other fine cars

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## General Information

Meeting rates are guaranteed from one week prior through one week after the meeting dates and are subject to availability. Advance reservations are recommended, blackout dates may apply. Government surcharges, taxes, tax reimbursement, airport related fees, vehicle licensing fees and optional items, such as refueling or additional driver fees, are extra. Minimum rental age is 25 (exceptions apply). Standard rental conditions and qualifications apply. Vehicles can be returned to any Hertz location within Florida.

In the continental U.S. and Canada weekend rentals are available for pick-up between noon Thursday and noon Sunday and must be returned no later than Monday at 11:59 p.m. Thursday pick-up requires a minimum three-day keep. Friday pick-up requires a minimum two-day keep, and Saturday and Sunday pick-up require a one-day keep. Weekly rentals are from five to seven days. Extra day rate for Weekly rentals will be charged at 1/5 of the Weekly Rate.

## NeverLost®

In-Car Navigation System Guides You Wherever You Want To Go

NeverLost uses the Global Positioning System (GPS) – with smart sensors to achieve the accuracy needed for true turn-by-turn guidance. It is the most advanced on-board system ever engineered by Magellan, a leader in satellite navigation technology. Daily rental fee applies.

## Rates available from all Florida Hertz locations

### for pickups October 9-29, 2010

Car Class	Daily	Weekend	Weekly
	Per Day	Per Day	5-7 Day
A-ECONOMY	\$39.00	\$35.00	\$149.00
B-COMPACT	\$42.00	\$36.00	\$158.00
C-MID-SIZE	\$43.00	\$39.00	\$177.00
D-STANDARD 2/4 DR	\$45.00	\$38.00	\$181.00
F-FULLSIZE 4DR	\$48.00	\$42.00	\$200.00
G-PREMIUM	\$54.00	\$57.00	\$234.00
I-LUXURY	\$71.00	\$69.00	\$328.00
L-4WD/AWD SUV	\$63.00	\$57.00	\$275.00
R-MINIVAN 2WD	\$54.00	\$62.00	\$275.00
U-CONVERTIBLE	\$63.00	\$57.00	\$275.00

**INDIVIDUAL AIRPORT TRANSPORTATION RESERVATIONS**

From/To: Southwest Florida International Airport—RSW  
To/From: The Ritz Carlton, Naples

Naples Transportation, Tours & Event Planning (NTT&EP) can provide roundtrip ground transportation between the airport and the resort with advance reservations. Please visit us at the live web link listed below at least 72 hours in advance of your arrival to make reservations.

Upon arrival at RSW proceed to the baggage claim carousel for your flight, even if you did not check any luggage. You will see a professionally attired NTT&EP chauffeur holding NAME signage, the chauffeur will assist with your luggage and direct you to your vehicle.

Departure times from the resort should be scheduled approximately 2 hours prior to flight time and vehicles will depart on the hour by reservation only. At your scheduled departure time please meet your chauffeur at the main lobby drive.

On the day of travel, if for any reason you won't be arriving or departing on the expected flight (either the airlines cancel the flight or the flight is missed), please contact NTT&EP's 24-hour dispatch hotline at 239-262-3006 and kindly provide us with your new flight information.

***Discount vehicle rates apply to online reservations made a minimum of 72 hours prior to service:***

The following rates are one-way:

\$95.00 Private sedan, accommodates up to 3 passengers with standard luggage

\$175.00 Private van, accommodates up to 8 passengers with standard luggage

20% Service Charge/Driver Gratuities Apply

***Standard vehicle rates will apply to all reservations made within 72 hours of service.***

NTT&EP's professional transportation arrangements offer the following services:

- Baggage claim meet and greet services with customized signage
- Professionally attired chauffeurs
- Complimentary bottled water
- New or late model executive series Lincoln Town Cars and Luxury Executive Vans
- Pre-payment of all charges which means no waiting in line or in the car to settle the account

**Live Web Link:**

<http://www.napleseventplanningandtours.com/secure/form-1.php?theid=311>

Thank you for the opportunity to be of service.

**Naples Transportation, Tours & Event Planning**  
1010 6<sup>th</sup> Avenue South ~ Naples, Florida 34102  
1-800-592-0848 ~ [www.nttep.com](http://www.nttep.com)

