



**WISCONSIN COUNTY HIGHWAY ASSOCIATION
2012 WINTER HIGHWAY CONFERENCE
JANUARY 16, 17, 18, 2012
CHULA VISTA RESORT - WISCONSIN DELLS**

Greetings Corporate Representatives,

October 17, 2011

The WCHA Conference Coordinating Committee will be hosting the 2012 State Winter Highway Conference in Wisconsin Dells at the Chula Vista Resort on January 16-18, 2012. Our conference is anticipated to have over 500 in attendance, which will be comprised of Highway Commissioners, Highway Committee Officials, WisDOT Officials and spouses/guests representing all areas of the state.

To help make the 2012 WCHA Winter Conference a success, we are welcoming your corporate participation. The association is offering multiple areas for your participation in various conference activities. There are a number of options including indoor exhibit areas/booths, hospitality rooms, sponsorship of coffee/soda breaks, meal programs, etc. You may review the participation choices on the attached form.

This is an excellent opportunity to promote any current or new products, equipment and services offered by your organization. Your sponsorship(s) will be acknowledged by custom signage displayed at your events.

If you would like to participate, please complete the attached form and mail it with your payment to: Gary L. Kennedy, WCHA Events Coordinator, 3500 STH 310, Manitowoc Wisconsin, 54220, as soon as possible. **Conference pre-registration participation deadline is December 9, 2011. Exhibit areas, meals, breaks, hospitality rooms will be on a first-come basis.** We will assign final indoor exhibit area(s); break sponsorships, hospitality rooms, etc. approximately 2-3 weeks prior to the conference. Please feel free to contact me at that time for your location if you need to know prior to the conference. **We also require Attendee Registration Forms be completed for everyone attending, in addition to the completion of the Corporate Sponsor Registration Form.**

We do have room blocks available at the host hotel. Please contact the reservation department at (888) 201-1839 for reservations. The room block is listed under WCHA (Wisconsin County Highway Association). The room rates for the conference are \$99.00 for a sleeping room or \$163.00 for a 2 bedroom condo or \$262.00 for a 3 bedroom condo per night (all hospitality rooms must be designated condos). Tax-exempt status must be arranged in advance by mailing or faxing a copy of your tax-exempt certificate to (Fax # 608-254-4157); otherwise, you will be charged room tax.

If we are unable to match your specific needs, we will call you to see if other options are favorable. No refunds will be made after December 15, 2011. If you have any questions please contact me at:

Gary L. Kennedy, WCHA Events Coordinator
Telephone Number (920) 683-4353
Cell Phone (920) 323-6500
Fax Number (920) 683-4366
E-Mail: garykennedy@co.manitowoc.wi.us



**WISCONSIN COUNTY HIGHWAY ASSOCIATION
2012 WINTER HIGHWAY CONFERENCE
JANUARY 16, 17, 18, 2012
CHULA VISTA RESORT – WISCONSIN DELLS, WI**

Hello Commissioners,

PLEASE READ ALL THE INFORMATION BELOW

Important dates to remember as follows:

Pre-Registration deadline is December 9, 2011 (this includes the registration form and payment) faxes do not qualify as pre-registration.

Cancellation at 100% - by written request (e-mail qualifies) by December 15, 2011. Cancellation after this date will have a \$50.00 processing fee deducted from the refunded amount per person.

Cancellations not refunded at all after December 31, 2011.

Since we only send e-mails to Highway Commissioners/Highway Office Managers as indicated, please forward this to anyone else in your county that would possibly like to attend. Please make sure that spouses are aware of the programs available to them so they can sign up before hand, because we only reserve spaces for the spouses that sign up.

On the registration form, please circle each item yes or no where requested so that all counts for meals and activity events are accurate.

Thanks for your cooperation and look forward to seeing you at the conference.

Gary L. Kennedy
WCHA Events Coordinator
920-683-4353 or 920-323-650

2012

WINTER ROAD SCHOOL

(Highway Conference)

**WISCONSIN COUNTY
HIGHWAY ASSOCIATION**

JANUARY 16, 17, 18, 2012

CHULA VISTA RESORT

WISCONSIN DELLS, WI

HOSTED BY:

WCHA CONFERENCE COORDINATING COMMITTEE



**2012 WINTER ROAD SCHOOL
(Highway Conference)**

CHULA VISTA RESORT

JANUARY 16, 17, 18, 2012

**WISCONSIN COUNTY HIGHWAY
ASSOCIATION**

2012 ASSOCIATION OFFICERS

Daniel J. Fedderly P.E., R.L.S., WCHA.....Executive Director
Bruce Stelzner, Chippewa County.....President
Paul Halverson, Douglas County.....Secretary
Mark Servi, Barron CountyPast-President
Alan Kletti, Ozaukee County.....Chair
Marvin Thompson, Barron CountyVice-Chair
Arlene Benrud, La Crosse County.....Past Chair
Gary Kennedy, Manitowoc County.....Treasurer
Tim Ramberg, St. Croix County.....Assistant Treasurer

HOST WCHA CONFERENCE COORDINATING COMMITTEE

Jon Johnson, Washburn County
Jerry Jagmin, Lincoln County
Greg Schnell, Sheboygan County
Randy Anderson, Clark/Jackson Counties
Jim Griesbach, Marathon County
Dennis Weiss, Juneau County
Stephen A. Muchow, Sauk County
Jon Edgren, Washington County
Kurt Dey, Columbia County
Mark Servi, Barron County
Gary Kennedy, WCHA Conference Coordinator
Roger Nelson, Ayres Associates
Debra DeWitt, WI County Mutual Insurance

Monday, January 16, 2012

9:00 am – 6:00 pm	Early Registration – Grand Ballroom Lobby
9:00 am – 3:00 pm	Exhibit Areas Setup Conference Center Rooms A thru I
9:00 am – 10:00 am Executive Board Room	WCHA Executive Committee Meeting WCHA President, Bruce Stelzner
10:00 am – 11:00 am Executive Board Room	WCHA President’s Task Force Committee Emmer Shields, Chair
11:30 am – 12:45 pm Executive Board Room	CHAPP’s Committee Gary Kennedy, Chair
2:00 pm – 3:00 pm Executive Board Room	WCHA Committee Chairs Meeting WCHA President, Bruce Stelzner
3:00 pm – 4:00 pm Sierra Room	WCHA “New” Commissioners Meeting (What questions do you have??) (Recommended for Commissioners with 5 yrs. or less) Bruce Stelzner, Mark Servi & Paul Halverson, WCHA President, Past President and Secretary
4:00 pm – 6:00 pm	Group Welcome – Door Prizes and Refreshments Sponsor(s): _____ Mike Kaminski, Speaker at 5:30 pm Conference Center Rooms A thru I
4:00 pm – 6:00 pm	Exhibit Areas Open Conference Center Rooms A thru I
6:00 pm –Midnight	Hospitality Rooms Open

DINNER IS ON YOUR OWN

Tuesday, January 17, 2012

- 7:00 am – 4:30 pm** Registration – Grand Ballroom Lobby
- 7:00 am – 9:00 am** Continental Breakfast - Coffee, Tea, and Juice & Pastries
Conference Center Rooms A thru I
Sponsor(s): _____
- 7:00 am – 1:30 pm** Exhibit Areas Open
Conference Center Rooms A thru I
- 8:30 am – 10:00 a.m.** General Session for Highway Committee Members
Car Quest-US Communities
Grand Ballroom
- 10:00 am - 10:30 am** Coffee Refresh Break
Sponsor(s): _____
- Committee Meetings**
- 8:00 am – 9:00 am**
Laguna Room Safety/Training Committee – Steve Scholfield, Chair
Sierra Room Technical Advisory Committee – Dennis Weiss, Chair
Upper Dells Room LOS Committee – Mark Servi - Chair
- 9:00 am – 10:00 am**
Sierra Room Conference Coordinating/WCHA Associate Members and Corporate Sponsors
Upper Dells Room Bridge Committee – Dave Lambert, Chair
Laguna Room Utility Committee – Brian Field, Chair
- 10:00 am – 11:00 am**
Grand Ball Room Joint WCHA Legislative & WCA Transportation Steering Committees
Upper Dells Room Machinery Management Committee – Dean Steingraber, Chair
- 11:00 am – 12:00 pm**
Grand Ball Room Board of Directors
- 11:30 am – 1:00 pm**
Riverview Room FABCO Equipment Company - Luncheon
Riverview Room is in Lower Atrium Level
- 11:30 am – 1:00 pm** Hospitality Rooms are optional to be open (Refreshments only)
- 12:00 pm – 5:00 pm**
Laguna Room WisDOT Local Program Project Managers and Management Consultants
- 1:30 pm** **OPENING SESSION and WELCOME:**
Grand Ballroom
- Gary L. Kennedy, WCHA Conference Coordinator

Tuesday, January 17, 2012 Continued

INVOCATION

- Roger Nelson

COLOR GUARD - PLEDGE OF ALLEGIANCE & STAR SPANGLED BANNER

Presentation of Colors by WCHA Members and Singing by Menomonee Falls, Police Chief, Anna M. Ruzinski

INTRODUCTIONS:

- Host Conference Coordinating Committee
- Wisconsin County Highway Association President – Bruce Stelzner, Chippewa County

1:40 pm MODERATOR:

- WCHA President Bruce Stelzner, Chippewa County
- Introduction of New Commissioners

1:45 pm – 2:15 pm Keynote Speaker: WisDOT Secretary Gottlieb

2:15 pm – 2:45 pm Break - Exhibit Areas Open
Conference Center Rooms A thru I
Sponsor(s): _____

2:45 pm – 2:50 pm Introduction of Executive Committee Officers and Board of Directors
Moderator – WCHA Chair – Alan Kletti, Ozaukee County
Moderator – WCHA President – Bruce Stelzner, Chippewa County

2:50 pm – 3:30 pm WisDOT Budget & Federal Re-authorization, Current Status
WisDOT Secretaries Office
Craig Thompson, Executive Director TDA

3:30 pm – 4:45 pm WCHA President's Task Force Presentation-Emmer Shields, Chairman
Moderators – WCHA Chair, Alan Kletti and WCHA President, Bruce Stelzner,
WCHA President's Task Force Members

4:45 pm – Midnight Hospitality Rooms Open

DINNER IS ON YOUR OWN

Wednesday, January 18, 2012

- 6:30 am – 8:00 am** **Henry G. Meigs, LLC - Breakfast**
Riverview Room in Lower Atrium Level
- 7:00 am – 3:30 pm** **Registration – Grand Ballroom Lobby**
- 7:30 am – 8:15 am** **Exhibit Areas Open (optional)**
Conference Center Rooms A thru I
- 8:15 am – 9:45 am** **Association Business Meeting – Chair Kletti & President Stelzner**
Election of WCHA Secretary
Grand Ballroom
- 9:45 am – 10:00 am** **Break - Exhibit Areas Open**
Conference Center Rooms A thru I
Breaks Sponsor(s): _____
- 10:00 am – 11:00 am** **Act 10 Impacts-County Highway Depts.–Andy Phillips, Phillips & Borowski, S.C.**
Moderator: Paul Halverson
Grand Ballroom
- Everyday Counts – Rory Rhinesmith, WisDOT & George Poirier, FHWA**
Moderator: Bruce Stelzner
Upper Dells Ballroom
- 11:00 am – 12:00 pm** **Fair Labor Standards – Andy Phillips, Phillips & Borowski, S.C.**
Moderator: Alan Kletti
Upper Dells Ballroom
- WisDOT Freight Initiatives – Dave Vieth, WisDOT**
Moderator: Mark Servi
Grand Ballroom
- 12:00 pm – 1:00 pm** **Luncheon – Riverview Room in Lower Atrium Level**
Luncheon Sponsor(s): _____
- 12:00 pm – 1:00 pm** **Exhibit Areas Open**
Conference Center Rooms A thru I
Hospitality Rooms are optional to be open (Refreshments Only)
- 1:00 pm** **Exhibit Areas Close**

Wednesday, January 18, 2012 Continued

- 1:00 pm – 2:00 pm** **Media Relations, Communications & Marketing**
Michelle Thompson, Thompson Communications
Moderator: Marv Thompson
Grand Ballroom
- 1:00 pm – 2:00 pm** **Best Maintenance Practices – UW Madison, Gary C. Whited**
Moderator: Arlene Benrud
Upper Dells Ballroom
- 2:15 pm – 3:15 pm** **Strategic Communication-Dan Grasser & Rory Rhinesmith, WisDOT**
Moderator: Paul Halverson
Grand Ballroom
- 3:15 pm – 3:30 pm** **Break**
Sponsor(s): _____
- 3:30 pm – 4:30 pm** **Trans 206/LRIP Status-Adam Boreman, WisDOT**
Moderator: Dan Fedderly
Grand Ballroom
- 4:30 pm** **Adjourn**
- 4:30 pm – 6:00 pm** **Hospitality Rooms Open**

ANNUAL WINTER BANQUET Riverview Room in Lower Atrium Level

- 6:00 pm – 8:30 pm** **Banquet/Entertainment**
- 5:30 pm** **Cash Bar Social - Main Bar Area**
- 6:00 pm** **Awards Ceremony – Riverview Room in Lower Atrium Level**
- 6:30 pm*** **Dinner**
- 7:30 pm*** **Entertainment – Roger Nelson’s Band**
- 8:30 pm*** **Hospitality Rooms Open (optional)**

- **Denotes approximate times**

Spouse Program

Monday, January 16, 2012

Free Time – No Activities Planned

Tuesday, January 17, 2012

12:30 p.m. – 4:30 p.m.

Baking with Mollie Schuster & Gayle Lindenberg
Robert E. Lee & Associates
Sierra Room

Wednesday, January 18, 2012

8:30 a.m. – 11:30 a.m.

Crafts by Soozii Madden
Wine Bottle Cheese Trays
Sierra Room

1:00 p.m. – 4:00 p.m.

Crafts by Soozii Madden
Twisted Wire Pendant on Knitted Chain
Sierra Room

*There are also several gift shops, art galleries and restaurants in downtown Wisconsin Dells area to enjoy.

2012 WINTER ROAD SCHOOL

(Winter Highway Conference)

Session Moderators and Coordinators

Wednesday, January 18, 2012

Moderator

Coordinator

10:00 am – 11:00 am	Track 1	Paul Halverson	Marv Thompson
	Track 2	Bruce Stelzner	Arlene Benrud
11:00 am – 12:00 pm	Track 1	Alan Kletti	Bruce Stelzner
	Track 2	Mark Servi	Marv Thompson
1:00 pm – 2:00 pm	Track 1	Marv Thompson	Alan Kletti
	Track 2	Arlene Benrud	Tim Ramberg
2:15 pm – 3:15 pm	Track 1	Paul Halverson	Tim Ramberg
3:30 pm – 4:30 pm	Track 1	Dan Fedderly	Bruce Stelzner

**2012 WINTER ROAD SCHOOL
(HIGHWAY CONFERENCE)
JANUARY 16, 17, 18, 2012
CHULA VISTA RESORT
WISCONSIN COUNTY HIGHWAY ASSOCIATION**

PRE-REGISTRATION DEADLINE

December 9, 2011

To: Highway Commissioners/Committee Members/
State Officials/Corporate Sponsors/Associate Members

The WCHA Conference Coordinating Committee will be hosting the 2012 Winter Highway Conference in Wisconsin Dells.

We do have room blocks available at the host hotel. **Hotel room reservation deadline date is December 9, 2011.** Please contact the reservation department at (888) 201-1839 for reservations. The room block is listed under WCHA (Wisconsin County Highway Association).

When you call for a room reservation, ask for the WCHA room block and conference rates. **Tax-exempt status must be arranged in advance by mailing or faxing a copy of your tax-exempt certificate to (Fax # 608-254-4157); otherwise, you will be charged room tax. The room rates for the conference are \$99.00 or \$163.00 or \$262.00 per night.**

Each every member, spouse, or corporate representative attending the conference must complete the attached Pre-Registration form. Sharing of name badges is not permitted. Pre-registration forms must be returned with payment by December 9, 2011.

Cancellation and 100% refunds (by written request) will be received until December 15, 2011. There will be a \$50.00 processing fee per registration deducted from each registration fee returned after December 15, 2011. Cancellations received after December 31, 2011 will not be refunded.

All attendees and spouse/guests will be required to be registered to participate in any function of the conference. ***NAME BADGES WILL BE ISSUED AND MUST BE WORN TO ATTEND ANY AND ALL FUNCTIONS, INCLUDING CONFERENCE AREAS, SOCIAL AREAS AND EVENTS. SHARING OF NAME BADGES IS NOT PERMITTED.*** Individuals not registered for the conference will not be admitted and/or asked to leave any event area. If you are not wearing your name badge, it will be assumed that you have not registered for the conference.

Non Pre-registration/on site registration will be \$ 215.00* for county members & associate members, \$325.00 for non-members, and \$140.00* for spouses. **On site registration requires the payment by check and/or cash only. Credit cards and/or billings are not acceptable. ATM's are on site at the Chula Vista.**

Those who have pre-registered may pick up their registration packets at the registration area, Monday, January 17, 2012 from 8:00 am – 6:00 pm or Tuesday, January 18, 2012 after 7:00 am.

Questions call: Gary L. Kennedy. WCHA Events Coordinator
Telephone Number (920) 683-4353
Cell Phone (920) 323-4353
Fax Number (920) 683-4366
E-mail garykennedy@co.manitowoc.wi.us

**2012 WINTER ROAD SCHOOL
(HIGHWAY CONFERENCE)
JANUARY 17, 18, 19, 2012
CHULA VISTA RESORT
WISCONSIN COUNTY HIGHWAY ASSOCIATION**

PRE-REGISTRATION DEADLINE
December 9, 2011

COUNTY/ORGANIZATION			
NAME		TITLE	
SPOUSE NAME		PHONE	
ADDRESS			
CITY		STATE	ZIP+4

REGISTRATION FEES

PRE-REGISTRATION/POST DEADLINE (COUNTY & ASSOC. MEMBERS, WisDOT)

PRE-PREGISTRATION/POST DEADLINE (NON-MEMBER OF WCHA)

PRE-REGISTRATION/POST DEADLINE (MEMBER'S SPOUSE)

Delete \$30.00 if not attending Banquet

TOTAL FEES ENCLOSED

*Please keep title to 30 characters

Pre 12/9	After 12/9	
\$ 175.00	\$ 215.00	
\$275.00	\$325.00	
\$100.00	\$140.00	

Make checks payable to:

WI COUNTY HIGHWAY ASSOCIATION

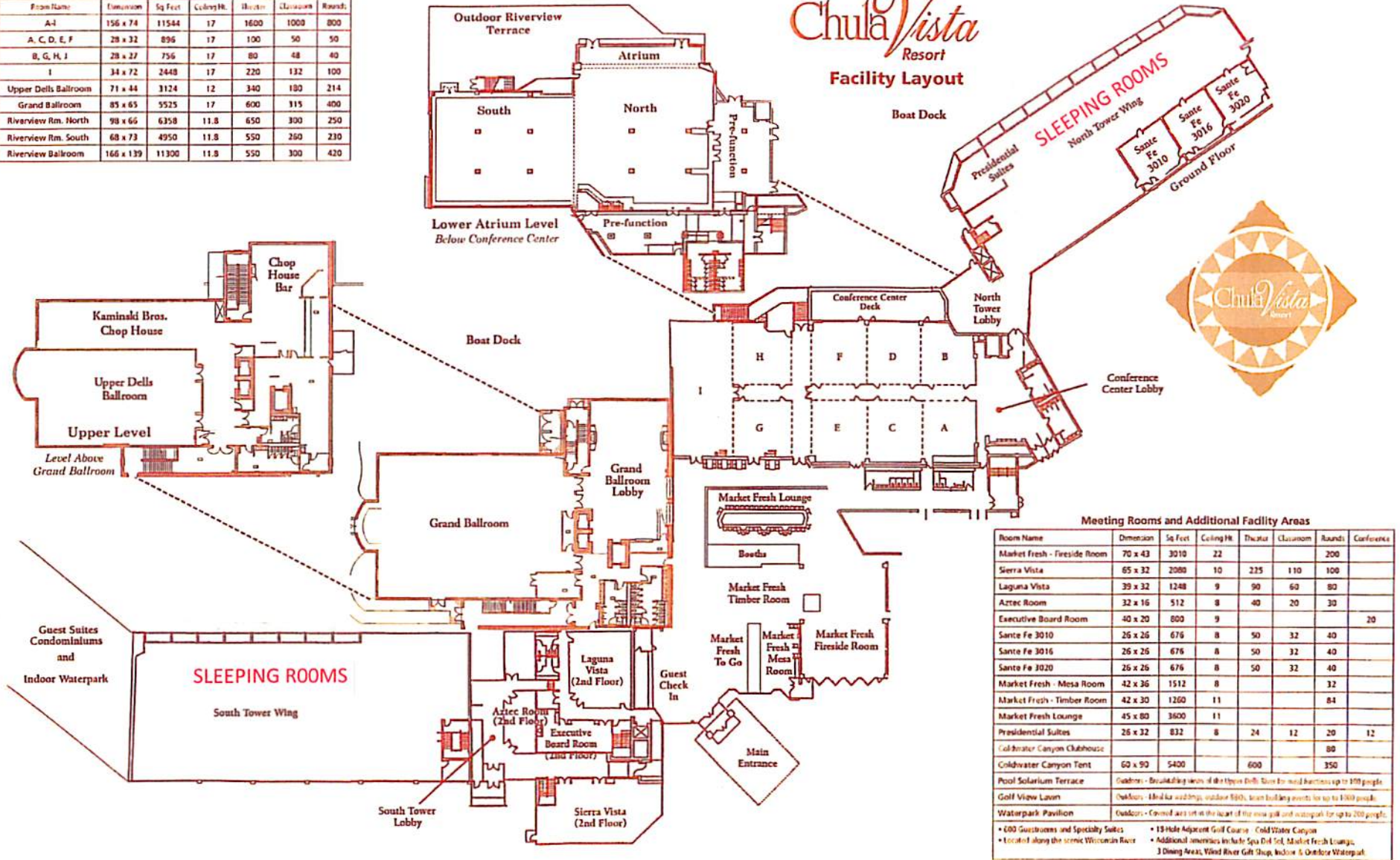
Mail payment along with registration form to: Manitowoc County Highway Department
3500 STH 310
Manitowoc, Wisconsin 54220-9659

Please register us for the following activities by circling YES or NO:		Member	Spouse
<i>Tuesday, January 18</i>			
7:00 – 9:00 a.m.	Continental Breakfast@Chula Vista Resort	YES or NO	YES or NO
11:30–1:00 p.m.	Lunch at Chula Vista Resort	YES or NO	YES or NO
12:30 – 4:30 p.m.	Baking with Mollie Schuster Robert E. Lee & Associates		YES or NO
<i>Wednesday, January 19</i>			
6:30 – 8:00 a.m.	Breakfast at Chula Vista Resort	YES or NO	YES or NO
8:30 – 11:30 a.m.	Crafts with Soozii Madden		YES or NO
12:00 – 1:00 p.m.	Lunch at Chula Vista Resort	YES or NO	YES or NO
1:00 – 4:00 p.m.	Crafts with Soozii Madden		YES or NO
5:30 – 9:00 p.m.	Banquet at Chula Vista Resort	YES or NO	YES or NO

Conference Centers

Room Name	Dimension	Sq Feet	Ceiling Ht.	Theater	Classroom	Round
A-I	156 x 74	11544	17	1600	1000	800
A, C, D, E, F	28 x 32	896	17	100	50	50
B, G, H, J	28 x 27	756	17	80	48	40
I	34 x 72	2448	17	220	132	100
Upper Dells Ballroom	71 x 44	3124	12	340	180	214
Grand Ballroom	85 x 65	5525	17	600	315	400
Riverview Rm. North	98 x 66	6358	11.8	650	300	250
Riverview Rm. South	68 x 73	4950	11.8	550	260	230
Riverview Ballroom	166 x 139	11300	11.8	550	300	420

Chula Vista Resort
Facility Layout



Meeting Rooms and Additional Facility Areas

Room Name	Dimension	Sq Feet	Ceiling Ht.	Theater	Classroom	Round	Conferences
Market Fresh - Fireside Room	70 x 43	3010	22			200	
Sierra Vista	65 x 32	2080	10	225	110	100	
Laguna Vista	39 x 32	1248	9	90	60	80	
Aztec Room	32 x 16	512	8	40	20	30	
Executive Board Room	40 x 20	800	9				20
Sante Fe 3010	26 x 26	676	8	50	32	40	
Sante Fe 3016	26 x 26	676	8	50	32	40	
Sante Fe 3020	26 x 26	676	8	50	32	40	
Market Fresh - Mesa Room	42 x 36	1512	8			32	
Market Fresh - Timber Room	42 x 30	1260	11			84	
Market Fresh Lounge	45 x 80	3600	11				
Presidential Suites	26 x 32	832	8	24	12	20	12
Coldwater Canyon Clubhouse						80	
Coldwater Canyon Tent	60 x 90	5400		600		350	
Pool Solarium Terrace	Outdoors - Decking area of the Upper Dells. Best for small business up to 100 people.						
Golf View Lawn	Outdoors - Ideal for weddings, outdoor BBQ, team building events for up to 1500 people.						
Waterpark Pavilion	Outdoors - Covered area on the east of the new golf and waterpark for up to 200 people.						

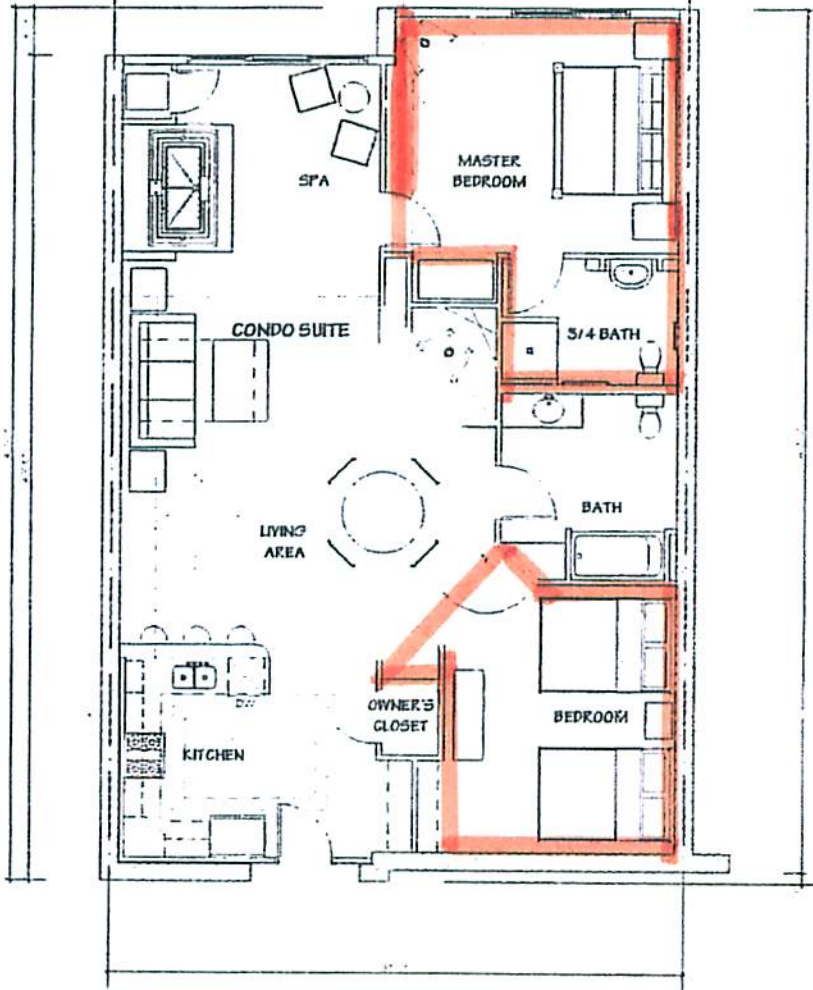
- 600 Guestrooms and Specialty Suites
- 19 Hole Adjacent Golf Course - Coldwater Canyon
- Located along the scenic Wisconsin River
- Additional amenities include Spa Day Set, Market Fresh Lounge, 3 Dining Areas, Wind River Gift Shop, Indoor & Outdoor Waterpark.



EL GRANDE

(Approximately 1,500 sq. ft. This suite has two bedrooms and one and a half quarter baths.)

2. BEDROOM SUITE, \$163.⁰⁰ + FF.



All Chula Vista Condominium properties have high-efficiency central heat and air conditioning, a Fire Protection Sprinkler System and Smoke Detectors.

Square footage figures are estimates only. All proposed units, sizes, layouts and inclusion list are subject to change.

Amenities, furniture and fixtures continued on next page.



EL GRANDE DOBLE
 (Approximately 2,000 sq. ft. This suite has three bedrooms and two and three quarter baths.)



Square footage figures are estimates only. All proposed units, sizes, layouts and inclusion list are subject to change.

Amenities, furniture and fixtures continued on next page.

WI County Highway Association January 2012

Move In/Out

Check in is 4 pm. Chula Vista will make every effort to have your hospitality suite ready by 1pm. Check out is 10:30am.

Tables/Chairs

For vendors purchasing food or beverage from the Chula Vista Resort, tables and chairs will be provided at no additional charge. Tables and chairs must be ordered by 3 pm on 12/9/2011 along with food & beverage or the standard table rental charge of \$15.00 per table and \$ 5.00 per chair will apply.

If you are not purchasing food and beverage from the Chula Vista Resort tables and chairs can be provided at the following rates: \$ 15.00 per table (60" round, 18" x 96" rectangle or 30" x 96" rectangle) and \$ 5.00 per chair. Placement of tables cannot block existing exists. All charges are subject to a 19% taxable service charge and 6.5% state and local tax.

Food and Beverage

Food and beverage orders must be placed by 3 pm on 12/9/2011 *by contacting Amber Kaminski (608) 254-1613 or email amberk@chulavistaresort.com*. Orders received after 3 pm on 12/9/2011 will be subject to a 20% surcharge. Surcharge does not apply to re-orders of food and/or beverage. If you prefer something not currently listed please call Amber Kaminski. In order to ensure the safety and health of guests, food items can only be presented for a total of 2 hours, after which Chula Vista staff will remove items. All charges are subject to a 19% taxable service charge and 6.5% state and local tax.

Ice

Ice service in vendor rooms is provided in advance by the order date complimentary. Otherwise the fee is \$8.00/10 lb bag. The use of bath tubs or whirl pools are prohibited. Please bring appropriate coolers or storage containers.

Beds

Chula Vista provides complimentary bed removal in the vendor rooms if \$100 worth of food is purchased from Chula Vista exclusive of service and tax when requested prior to 3 pm on 12/9/2011. Requests received after that date will be subject to a \$100.00 per bed charge.

Payment

Charges for Food and Beverage will be applied to the Sleeping Room Bill. Payment can be in the form of Company Check or Credit Card at time of check out.

Food

If food is not purchased through the Chula Vista, registered guest (vendor) will be responsible for adhering to all State and Local Laws related to the Service of Food. The Chula Vista will not be held liable for the Food not supplied or serviced by the Chula Vista.

Alcohol

If Alcohol and Bar Service is not purchased through the Chula Vista, registered guest (vendor) will be responsible for adhering to all State and Local Laws related to the service of Alcohol. The Chula Vista Resort will not be held liable for the Bar Service not Supplied or Serviced by the Chula Vista Resort.

Signage

VENDORS ARE NOT ALLOWED TO POST SIGNS IN ANY PUBLIC AREA OF THE RESORT.

A master sign of all Vendors and Room Numbers will be placed in several locations throughout the Resort. Chula Vista will also provide signs for each vendor door. If you do not wish to have the signage, please let Amber Kaminski know at (608)254-8366 extension 5292 by 3 pm on 12/9/2011.

Cleaning/Damage

If excessive carpet cleaning is needed a fee of \$125/hr will be charged or any other damage to the room is the responsibility of the vendor.

Excessive Noise

If excessive noise continues after 12 am and a warning has been issued, the Chula Vista Resort reserves the right to have the vendor room shut down for the evening.

HOSPITALITY EQUIPMENT ORDER FORM

Show Name: WI County Hwy Assn **Deadline:** Dec 9, 2011

Firm Name: _____

All orders subject to availability of equipment. Prices include delivery to booth, set up and removal. All tables will be supplied with table cloths. Please indicate if you want skirted or not. All equipment remains property of Chula Vista Resort. No orders will be accepted without payment in full. Orders refused after delivery to booth will be subject to a 100% service charge. Thank you for your order.

<u>Tables include</u> table linen		<u>Qty</u>	<u>Pre-Order</u> <u>By 12/9/11</u> <u>With</u> <u>\$ 100 Food</u>	<u>After 3pm on</u> <u>12/9/11 or no</u> <u>food</u>	<u>Total</u>
<u>30"X 96 Banquet</u>			-----	<u>\$15.00</u>	
<u>18" x 96" Classroom</u>			-----	<u>\$15.00</u>	
<u>60" Round</u>			-----	<u>\$15.00</u>	
<u>Std Stacking Chair</u>			-----	<u>\$ 5.00</u>	
<u>Table Cover Change</u>			<u>\$15.00</u>	<u>\$15.00</u>	
<u>Misc.</u>		<u>Qty</u>	<u>Pre-Order</u>	<u>Day of</u>	<u>Total</u>
<u>Bed Removal - please "x"</u> <u>which beds are to be removed</u>			-----	<u>\$100.00</u>	
<u>Ice</u>			-----	<u>\$ 8.00/10 lb bag</u>	

<u>Total Fees</u>	
<u>Sub Total Items Ordered</u>	
<u>Add 19% Service Charge</u>	
<u>Sub-Total Items</u>	
<u>Add 6.5% sales tax</u>	
<u>TOTAL</u>	

Chula Vista Resort- Convention Services, 2501 River Rd. Wisconsin Dells 53965

Hospitality Room Schedule

January 16 – 18, 2012

Monday – January 16th - Hours

Pre – 6:00 P.M. – Set Up

6:00 P.M. – 12:00 Midnight – Open

Tuesday – January 17th - Hours

11:30 A.M. – 1:00 P.M. – Optional to be open, refreshments only

4:45 P.M. – 12:00 P.M. – Open

Wednesday – January 18th – Hours

12:00 P.M. – 1:00 P.M. – Optional to be open, refreshments only

4:30 P.M. – 6:00 P.M. – Open

8:30 P.M. – 12:00 Midnight – Optional to be open

**2012 WINTER HIGHWAY CONFERENCE
JANUARY 16, 17, 18, 2012
CHULA VISTA RESORT
WISCONSIN COUNTY HIGHWAY ASSOCIATION**

**PRE-REGISTRATION DEADLINE
DECEMBER 9, 2011**

To: Corporate Sponsors

1. INSIDE DISPLAY EXHIBIT BOOTH (S):

The indoor display areas are located in the Main Conference Center Area Rooms A thru I. See listed below for the fee structure(s) for the Inside display areas. **Included in the booth fee is: One (1) complimentary conference registration (w/o banquet), pipe and drape, 1 table and two chairs and one – 110 V circuit. The complimentary conference registrant must complete the conference registration form. All personnel working the booth area must be registered for the conference.** Exhibit areas will be ready for set-up between 9:00 am to 3:00 pm on Monday, January 16th. The exhibit area will open at 4:00 pm on Monday, January 16th. Corporate sponsored donations of door prizes are also encouraged for booth area. All exhibits shall not be torn down prior to 1:00 pm Wednesday, January 18th.

Corporate - Associate Member Pricing:

Inside Booths Fees

Booths 1 – 50 = 8' x 10' \$550.00 each*

* If more than one booth is requested to meet the corporate display needs (per corporate sponsor) the charges for the second booth will be \$ 400.00 each

Number of Indoor booths @ \$550.00 each _____

Number of Indoor booths @ \$400.00 each _____

Note: All persons working the booth areas must be registered for the conference.

1st Choice of Location _____

2nd Choice of Location _____

3rd Choice of Location _____

Corporate - Non-Associate Member Pricing:

Inside Booths Fees

Booths 1 –50 = 8' x 10' \$750.00 each*

* If more than one booth is requested to meet the corporate display needs (per corporate sponsor) the charges for the second booth will be \$ 600.00 each

Number of Indoor booths @ 750.00 each _____

Number of Indoor booths @ \$600.00 each _____

Note: All persons working the booth areas must be registered for the conference.

1st Choice of Location _____

2nd Choice of Location _____

3rd Choice of Location _____

Corporate Name _____

- 2. **Group Welcome: (Monday 4:00 P.M. – 6:00 P.M.)**
Sponsorship is \$400.00 per Corporate Participant(s) _____
Six-Sponsorships are needed
 Cheese and Sausage Trays and Beverages in the Indoor Exhibit Area
 Corporate sponsored donation of door prizes is encouraged for this event

- 3. **Tuesday Continental Breakfast: (Tuesday 7:00 A.M. – 9:00 A.M.)**
Sponsorship is \$450.00 per Corporate Participant(s) _____
Six-Sponsorships are needed
 Continental Breakfast in the Indoor Exhibit Area

- 4. **Tuesday Lunch (Tuesday 11:30 A.M. – 1:00 P.M.)**
Sponsored by FABCO Equipment Company
 Lunch in the Riverview Room in Lower Atrium Level

- 5. **Wednesday Continental Breakfast: (Wednesday 6:30 A.M. – 8:00 A.M.)**
Sponsored by Henry G. Meigs, LLC
 Continental Breakfast in the Riverview Room in Lower Atrium Level

- 6. **Wednesday Lunch**
Sponsorship is \$750.00 per Corporate Participant(s) _____
Eight-Sponsorships are needed
 Lunch in the Riverview Room in Lower Atrium Level

- 7. **BREAK:** **Sponsorship is \$300.00 per Corporate Participant(s)**
Four-Sponsorships are needed for the break
 Corporate sponsored donation of door prizes is encouraged for this event

Tuesday 10:00 A.M. _____

Tuesday 2:15 P.M. _____

- 8. **BREAKS:** **Sponsorship is \$300.00 per Corporate Participant(s)**
Eight-Sponsorships are needed for the breaks
 Corporate sponsored donation of door prizes is encouraged for this event

Wednesday 9:45 A.M. _____

Wednesday 3:15 P.M. _____

- 9. **Other Sponsorship (Door Prizes, Etc...)** _____

Please provide details relating to the sponsorship

Corporate Name _____

10. HOSPITALITY CONDOS:

For the WCHA Conference, all hospitality condos and fees are to be reserved and paid directly to the Chula Vista Resort. Reservations are to be made with the reservation department at (888) 201-1839. All hospitality condos are required to be reserved for a minimum of two nights (Monday 1/16/12 and Tuesday 1/17/12). A minimum of two night charges will apply for all hospitality condos. Chula Vista will quote you direct on their terms and fee structures. Included in the room fees will be the cost of moving out the beds and supplying ice for refreshments (not ice for coolers). Please indicate if you are having a condo for 2 or 3 nights. The Conference Coordinating Committee will be assigning all condo room locations within the designated hospitality block area approximately two to three weeks prior to the conference.

Event Coordinator Amber Kaminski at 608-254-1613 or email amberk@chulavistaresort.com will arrange and quote your firm for all other provided services within the hospitality condos. It will be the responsibility of the vendor to supply his or her own plastic glasses, napkins, condiments, etc. Socializing tables and chairs moved into the rooms will be an additional charge. As the Chula Vista allows the WCHA corporate hospitality condos to bring in their own refreshments, WCHA is strongly suggesting that each hospitality condo order at least one perishable hors d'oeuvre per evening from the Chula Vista. By showing this good faith effort to the Chula Vista will hopefully continue the relaxed policy on bringing in your own refreshments. For corporate hospitality condos purchasing food or beverage from the Chula Vista Resort, tables and chairs will be provided at no additional charge. As a precautionary measure, you may consider that all perishable hors d'oeuvres be supplied by the Chula Vista Resort.

Firms reserving hospitality condos must be a current WCHA Associate Member.
Hospitality condos require a minimum of three (\$175.00) attendee registrations. Attendance at conference any/all functions requires registration. Many of the conference sessions will be beneficial to you and your staff and conference registration is prerequisite to attending.
Registrants will be issued nametags, which are required for admittance to all functions.

Note: Please review and sign the enclosed hospitality condos rules summary provided by the Chula Vista. This document must be sent back to the Chula Vista by 3pm on 12/9/11.

Make checks payable to "Wisconsin County Highway Association"

**Mail fees to: Gary L. Kennedy, WCHA Events Coordinator
3500 STH 310
Manitowoc, WI 54220**

Corporate Name: _____
Contact Person: _____
Mailing Address: _____
City, State, and Zip+4: _____
Telephone Number: _____
Fax Number: _____
E-Mail Address: _____
By: _____
Printed Name: _____
Title: _____

**CONFERENCE PARTICIPATION
DEADLINE IS DECEMBER 9, 2011**

(Please return all 3 pages of this form)

Trade Show Time Schedule

January 16 -18, 2012

Monday – January 16th – OPEN 6 Hours of Showtime

9:00 A.M. – 11:00 A.M. – Set Ups

12:00 P.M. – 6:00 P.M. – Open

Tuesday – January 17th – OPEN 7.5 Hours of Showtime

7:00 A.M. – 1:30 P.M. - Open

2:15 P.M. – 2:45 P.M. – Open

Tuesday – January 17th – MANDATORY CLOSURE TIMES

1:30 P.M. – 2:15 P.M.

2:45 P.M. – 4:45 P.M.

Wednesday – January 18th – Open 2.00 Hours of Showtime

7:30 A.M. – 8:15 A.M. – Open

9:45 A.M. – 10:00 A.M. – Open

12:00 P.M. – 1:00 P.M. – Open

Wednesday – January 18th – MANDATORY CLOSURE TIMES

8:15 A.M. –9:45 A.M.

10:00 A.M. – 12:00 P.M.

1:00 P.M. Exhibits Close

WCHA HIGHWAY CONFERENCE - ROOMS A THRU I

