



AMCA 2025 Americas Region Meeting and Idea Exchange Conference

**March 25-27, 2025
La Fonda on the Plaza
Santa Fe, New Mexico**

Dear AMCA Americas Region Members,

I would like to personally invite you to attend the AMCA 2025 Americas Region Meeting and Idea Exchange Conference, being held March 25-27, 2025 in Santa Fe, New Mexico.

This exciting combination of two long-standing AMCA gatherings is an excellent way for AMCA member colleagues—from all facets of the organization— to connect with industry peers, engage in meaningful discussions and committee activities, and stay informed about the latest trends and developments in our field and beyond.

Don't miss this chance to take advantage of:

- 1. Networking Opportunities:** Meet with industry peers, share experiences, and build new relationships with other AMCA colleagues from a wide range of roles and responsibilities. This unique combined meeting format brings together some of the best minds from throughout AMCA in engineering, sales & marketing, HR and manufacturing roles. Engage in discussions with like-minded professionals and explore potential collaborations that can benefit your business.
- 2. Face-to-Face committee meetings and discussion sessions:**
 - Committee meetings from throughout the Air Movement and Air Control divisions – work with colleagues in person on important topics and activities on committees like AMCARC and ACCARC, the Fan, Air Curtain, Louver Engineering, Industrial Manufacturers Committees, and AMCA 500 D.
 - Engage with the Decision Makers of the Association – Borrowing from the successful "Fireside Chat" format of the AMCA Annual Meetings, we will hold an open discussion with the Americas Regional Steering Committee members. Ask your questions and provide your insights to help us strategically guide the region and association as a whole.
 - Meet with AMCA International and Regional Staff – Learn about AMCA activities and tools available to you and your company for internal and external use on topics like CRP, Advocacy, Marketing and Engagement—including Train the Trainer sessions so you can better understand (and explain) AMCA and what we offer to your colleagues, distributors, and clients.
- 3. Industry Trends:** Stay up-to-date with the latest industry trends through informative speaker sessions. Learn about the Artificial Intelligence trends; improving your presentational prowess, and an enlightening look at economic conditions in light of a new presidential administration.

We have worked with members to develop an agenda that combines informative sessions, interactive discussions, and networking events to ensure you get value from your time and investment in the event. We think this meeting offers actionable information and activities which will help you and your business succeed. I hope you agree.

Register now for the AMCA 2025 Americas Region Meeting and Idea Exchange Conference.

Best regards,



Brett Vake
Chair
AMCA Americas Regional Steering Committee



Schedule

| Time | Room | Event | Track |
|----------------------------|----------------------------|--|--------------------------------|
| Monday, March 24 | | | |
| All day | Welcome Desk | Arrivals and materials pickup | |
| 1:00 p.m. - 5:00 p.m. | Santa Fe | Americas Regional Steering Committee Meeting Open only to steering committee and invited guests | CLOSED MEETING |
| 2:00 - 4:00 p.m. | Hotel Lobby | Santa Fe Walking Tour - Optional Paid Excursion | Registered Excursion Attendees |
| Tuesday, March 25 | | | |
| All Day | Welcome Desk | Questions and materials pickup | |
| 7:30 a.m. to 9:00 a.m. | Lumpkins Ballroom | Breakfast | All |
| 9:00 a.m. to 12:00 p.m. | Lumpkins Ballroom | Welcome and General Business Session | All |
| 12:00 p.m. to 1:00 p.m. | Lumpkins Ballroom | Lunch | All |
| 1:00 p.m. to 2:00 p.m. | Lumpkins Ballroom | CRP/Laboratory update | Technical |
| | Santa Fe | NA Marketing Committee Meeting | Sales & Marketing |
| | New Mexico | HR Manufacturing Round Table General Discussion | HR & Manu |
| 2:00 p.m. - 2:15 p.m. | | Passing Break | |
| 2:15 p.m. to 3:15 p.m. | Lumpkins Ballroom | Demystifying AI: Foundations, Insights Examples, and Implementation <i>AK Srivastava, Neural Hiive & Ashish Malik, 108 ideospace</i> | All |
| 3:15 p.m. to 3:30 p.m. | | Passing Break | |
| 3:30 p.m. to 5:00 p.m. | Lumpkins Ballroom | Fireside Chat with the Americas Region Steering Committee | All |
| 7:00 p.m. to 9:00 p.m. | La Terrazza on the Rooftop | Conference Welcome Reception | All |
| Wednesday, March 26 | | | |
| All Day | Welcome Desk | Questions and materials pickup | |
| 7:30 a.m. to 9:00 a.m. | Lumpkins Ballroom | Breakfast | All |
| 8:00 a.m. to 10:00 a.m. | Santa Fe | AMCA 500 D Committee Meeting | Air Control |
| 9:00 a.m. to 10:00 a.m. | Lumpkins Ballroom | Train the Trainer: WHY AMCA? AMCA Overview and Presentation Tools for Clients and Colleagues | Air Move/ Sales & Marketing |
| | New Mexico | HR Manufacturing Round Table Attracting and Retaining Talent | HR & Manu |
| 10:30 a.m. to 12:00 p.m. | Lumpkins Ballroom | Advocacy Communications | All |
| | New Mexico | Louver Engineering Committee | Committee members |
| | Santa Fe | Industrial Manufacturers Marketing Committee | Committee members |
| | Ballen Boardroom | HR Manufacturing Round Table Transition to High Tech & Development of Staff | HR & Manu |

Schedule of Events (continued)

| Time | Room | Event | Track |
|--|-------------------|---|--------------------------------|
| Wednesday, March 26 - Continued | | | |
| 12:00 p.m. to 1:00 p.m. | Lumpkins Ballroom | Lunch | All |
| 1:00 p.m. to 2:30 p.m. | Lumpkins Ballroom | Slide Deck Improv I <i>Kristen Rampe</i> | All |
| 2:30 p.m. to 3:00 p.m. | | Passing Break | |
| 3:00 p.m. to 5:00 p.m. | New Mexico | AMCARC | Committee Members |
| 3:00 p.m. to 5:00 p.m. | Santa Fe | ACCARC | Committee Members |
| 3:00 p.m. to 4:00 p.m. | Lumpkins Ballroom | What can Members do for AMCA? | All |
| 4:00 p.m. to 5:00 p.m. | Lumpkins Ballroom | Train the Trainer: CRP and Process presentations and tools | All |
| 6:00 p.m. to 9:00 p.m. | | Santa Fe School of Cooking Class & Dinner - Optional Paid Excursion | Registered Excursion Attendees |
| 6:00 p.m. to 9:00 p.m. | | Dine Around - sign up at Hospitality Desk for pre-arranged reservations at restaurants in area and dine with friends and colleagues | |
| Thursday, March 27 | | | |
| All Day | Welcome Desk | Questions and materials pickup | |
| 7:30 a.m. to 8:30 a.m. | Lumpkins Ballroom | Breakfast | All |
| 8:00 a.m. to 9:30 a.m. | Santa Fe | Fan Engineering Committee | Committee Members |
| 8:00 a.m. to 9:30 a.m. | New Mexico | Air Curtain Engineering Committee | Committee Members |
| 8:30 a.m. to 9:30 a.m. | Lumpkins Ballroom | <i>If We Build it... Discussion of how to reintroduce and revitalize the AMCA stats program</i> | All |
| 9:30 a.m. to 10:00 a.m. | | Passing Break | |
| 10:00 a.m. to 11:30 a.m. | Lumpkins Ballroom | Keynote: Economic and Labor Market Update I Speaker: Alex Chausovsky | All |
| 11:30 a.m. to 12:00 p.m. | Lumpkins Ballroom | Plus / Delta Open Forum and Adjournment | All |
| 12:00 p.m. to 12:45 p.m. | Lumpkins Ballroom | Lunch and departures | All |

Learning Opportunities

Speakers: ASHISH MALIK, MBA, PMP & AK SRIVASTAVA |
**Demystifying AI: Foundations, Insights
Examples, and Implementation**

Join us for an enlightening session where we'll take you on a journey into the transformative world of Artificial Intelligence (AI). This session begins with a beginner-friendly introduction to AI, laying the groundwork for understanding its impact. We'll dive into the critical role data plays in unlocking AI's potential and showcase real-world use cases of generative AI, from streamlining operations to driving innovation. Finally, gain practical insights into the generative AI adoption life cycle and learn how to strategically implement this cutting-edge technology in your organization. Be part of the conversation shaping the future – this is an opportunity you won't want to miss!



Ashish Malik, Co-founder and CEO
at 108 ideaspace,



AK Srivastava, Chief Information Officer at the
American College of Emergency Physicians
and Co-founder and Chief Executive Officer
of Neural Hiive

Speaker: KRISTEN RAMPE, CPA

Slide Deck Improv

Have you ever had to listen to a boring presentation? Slide Deck Improv's mission is to build confidence and strengthen speaking skills of professionals by harnessing the power of thinking on your feet.



This workshop shares how connecting with your audience, listening and imagery give professionals an edge in daily communication situations as well as formal presentations.

Outline

1. Learning session on improv, business communication and public speaking.
2. Hands-on practice of improv games by all participants.
3. Slide Deck Improv show where a handful of participants improvise their way through a short slide deck they've never seen!
4. Small-group and full-group discussions connecting improv concepts to business communication situations.
5. Connect to Communicate hand-out summarizing concepts covered during the event.

Speaker ALEX CHAUSOVSKY Economic and Labor Market Update

The US macro economy is firmly on the back side of the business cycle while several industrial sectors are traversing a mild recession. Aggressive interest rate policy decisions by the Fed mostly stamped out inflation, but they also stifled capital investment. Despite a resilient labor market, cracks are visible in the armor of US consumers, with delinquency rates for credit cards and auto loans flashing warning signs. On top of it all, it's a new presidential administration, which adds its own flavor of uncertainty. What does all this mean for AMCA Members? This presentation will deliver practical and actionable advice designed to help business leaders plan for future economic conditions and continuously improve their organization's strategic planning initiatives.



Dinners

Welcome Reception

March 25, 2025

Included with registration.

Join friends and colleagues as we kick off our week on La Terrazza on the Rooftop. Enjoy Heavy appetizers and drinks as we enjoy the camaraderie of networking with one another and the ambiance of Santa Fe.



Santa Fe School of Cooking / Dinner

March 26, 2025

\$75 fee — signup available during registration, limited to 45

Anyone can be a chef at the Santa Fe School of Cooking! Join us for this hands on cooking class as we prepare some of Santa Fe's most iconic dishes. One of Santa Fe's best chefs will be on-site to demonstrate the preparation of your dinner, while a fine meal is prepared for all to enjoy.



Santa Fe Dine Around

March 26, 2025

Sign up for a dinner experience with your fellow attendees and colleagues.

The AMCA Welcome Desk will have reservation sign-up sheets for 8-10 people at various restaurants in the Plaza area of Santa Fe.

Get together for dinner and drinks with old friends or join a party of new ones and enjoy one of the quintessential culinary experiences in the American southwest.

Dine Around is an 'on-own' activity and is not an included feature of your registration. Sorry.



Registration Information

| Registration Type | Early Bird Registration Through January 31, 2025 | Regular Rate February 1 - March 21, 2025 |
|-------------------|---|---|
| Member | \$505 | \$595 |

What is included in my registration fee?

- 3 Breakfasts
- 3 Lunches
- Welcome Reception food, libations, and entertainment
- Top of the line speakers and education

[Register Online](#)

Registration closes March 21, 2025



OPTIONAL PRE-MEETING EXCURSION:

Santa Fe Walking Tour

March 24, 2025 - 2-4 p.m. - Cost: \$35

Join us on this walking tour of historical Santa Fe! Be transported back in time through Santa Fe's history and culture as a local guide walks you through Santa Fe downtown's historic sites and hidden gems. Immerse yourself in the culture as you learn about Santa Fe's many art galleries, restaurants and shops!

Hotel Information

The host hotel for the AMCA 2025 Americas Region Meeting and Idea Exchange Conference is the historic La Fonda on the Plaza hotel. The central location provides guests with unsurpassed access to original artwork, entertainment and attractions. Noted by Condé Nast Traveler Readers' Choice as the #2 Hotel in The Southwest and West, combined with 100 years of hospitality it is clear this location sets the Santa Fe standard for service excellence.

La Fonda on the Plaza | 100 E. San Francisco St., Santa Fe, NM | 505-982-5511 | lafondasantafe.com/

| Room Type | Registration Through June 30, 2024 |
|---|------------------------------------|
| Traditional/Deluxe Room with Two Queen Beds | \$259 |
| Traditional/Deluxe Room with One King Bed | \$259 |
| Terrace King Bed | \$659 |
| Terrace Executive Suite | \$859 |



Travel Information

Air Travel

Book your flight arrangements early. Please plan to arrive through either the Santa Fe (SAF) or Albuquerque (ABQ) International Airports. For more information on the airport and its offerings please visit their respective websites.

Ground Transportation

Transportation to and from the hotel is on your own. The Santa Fe airport is about 20 minutes or 10 miles from the hotel. The Albuquerque airport is a roughly 1 hour drive. Multiple forms of transportation can be arranged from the airport to the hotel.

Please click the corresponding link below for more information on that transportation option.

- [Taxi](#)
- [Car Rental](#)
- [Airport on Demand Shuttle Services](#)
- [Pre-arranged Ground Transport Pick Up Maps](#)
- [Uber or Lyft pick up zones](#)

Parking

Self-Parking is available at the hotel's parking garage located on East San Francisco street. Parking is \$30/night and our bellmen on staff will assist you with your luggage.

Travel Dates

Steering Committee – Meeting date is Monday, March 24 at 1:00 p.m.

Pre-Meeting Walking Tour – Monday, March 24 at 2:00 p.m.

Members – Meeting begins – Tuesday, March 25 at 9:00 am

Departures are at leisure beginning after 1:00 pm on Thursday, March 27

Time Zone

Time zone in Santa Fe, New Mexico is Mountain Standard Time

What to Pack

The weather in Santa Fe in late March reaches a high of 64° F and low of 32° F. Bring a jacket or sweater for the evening times. Be sure to bring comfortable shoes.

REMEMBER: Santa Fe is considered to be at a high altitude (almost 7000 feet above sea level), so the air is thinner and cooler, and the sun is stronger (bring a hat or sunscreen). The altitude can take a day or so to adjust to and staying hydrated helps. Watch your alcohol intake. One alcoholic drink is the equivalent of three at sea level.

Meeting attire: Business Casual

Welcome Reception: Business Casual

Activities: Leisure/ Activewear

The Fine Print

Eligibility

The AMCA 2025 Americas Region Meeting and Idea Exchange Conference is open to AMCA Member company employees, AMCA Associates, and invited guests.

Cancellation/ Refund/ Substitution Policy

All registration cancellations and refund requests must be made in writing by March 21, 2025. A refund of the full conference fee, minus a \$100 administrative fee, will be given for cancellations received by that date. No refunds will be granted for requests submitted after March 21, 2025. Submit all requests to the AMCA Meetings and Events Manager, Ashton Kasouf via email at akasouf@amca.org. AMCA regrets that refunds will not be given for no-shows. All requests for exceptions to the cancellation/refund policy must be submitted in writing by the registrant with appropriate documentation no later than March 21, 2025. After that time, no refund considerations will be made.

Hotel cancellations must be made 48 hours before arrival.

Substitutions within this program are gladly accepted. A substitution of your full registration is permitted prior to the conference by submitting a written request to akasouf@amca.org. Onsite transfers must be accompanied by proof of the original confirmation letter. Only one substitution is permitted per the original registrant. The individual submitting the substitution request is responsible for all financial obligations (any balance due) associated with that substitution. Badge sharing, splitting, and reprints are strictly prohibited.

Tours: Please note all tour cancellations must be made by March 21, 2025. Transfers may be made up to the time of the tour and must be shared with the AMCA meeting and events manager, Ashton Kasouf, via akasouf@amca.org.

Use of a discount code is only valid at the time of the initial purchase/registration. Refunds will not be authorized for existing registrations where the special offer was received after the initial purchase. Limit one (1) special offer/discount code per registration.

Payment

All payments will be made in USD. Payment in full is required in order to process online registrations. Any invoicing must be paid within 30 days of the date listed on the invoice. Any payments not made within 30 days will be canceled and the attendee must re-register for the event at the current rate voiding any discount code.

Consent Clause

Registration and attendance at, or participation in, AMCA meetings and other activities constitutes an agreement by the registrant to the use and distribution of the registrant or attendees' image or voice in recordings (both live and on-demand), photographs, videotapes, electronic reproductions and audiotapes of such events and activities by AMCA and other third parties, including but not limited to the vendors, the host city, and the host CVB. Your registration may include technology that monitors your activities throughout the meeting, such as session attendance and exhibit booths visited.



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