

# 2011 Conference Information & Registration Packet



## Puttin' on the Ritz! September 18-22, 2011

Registration Now Open at [www.starfran.com](http://www.starfran.com)

## Join us at this amazing Desert Oasis!

Our 18th Annual Conference will be held September 18-22, 2011 at the Ritz Carlton Dove Mountain, located in Marana, AZ (30 mins North of Tucson).

Introduced December 2009, The Ritz-Carlton Dove Mountain is Tucson's newest luxury resort. Nestled in the high Sonoran Desert against the Tortolita Mountains, The Ritz-Carlton features a spa, world-class hiking, Jack Nicklaus Signature Golf, indoor and outdoor dining, and richly appointed accommodations in a striking canyon setting.

Please visit our website at [www.starfran.com](http://www.starfran.com) for information on the Conference and to register. This event is open to SFA Franchise Members, invited CKE guests, and current or prospective Vendors of products & services.



# Schedule of Events

as of 4/7/2011  
subject to change



## Sunday, September 18th:

- Registration- 3-8:30pm
- *SFA Closed Board Meeting*
- *New Franchisee Meeting w/Board 4pm*
- Associate Member Meeting w/ Board- 5pm
- Welcome Reception, Poolside -6:30-9:30pm

## Monday, September 19th:

- Late Registration -7-8:30am
- Breakfast
- Opening Session -8am
- Sponsored Afternoon Activities
- Havana Nights -Cayton's @ the Golf Course -7pm

## Tuesday, September 20th:

- Breakfast
- Vendor Show Set-Up - starting at 8am
- *SFA Franchisee Closed Session- 8:30-11:30am*
- Vendor Show & Lunch- NOON-3pm
- SFA Gala Dinner & Vendor Awards, Pima Air Museum-depart 5:15pm

## Wednesday, September 21st:

- CKE & Vendor Breakfast
- *Franchisee Closed Session & Breakfast- 8:30-11:30am*
  - Q&A with SFA Board
  - Q&A with CKE Management
  - Symposium (TBD)
- Open Afternoon
- "Old West" Dinner

*\*\*Events in Italics are not open to associate members.*

## Thursday, September 22nd:

- Breakfast
- Departures

**Please note, Conference Events, except Sunday Welcome Reception, are for Adults Only.**

## Gala Dinner & Vendor Awards Pima Air & Space Museum

Our Gala & Awards dinner will be held at the Pima Air & Space Museum, the third largest air and space museum in America ~ where history takes flight! During the evening, you will see hundreds of air and space craft, including many of the most historically-significant and technically-advanced craft ever produced. You will be able to spend time with volunteer docents who will introduce you to the aircraft on display, and regale you with tales of the planes as well as their adventures and service in the American Armed Forces. Join us for dinner under the wings of a Blackbird fighter jet and you will be in awe of what our service men and women accomplish.

This special evening will also highlight our charity event ~ Stars for Troops. You won't want to miss the opportunity to experience and share the pride of our Armed Forces personnel as we honor our Franchise and Vendor Stars for their accomplishments.

## Accommodations

Room rate is \$199 per night  
(valid 9/16 - 9/23)

Please reserve early as the block is expected to sell out!

**Each guest is responsible to make his/her reservation directly with the hotel.**

Additional charges include a parking fee of \$20 per day.

See [starfran.com](http://starfran.com) for further details and for hotel web link.

Location: Ritz Carlton Dove Mountain is approximately 30 minutes north of Tucson and 80 minutes south of Phoenix.



### Ritz Carlton Dove Mountain

15000 North Secret Springs Dr.  
Marana, AZ 85658

tel. (520) 572-3000  
rate code: cjcjfa



# Activities

All registered conference attendees can choose one of these sponsored activities for Monday afternoon.

In addition, the Ritz offers many activities on a regular basis including hiking and biking, horseback riding on scenic mountain trails, three swimming pools, tennis, nightly star gazing, and more.

Free time is provided on Wednesday afternoon and will be a great time to take advantage of one of these other activities on your own. Contact the Ritz concierge for details.

Registration NOW  
OPEN online at  
[www.starfran.com](http://www.starfran.com)

Late fee applies  
after 7/15/11



### Authentic Arizona Cattle Drive:

Experience the thrill of the Old West. Guided by experienced wranglers, individuals will saddle up to "drive" 125 head of cattle on some of the most beautiful ranch landscape in the Sonoran desert. Once back at the ranch, there will be cold ones ready for all... and they will definitely be deserved!  
*Please note: there is a 230 lb weight restriction for this event and space is limited.*



### Arizona Sonora Desert Museum:

A "living" desert experience that is one of the most popular attractions Tucson has to offer. Explore the almost two miles of pathways that traverse this twelve-acre sanctuary of pristine desert, featuring exhibits with over 300 different animals and 1200 types of plants. This tour offers something that will interest and amaze everyone!



### Cooking Class at Ritz Carlton Restaurant - Core:

Join this activity for the opportunity to do some hands-on cooking in the exclusively-designed Ritz Carlton kitchen called Core. Participants will be taught secrets of food ingredients, preparation, and techniques you can utilize at home. After preparing lunch you will get to eat the fruits of your labor! Space is limited to 15.



### Golf:

Come enjoy a round of golf on this memorable course designed by Jack Nicklaus, featuring scenic desert holes created with unique challenges and distinct character, blending naturally among noble Saguaro cacti and the surrounding Tortolita Mountain range.



### Tortolita Four Wheel Desert Adventure and Rally:

During a unique outing into the Sonoran Desert, you will see breathtaking scenery filled with flora, fauna and living creatures that call the desert home. As you take in the expansive vistas and views of the Tortolita Mountains, your driver will educate and entertain you with local history, legends and stories. While on this adventure, teams will compete against each other in contests such as shooting, archery and roping events.



### Spa Option:

Step into a world of comfort and escape to the solitude of the Ritz-Carlton Spa, Dove Mountain. Those choosing this activity will be provided with a \$125 voucher to be applied on the spa treatment of your choice. You are responsible for any additional costs over this amount. Appointments must be made directly with the spa and any cancellation fees that apply are an on-your-own expense. Space is limited.



### Art and Architecture Tour:

Visit the Mission San Xavier del Bac, or "White Dove of the Desert." This Catholic mission founded in 1692, is considered to be the finest example of Spanish Colonial architecture in the country. You will also visit artist Ted DeGrazia's one-of-a-kind Gallery in the Sun. Here, you can explore several art galleries and learn the story of his influence and impact on the art world.

# Sponsorship Information

## ABOUT THE SFA AND ITS MEMBERS:

The Star Franchise Association is an organization whose mission is to represent all Carl's Jr. franchisees by communicating in a recognized and unified voice from the franchisees to the franchisor, serving as a resource for the franchise community, working with the franchisor for the common good of the system, and protecting and enhancing the economic investments of the franchisees.

Our franchise membership consists of over 80 franchise companies, representing more than 650 Carl's Jr. restaurants in California, Alaska, Arizona, Colorado, Hawaii, Idaho, New Mexico, Oklahoma, Oregon, Texas, and Utah.

Each year, the annual conference is attended by around 100 franchisees and is a great time for current or prospective vendors to interact with the community.

The vendor show, held on Tuesday is of course one of the highlights of the week for vendors and franchisees alike. In addition, vendors are invited to attend the nightly dinners and the activity on Monday, providing even more time to network and get to know our franchisees.

We hope you will arrange your schedule to attend the entire conference maximizing your face-to-face time with franchisees, and also letting us "thank you" for making the conference possible!



## Benefits

All sponsorships include the following:  
(please see website registration form for a complete listing of benefits)

### CONFERENCE BENEFITS:

- 6' Tabletop Exhibit at Conference (2 for Platinum Members)
- Registration for the included # of attendees including all meals, activity and premium gift item
- Opportunity to add additional attendee(s) at cost (except Happy Star Level)
- Recognition of sponsorship in applicable materials including conference banner, program and throughout events

### GENERAL BENEFITS:

- Associate Membership for the year (through June 30, 2012)
- Copies of Annual directory
- Opportunity to advertise to SFA Members through Directory, Magazine, Mailings and e-mail. See registration form for further details
- Communications from the SFA and SFA Board throughout year including Star Vision Magazine & E-mail
- Sponsorship Recognition on SFA Website and in Star Vision Magazine

Visit [www.starfran.com](http://www.starfran.com) for more details and to register!

## CONFERENCE SPONSORSHIPS FOR ASSOCIATE VENDORS- LEVELS AND COSTS

Platinum Star - \$20,000:  
includes up to six (6) attendees

Super Star - \$10,000:  
includes up to four (4) attendees

Famous Star - \$5,000:  
includes up to three (3) attendees

Happy Star Plus - \$3,500:  
includes up to two (2) attendees

Happy Star - \$2,500:  
one (1) attendee only- (no additional attendees allowed)

Additional attendee fee \$800  
(See website for details on the number of additional attendees allowed at each level.)