



WELCOME TO

# LA QUINTA

AWRF FALL GENERAL MEETING

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2024

OCTOBER 27-30  
2024



P.O. BOX 748  
WALLED LAKE, MI 48390



+800.444.2973  
+313.608.3884



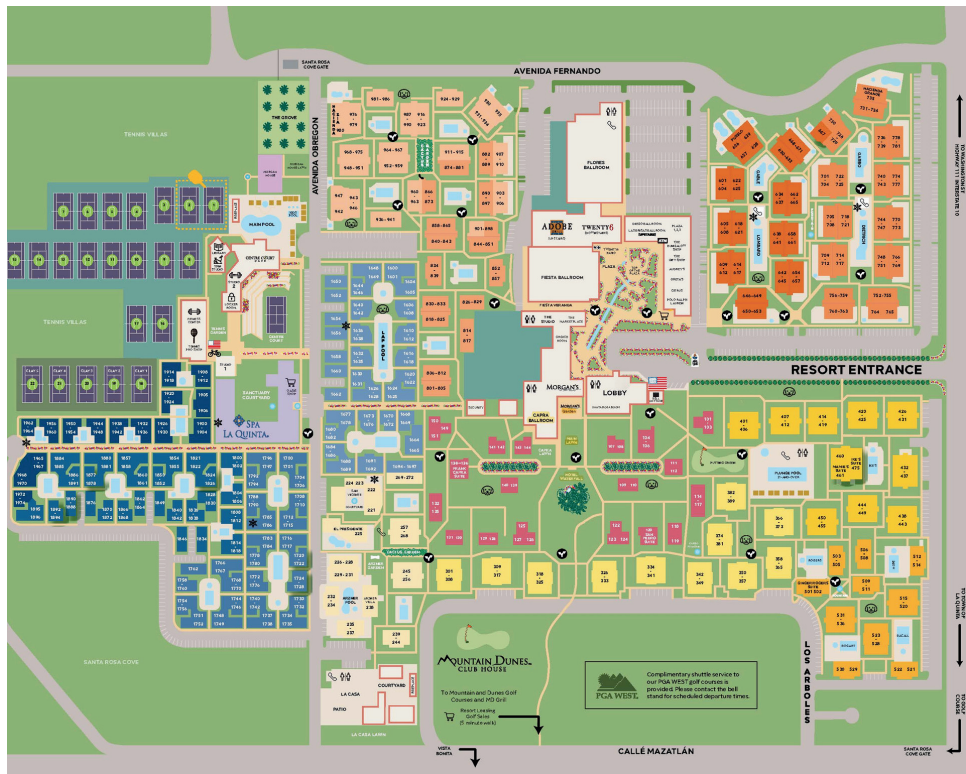
awrf@awrf.org  
www.awrf.org



# HEY!

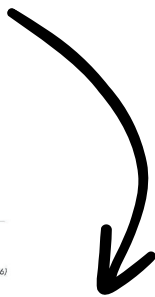
We are so excited to have you join us at the beautiful, **La Quinta Resort & Club!**

Please see a larger version of the map on the back page of this booklet



### MAP LEGEND

- 100's Vintage Casitas (Original room built in 1926)
  - 200's Casitas
  - 300's Casitas
  - 400's Casitas
  - 500's Casitas
  - 600's Casitas
  - 700's Casitas
  - 800's Casitas
  - 900's Casitas
  - 1600's Casitas
  - 1700's Casitas
  - 1800's Casitas
  - 1900's Casitas
- Directional Maps
- Phone
  - Shopping
  - Pet Relief Station
  - Restrooms
  - Bike Rental
  - Elevator
  - Pickleball Courts
  - Ice Machines





# LA QUINTA RESORT & CLUB DINING EXPERIENCE



Immerse yourself in an authentic Mexican dining experience with our traditional Oaxacan motif and double-sided fireplace. Let our talented bartenders create a bespoke margarita – just for you – from 1 of more than 100 tequilas.

**Casual Dining**

Morgan’s in The Desert, La Quinta’s signature dining venue, showcases contemporary American cuisine inspired by the bounty of the Coachella Valley. Our local focus sources the region’s top products and traditional cooking methods.

**Fine Dining**



**TWENTY6**

This modern American bistro showcases innovative approaches to familiar favorites – using locally sourced, seasonal ingredients. Kick back in the restaurant and adjoining bar, where the atmosphere is as enjoyable as every dish.

**Casual Dining**

Enjoy your favorite specialty coffees, breakfast sandwiches and pastries, light fare and wood fired pizza along with a wide selection of cold beverages, beer, wine and spirits. Grab and go or relax on our terrace amidst the stunning splendor of swaying palms and views of the Santa Rosa Mountains.

**Grab & Go**



Need a snack or cocktail by the pool? Scan the QR code to view the room service menu, available for delivery anywhere on the resort.

Please visit [www.laquintaresort.com/dining/](http://www.laquintaresort.com/dining/) for hours of operation and menus



# ABOUT AWRF

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Our Association was formed in 1975 and incorporated the following year by a group of concerned businessmen who felt there was a need for sling fabricators and special rigging components manufacturers to join together to form a trade association. Originally created by representatives from nine companies in the United States, in two decades the organization grew to address the needs of over 400 member companies worldwide.

AWRF promotes interests common among companies manufacturing, fabricating, or distributing lifting, rigging and load securement devices made of chain, rope, and synthetic products. The association works to establish, acquire, preserve, and disseminate various technical information, and encourages the development of safety standards and programs, and product identification procedures. Assistance has been provided for establishing and maintaining adequate products liability insurance, as well as other insurance needs of the industry. Common problems and purposes of the industry, such as those involving production, distribution, service and safety are reviewed and advanced by lawful means on a regular basis.



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# MONDAY

OCTOBER 28

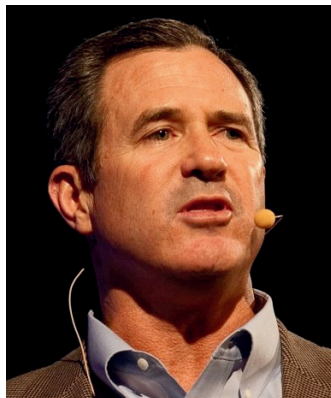
- 7:00 am Networking Breakfast & Safety Program Awards
- 8:00 am **Tom Sullivan** - Small Business Policy Outlook
- 9:00 am **AWRF Technical Committee** - Hoist Ring Panel Discussion
- 11:00 am Adjourn

# TUESDAY

OCTOBER 29

- 7:00 am Networking Breakfast & Association Business
- 8:00 am **Nick Vostoris** - Social Media Today
- 9:00 am **KEYNOTE: AB Bourke** - Executing at Mach 2
- 10:00am **Bransford Pickett, PE**- ASME Standards Implications Panel Discussion
- 11:00 am **National Association of Chain Manufacturers (NACM)** - Something About Chain
- 12:00 pm Adjourn

KEYNOTE  
SPEAKER



## Anthony "AB" Bourke

Former F-16 Fighter Pilot, CEO and Leadership Expert

Major Anthony "AB" Bourke is a highly accomplished and decorated F-16 fighter pilot who flew tactical missions in service to our country all over the world. He has accumulated more than 3,000 hours of flight time in various high-performance aircraft and was one of the first pilots to fly an F-16 in homeland defense efforts over New York City in the aftermath of September 11th.

Following his impressive military career, AB applied the tools and techniques that made him one of our nation's premier fighter pilots to the competitive world of business. He ascended rapidly to become the top producing mortgage banker in the Western US for a prominent lending institution. His success in the mortgage banking industry led to an opportunity with a California-based start-up where his team dramatically grew annual revenue from \$500,000 to \$65M in just three years.

Following these two endeavors, AB combined his love of business with his passion for tactical aviation to build Afterburner Seminars, a global training company based on the lessons he learned in the military. While President & CEO, Afterburner grew into a best-in-class training company that was twice named one of Inc. magazine's 500 fastest growing companies.

# MEET OUR SPEAKERS

PLEASE SEE  
GUIDEBOOK FOR  
COMPLETE  
SPEAKER BIOS



## Tom Sullivan US Chamber of Commerce, VP of Small Business Policy

Thomas M. Sullivan is Vice President of small business policy at the U.S. Chamber of Commerce. Working with chambers of commerce and the U.S. Chamber's nationwide network, Sullivan harnesses the views of small businesses and translates that grassroots power into federal policies that bolster free enterprise and reward entrepreneurship. He runs the U.S. Chamber's Small Business Council and the Mid-Markets Business Council, engaging those members on a regular basis to increase small business input and involvement in Chamber activities.



## Hoist Ring Panel Discussion AWRF Technical Committee

**Proudly discussed by the following AWRF Member Companies:**

**KITO CROSBY**  
ADB - Hoist Rings Mfg.  
Jergens, Inc.  
RUD Group, Inc.

**Actek Manufacturing & Engineering**  
Royal Van Beest Group  
cromox US  
Yoke Industrial Corp.  
Carcano SPA



## Nick Vostoris The VOS Network

For over a decade, Nick has helped small businesses navigate the world of digital marketing. His work with AWRF began during an internship at Milo Detroit in 2019, where he played a key role in social media growth. After taking over the agency (now known as The VOS Network), Nick reshaped its focus to include event coverage and video production. In this session, Nick will provide practical steps to help attendees enhance their social media, whether they're starting from scratch or aiming for viral success.



## Bransford Pickett, PE System Engineering Forensic Services

Over 30 years of experience working with Load Handling Equipment ranging from engineering and planning, rigging, lift supervision and regulatory compliance across several industries. Active member of ASME standing committees; B30, P30 and BTH. Qualifications include registered Professional Engineer, as well as board certified Diplomate Forensic Engineer.



## National Association of Chain Manufacturers (NACM)

**Proudly discussed by the following AWRF Member Companies:**

**Peerless Industrial Group**  
pewag Chain, Inc.

**Columbus McKinnon Corp.**  
Campbell Chain & Fittings

**Laclede Chain Manufacturing**

Representing domestic manufacturers of welded and weldless chain since 1933. Our members provide a wide range of chain products such as tire chain, Grade 80 and Grade 100 chain, galvanized chain, stainless steel chain, double loop chain, décor chain, and tow chain. As one of the oldest industrial trade associations in the USA, NACM provides specifications to a wide array of other American industries. The NACM member firms are defined as companies that have been manufacturing chain in the United States for a period of at least two years. Most of the members have been in business a lot longer than eight decades; several have been making chains for more than a century.

# SCHEDULE OF EVENTS

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## SUNDAY – OCTOBER 27

- 8:00 – 11:00 am – Board of Directors Meeting – Diego Rivera 1
- 11:00 – 4:00 pm – Registration – *Flores Ballroom Foyer*
- 4:30 – 5:30 pm – Emerging Leaders & First Timer’s Reception – *Diego Rivera 1*
- 5:30 – 7:00 pm – Opening Reception – *Hotel Waterfall*

## MONDAY – OCTOBER 28

- 7:00 – 8:00 am – Networking Breakfast & Safety Awards – *Flores Ballroom*
- 8:00 – 11:00 am – General Business Session** – *Flores Ballroom*
- 12:00 – 4:30 pm – Networking Golf Tournament – *Desert Willow Golf Club*  
Bus Pickup @ 11 am
- 2:00 – 3:00 pm – Pickleball Clinic – *Pickleball Courts*
- 6:00 – 7:00 pm – Reception – Main Lawn

## TUESDAY – OCTOBER 29

- 7:00 – 8:00 am – Networking Breakfast – *Flores Ballroom*
- 8:00 – 12:00 pm – General Business Sessions** – *Flores Ballroom*
- 12:15 – 1:15 pm – Emerging Leaders – *Diego Rivera 2*
- 2:00 – 4:00 pm – Pickleball Tournament – *Pickleball Courts*
- 6:00 – 7:00 pm – Reception – *La Casa Complex*
- 7:00 – 11:00 pm – AWRF Gala \*Black & White Attire\* – *La Casa Complex*

## WEDNESDAY – OCTOBER 30

- 7:00 – 8:00 am – Technical Committee – Breakfast – *Frank Capra B&C*
- 8:00 – 12:00 pm – Technical Committee – Meeting – *Frank Capra B&C*
- 10:00 – 11:30 am – Guided Sound Bath – *Hotel Waterfall*
- 12:00 – 1:00 pm – Technical Committee – Working Lunch – *Frank Capra B&C*
- 1:00 – 3:00 pm – Technical Committee – Meeting – *Frank Capra B&C*
- 4:30 – 6:00 pm – Closing Reception – *Frank Capra Lawn*

**\*Schedule is subject to change\***

**STAY UP TO DATE!**  
DOWNLOAD THE  
GUIDEBOOK APP



**guidebook**

# SIGHTS & ACTIVITIES

## COACHELLA VALLEY PRESERVE

Nature preserve around a palm-filled oasis offering picnics and hikes in a desert wilderness setting.

## PALM SPRINGS ART MUSEUM

Located in the heart of downtown Palm Springs, the Palm Springs Art Museum features a sophisticated collection of art, loaned or donated, by the area's affluent residents.

## SUNNYLANDS CENTER & GARDEN



*"The Camp David of the West", former Annenberg Estate and historical site.*

**Reservations for house tour required.**

*Strongly recommended to book in advance.*

## EL PASO BOULEVARD

Upscale shopping district in Palm Desert. Hours vary.

## THE LIVING DESERT



Desert zoo and botanical gardens.

## JOSHUA TREE NATIONAL PARK

National park area known for rugged rock formations, stark desert landscapes, and named for region's distinct Joshua trees. Numerous hiking trails and camping spots.

**No food or drink available for purchase inside park.**

**No cell service inside park.**



SCAN THE QR CODE TO  
VIEW LINKS & MORE  
RECOMMENDATIONS



# AWRF NEWS



## AWRF STORE

Our AWRF Store is open to all AWRF members. The goal of this store is to have co-branded items available to our members. We hope that our members see much value in the AWRF brand, enough to tell your customers about us and the benefits of working with an AWRF member. If you are looking for a specific type of item and do not see it on our website, email [cailin@awrf.org](mailto:cailin@awrf.org).

Planning to exhibit at the next PIE? Have your team show up in matching gear and represent your company and AWRF all in one shirt!



**SHOP NOW**



## MARKETING SUBMISSIONS

Please send all press releases and marketing materials to [marketing@awrf.org](mailto:marketing@awrf.org). Any items sent to personal emails cannot be guaranteed.

## 2025 DIRECTORY – KEEP AN EYE ON YOUR EMAIL

Emails regarding the 2025 directory update will be sent out soon.

If you have any questions or need further information, please don't hesitate to reach out to Caren at [caren@awrf.org](mailto:caren@awrf.org)

## JOIN THE BOARD OF DIRECTORS

Are you ready to elevate your impact and shape the future of AWRF? Joining the Board of Directors presents a unique opportunity to become a driving force behind our organization's growth and success. As a board member, you'll play a pivotal role in steering our strategic direction, fostering innovation, and championing our mission to advance the industry. Your expertise and leadership are invaluable assets as we navigate challenges and seize new opportunities in an evolving landscape. Take the next step in your journey with AWRF and join us in shaping a dynamic future for our industry.

Interested? Please email [emily@awrf.org](mailto:emily@awrf.org)

# FUTURE MEETINGS

## 2025

### TECHNICAL SUMMIT & PIE

Sheraton Denver

4/6/2025-4/9/2025

### FALL GENERAL MEETING

Omni Charlotte Hotel

10/19/2025-10/22/2025

## 2026

### TECHNICAL SUMMIT & PIE

Houston Marquis

4/20/2026-4/22/2026

### FALL GENERAL MEETING

Wailea Beach Resort, Marriott Maui

10/19/2026-10/22/2026

**CELEBRATING  
50 YEARS  
OF AWRF!**

## 2027

### TECHNICAL SUMMIT & PIE

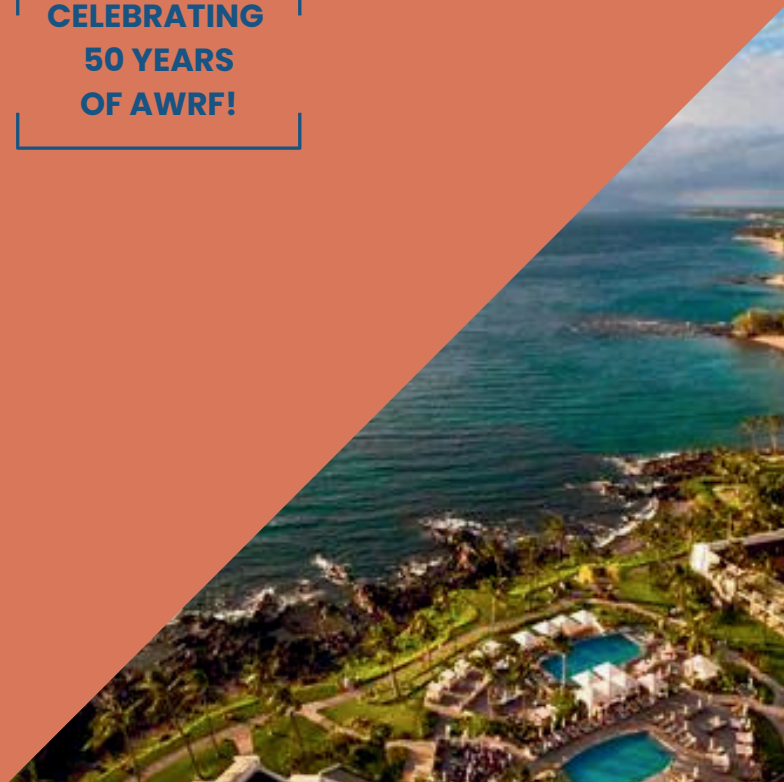
Houston Marquis

4/5/2027-4/8/2027

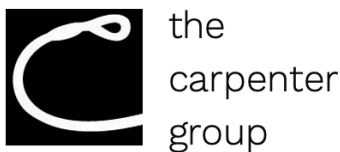
### FALL GENERAL MEETING

Omni Oklahoma City

10/18/2027-10/21/2027



# THANK YOU TO OUR MEETING SPONSORS & SILENT AUCTION DONORS



**DIAMOND**

BAIRSTOW LIFTING PRODUCTS  
 CABLE CISCO  
 CASCADE RIGGING, INC.  
 CHANT ENGINEERING CO., INC.  
 FULCRUM LIFTING / KENTUCKIANA WIRE ROPE  
 SUPPLY  
 MAZZELLA COMPANIES  
 MEMPHIS CHAIN & CABLE LLC.  
 PACIFIC INDUSTRIAL SUPPLY CO.  
 THE RIGGING BOX, INC.  
 JOHN SAKASH CO., INC.

**GOLD**

AMERICAN RIGGING  
 HOISTING WIRE ROPE & SLING  
 HOLLOWAY HOUSTON, INC.  
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 VAN BEEST NORTH AMERICA

**PLATINUM**

ACTEK MANUFACTURING & ENGINEERING  
 CARPENTER RIGGING BAKERSFIELD  
 ESMET, INC. - ELECTROLINE  
 HANDLING SYSTEMS INTERNATIONAL  
 METRO WIRE ROPE CORPORATION  
 NORTHERN STRANDS  
 ROBERTS CALIBRATION, INC.  
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 SWOS  
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 LAMCO SLINGS & RIGGING, INC.  
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 PREMIER WIRE ROPE  
 ROYAL RIGGING  
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 TEHO INTERNATIONAL (USA)  
 TOTAL TOOL SUPPLY, INC.  
 WEST COAST WIRE ROPE & RIGGING  
 WISCOLIFT, INC.

**2023 SAFETY  
 PROGRAM AWARDS**

**SCHOLARSHIP WINNERS**



**Caliborne Dumont**  
The "16 Guys" Memorial Scholarship  
DCL Mooring & Rigging  
Auburn University



**Gabriela Da Silva**  
Bill Franz Memorial Scholarship  
Bridon • Bekaert  
Penn State University



**Erin Kim**  
Ronald J. Worswick Memorial  
Scholarship  
Ribbon Webbing Corp.  
University of Michigan - Ann Arbor



**Olivia Waycott**  
Yoke Scholarship  
Stren-Flex  
University of Vermont



**Lindsay Steis**  
AWRF Scholarship  
Advantage Sales & Supply  
University of California, Berkeley



**Ainsley Dillon**  
Robert H. Ashley Memorial  
Scholarship  
WireCo  
University of Kansas



**Andrew Carmichael**  
AWRF Scholarship  
I & I Slings  
University of Tennessee, Knoxville



**Kimberly Hernandez**  
Green Pin Scholarship  
Lift-All Company, Inc.  
Agnes Scott College



**AJ Agnew**  
AWRF Scholarship  
Fulcrum Lifting (Kentuckiana Wire  
Rope)  
University of Purdue Fort Wayne



**Leina Beshir**  
NACM Scholarship  
KITO CROSBY  
University of Texas at Austin



**Nicholas Arellano**  
Jurgen Prohaska Memorial  
Scholarship  
Washington Wire Rope  
University of Mary Hardin-Baylor



**Lindsey Weaver**  
The Don Sayenga Memorial  
Scholarship  
Slippery Rock University

# TRADE WINNERS

FALL 2024



**Matthew Acton**  
AWRF Trade Scholarship  
Canyon Rigging Inc.  
SAIT Polytechnic



**Jesús Quintero**  
Mel Fireovid Trade Scholarship  
Chicago Hardware & Fixture Co.  
Triton College



**Casey Whalen**  
AWRF Trade Scholarship  
Bridon • Bekaert  
Luzerne County Community College



**Jordyn Werner**  
Oliver Crosby & Edwin Harrington  
Memorial Scholarship  
Peerless Chain  
Minnesota SE Technical College

## THANK YOU 2024 SCHOLARSHIP DONORS

### COMPANY SPONSORED

Is your company interested in becoming a donor or sponsor for 2025?  
Please contact [emily@awrf.org](mailto:emily@awrf.org)

- "THE 16 GUYS" SCHOLARSHIP
- THE RONALD J. WORSWICK MEMORIAL SCHOLARSHIP (WORSWICK FAMILY)
- THE BILL FRANZ MEMORIAL SCHOLARSHIP (MAZZELLA COMPANIES)
- THE ROBERT H. ASHLEY MEMORIAL SCHOLARSHIP (ASHLEY SLING)
- THE JURGEN PROHASKA MEMORIAL SCHOLARSHIP
- THE GREEN PIN SCHOLARSHIP (ROYAL VAN BEEST)
- THE DON SAYENGA MEMORIAL SCHOLARSHIP (NACM)
- THE YOKE SCHOLARSHIP (YOKE)
- THE MEL FIREOVID TRADE SCHOLARSHIP (FULCRUM LIFTING)
- THE OLIVER CROSBY & EDWIN HARRINGTON MEMORIAL SCHOLARSHIP (KITO CROSBY)
- NATIONAL ASSOCIATION OF CHAIN MANUFACTURERS SCHOLARSHIP (NACM)

DONORS CURRENT  
AS OF 10/15/2024

### COMPANY DONORS

- |                                    |                              |                                     |
|------------------------------------|------------------------------|-------------------------------------|
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| ADVANTAGE RIGGING LLC.             | CHANT ENGINEERING CO., INC.  | THE RUBICON GROUP                   |
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| BISHOP LIFTING                     | KULKONI, INC.                | WEST COAST WIRE ROPE & RIGGING      |
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| CABLEMOORE                         | M & G INDUSTRIES             | WIRE ROPE EXCHANGE                  |
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| CASCADE RIGGING                    | PACIFIC INDUSTRIAL SUPPLY    | WIROP AMERICAS LLC                  |
| CECA, LLC.                         | PECK & HALE, LLC.            | WISCONSIN LIFTING SPECIALISTS, INC. |

