

January 30, 2014



Dear Friends and Colleagues,

On behalf of the Board of Directors of the International Association of Commercial Administrators, I cordially invite you to the 37th Annual IACA Conference from Sunday, May 18, 2014, through Thursday, May 22, 2014, at the Hyatt Regency Milwaukee (Downtown) in Milwaukee, Wisconsin. The Annual Conference is IACA's marquee event for collaborating, sharing and developing best practices to improve filing offices' efficiency.

The theme for the 2014 conference is "Brewing Up Business". We have planned many informative sessions that address the use of social media, evolution of the business office, court-ordered removal of a filing, trademark and service mark registrations, IT workforce retention, legislative updates and more. The conference will continue to provide an international perspective for businesses and filing offices in the growing world economy and we are eager to share IACA's participation in the international survey of business registers. There are some changes to the agenda this year. General and Section sessions will be held Wednesday morning and we will continue our successful Jurisdictional Presentation program on Wednesday afternoon instead of Thursday. This is a great opportunity for your jurisdiction to showcase your latest innovation. A general session on the use of social media will be held Thursday afternoon.

The Conference [Coming Attractions](#) document gives a preview of many of the topics to be discussed. Conference materials will be distributed to Attendees on flash drives only; they will not be added to the website prior to the conference. Please use [IACA's Conference Registration](#) program to register for the Conference. Enter your email address, registrant type and follow the prompts to complete the registration process. Payment of the fee can be made by check or credit card. If paying by check, print your completed registration and mail it with payment to IACA's address printed on the registration form. Early registration discounts shall apply until April 18, 2014.

Hotel accommodations must be made separately through the Hyatt Regency Milwaukee. Accommodations are not included in the conference registration and fees. A block of rooms has been reserved at the rate of \$114.00 USD, plus taxes and surcharges, per room each night. This room rate is only guaranteed until April 25, 2014. Additionally, availability will become very limited after that time. Reservations can be made by clicking here: [IACA 2014 Milwaukee](#). If you prefer, you may call the hotel's Central Reservations at 1-888-421-1442 (North America) or 1-402-592-6464 (International) and request the group by name: IACA 2014 Milwaukee. The negotiated room rate is available for 3 days before and after the conference (based on availability), if you wish to extend your stay and explore the Milwaukee area.

For additional information or assistance, please feel free to contact me or any other member of the Board of Directors. I look forward to welcoming you to Milwaukee in May!

Sincerely,

Jenny Acker, President
International Association of Commercial Administrators (IACA)

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