

# **RIGHT NOW**

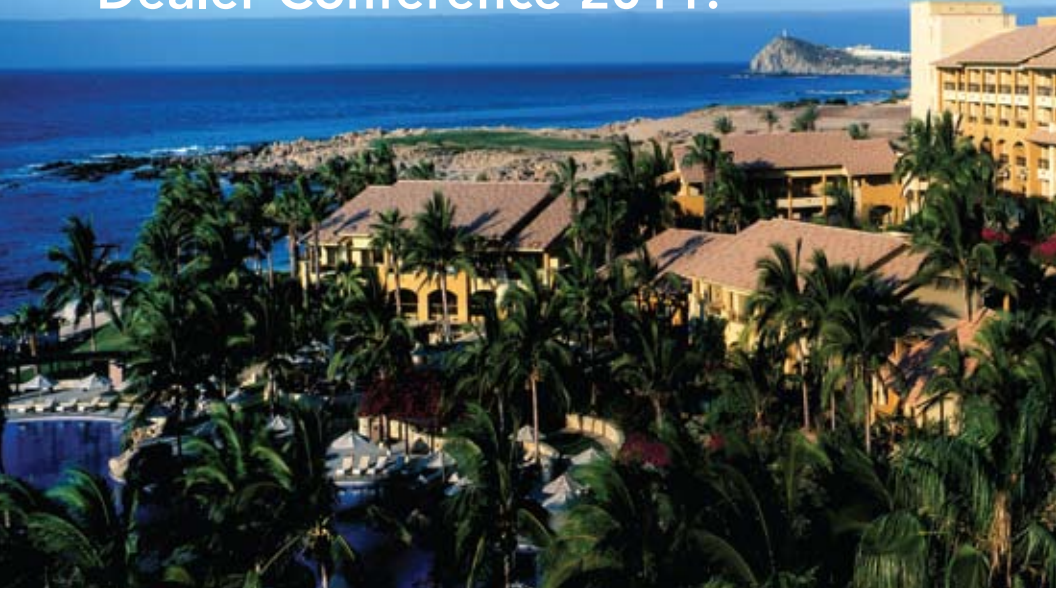
2011 **DEALER CONFERENCE**



**CONFERENCE GUIDE**  
**JANUARY 18 - 22, 2011**  
**Los Cabos, Mexico**

**Sundance<sup>®</sup> Spas**

# Welcome to the **RightNow** Dealer Conference 2011!



We appreciate your commitment to the 2011 Sundance Spas Dealer Conference and wish you safe travels to Los Cabos, Mexico. By now, you already have your flights booked in preparation for your trip to one of the most picturesque areas in Mexico. You will be joining the Sundance Spas team and fellow Sundance dealers from around the world in a conference dedicated to business enrichment and relaxation.

Our team looks forward to seeing you again and meeting new participants as we work together to create new ways to build our business. The conference's theme is **RightNow**, which means that **RightNow** is the time to make things happen for 2011.

**ARRIVAL: JANUARY 18, 2011 | DEPARTURE: JANUARY 22, 2011**

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The 2011 conference will be held at the Fiesta Americana Grand Los Cabos Golf & Spa Resort, located at the southern tip of beautiful Baja California with a breath taking view of the hotel's private beach and Sea of Cortes. It has a unique architecture and is a luxurious property that will serve as your home away from home for the duration of our event.

Please take a few moments to review the important information in this conference guide so that you can be fully prepared for your trip.

Please call or email BI Travel Headquarters if you have any questions or if you have any special needs that will help to make your conference experience more enjoyable.

Representatives will be available  
Monday - Friday from 8:00 a.m. to 4:30 p.m. CST

**DEALER CONFERENCE HOTLINE:**

1-888-578-5501 (USA)

1-952-857-2162 (OUTSIDE USA)

If you have a travel emergency that will delay your arrival,  
please call and let us know.



## ABOUT LOS CABOS, MEXICO

Once sought after by pirates for its safe harbors, the Los Cabos ("the Capes") region of Southern Baja Peninsula is now home to the bustling towns of San José del Cabo and Cabo San Lucas. For most of this century, the land was occupied by small, quiet fishing villages. Even when John Steinbeck chartered a boat out of Monterey to visit the Baja Peninsula in the 1940's, there was very little going on in Cabo.

But with all the natural beauty and resources this area had to offer, it was inevitable that it would eventually experience significant growth. Excellent weather, fabulous sandy beaches, crystal clear waters, and a relatively close airline proximity to major U.S. cities all contributed to the growth of Cabo. Despite its booming economy, Cabo remains small and charming.

### CABO SAN LUCAS

The resort town of Cabo San Lucas sits right on the tip of the long Baja California Peninsula, known as Land's End and is approximately 1,000 miles south of San Diego, California. Known as Cabo by the locals, this destination was made famous for its world-class big game sport fishing, notably the powerful Marlin. Cabo has grown to become much more than a fishing village, with many popular night clubs, restaurants, land activities, and scuba diving. It is best identified by the famous rock-arch formation "El Arco," or "The Arch at Land's End" found where the Pacific Ocean meets the warm water of the Sea of Cortez.



## SAN JOSÉ DEL CABO

A charming, laid-back and authentic Mexican town, San José Cabo features a historic mission from the 18th century, a variety of shops featuring local artisans' handmade arts and crafts, silver and clothing, as well as numerous restaurants and art galleries.

## THE CORRIDOR

Defined by a four-lane highway winding along the coastline, the Corridor connects Cabo San Lucas and San José del Cabo. It is also the home of numerous sandy beaches and coves, as well as a number of private developments, championship golf courses and first-class hotels.

## DID YOU KNOW?

One of the most colorful facts about Cabo San Lucas is its former status as a center for piracy. First discovered by Hernán Cortés in the 1500s, Cabo San Lucas was initially merely a watering-ground for pirates laying in wait for Spanish galleons returning to Europe from the New World, laden with treasure. Famous pirates such as Sir Francis Drake and Sir Thomas Cavendish form part of the history of Los Cabos. When a great Spanish treasure ship, The Great Saint-Anne, was captured off Cape San Lucas in 1587, the Spanish Royal Crown built a small fort and outpost on what is today Cabo San Lucas.





## RESORT INFORMATION

We will be staying at the Fiesta Americana Grand Los Cabos Golf & Spa Resort located at the southern tip of beautiful Baja California. It is ranked #9 on Golf Digest Magazine's list of the "Top 50 Golf Hotels in the World." This 4.5 star property includes:

- 249 luxurious rooms and suites
- Breathtaking view of Sea of Cortez
- Its own exclusive beach
- Two 18-hole golf courses in Cabo del Sol
- 3 Gourmet Restaurants
- 3 Bars
- Luxury Spa
- Fitness Center (Hours: 6am to 7pm)
- 5 Swimming Pools
- Fiesta Kids Club
- Wireless Internet Access
- Business Center

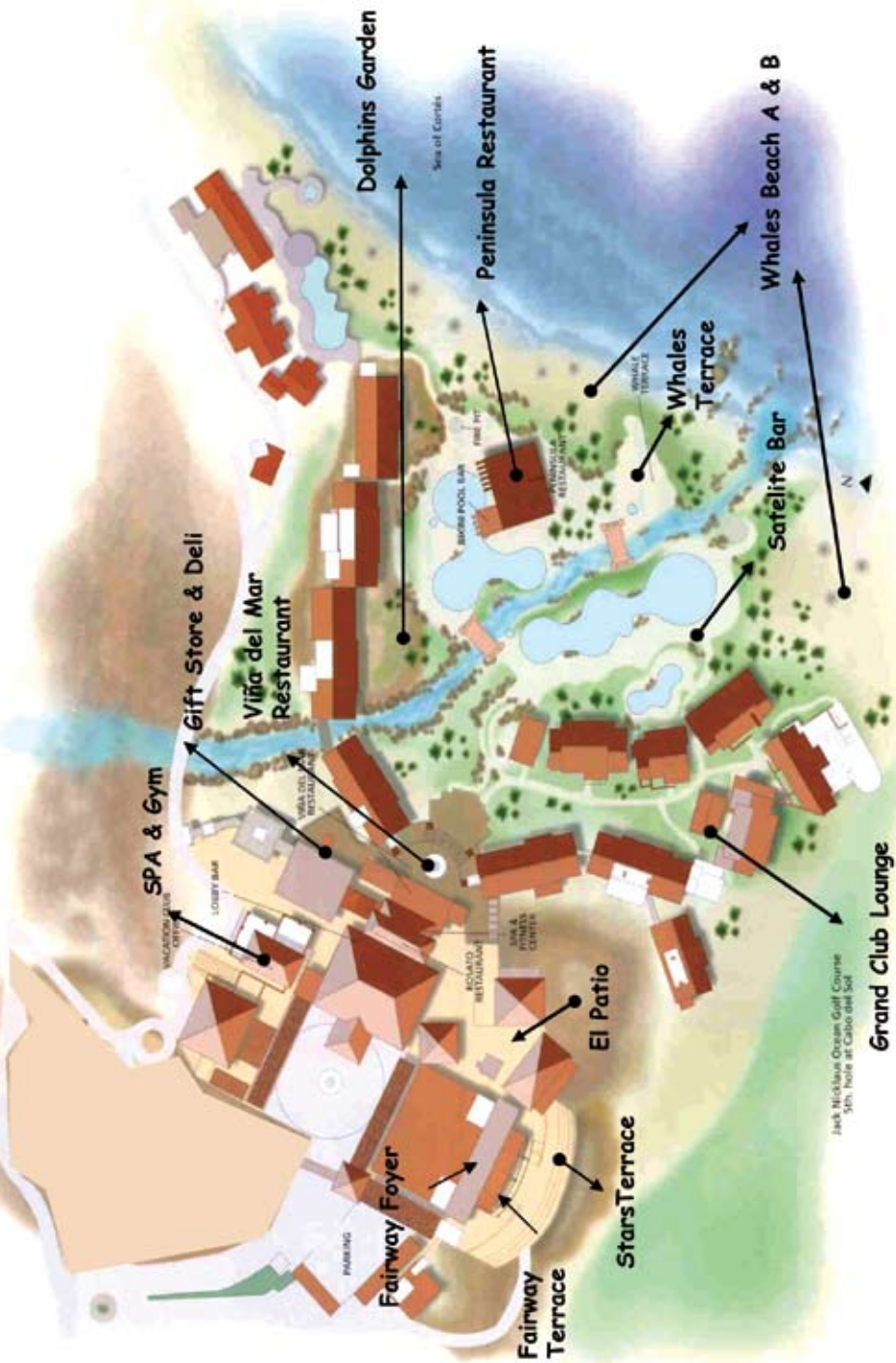
### HOTEL ADDRESS:

**Carretera Transpeninsular, Km. 10.3  
Col. Cabo del Sol  
Los Cabos, B.C.S, 23410  
Ph: 011 52 (145) 62 00  
[www.fiestamericanagrand.com](http://www.fiestamericanagrand.com)**

Smoking rooms are available.

Hotel check in time is 3:00 pm • Check out time is 12:00 noon







## TRAVEL TIPS

### CLIMATE

The climate in Cabo San Lucas is arid with well over 300 days of sunshine per year. During your stay in January, the average daily high is 76° Fahrenheit (24° Celsius) and average daily low is 55° F (13° C). The year-round average water temperature in the Sea of Cortez is 75° F. Average annual rainfall is a scant 5 to 10 inches.

### TIME

Mountain Standard Time (MST) is observed in Los Cabos. Therefore, during your visit in January, when it is 12 noon in Cabo San Lucas the following chart holds true:

Pacific (Los Angeles)	11:00 am
Mountain (Denver)	12:00 pm
Central (Chicago)	1:00 pm
Eastern (New York)	2:00 pm
Greenwich Mean (London)	7:00 pm
Central European (Berlin)	8:00 pm
Western (Perth)	3:00 am next day
Singapore (Singapore)	3:00 am next day
Eastern (Sydney)	6:00 am next day
New Zealand (Auckland)	8:00 am next day

### AIRPORT

If you have not booked your flight, please book it arriving into the Los Cabos International Airport (SJD). It is the eighth busiest airport in Mexico, located at San Jose del Cabos, Baja California Sur, Mexico. It serves both domestic and international airlines.





## **SECURITY**

The Transportation Security Administration (TSA ) currently requires passengers to pack liquids, gels and aerosols for their carry-on luggage in three-ounce or smaller containers. All must fit into a single one-quart, clear, zip-top bag. Be sure to visit [www.tsa.gov](http://www.tsa.gov) for updated information. Airport security in Mexico is similar to the USA .

## **CUSTOMS & IMMIGRATION**

All non-Mexican citizens will need a valid passport to enter Mexico. Some countries require that your passport be valid for a period of time after travel is completed. Please contact your local government agency for information. Visa requirements vary by country. You may inquire with the visa branch at the nearest Consulate General or with your travel agency. Information regarding entry requirements is subject to change without notice and should be reconfirmed with the airline being used for international travel. Each person travelling to Mexico must also carry a Mexican Tourist Card. Mexican Tourist Cards will be distributed during your flight, along with instructions for completing them. The original will be collected and validated at your port of entry in Mexico, and the copy will be collected at your port of departure.

**YOU WILL NOT BE ALLOWED TO ENTER OR LEAVE MEXICO  
WITHOUT YOUR PASSPORT AND TOURIST CARD.**

**NOTE ON NAME CHANGES:** Your airline tickets and your passport must be in the same name. If your name has changed due to marriage or divorce, you must have your passport updated.

**NOTE:** These are the official entry requirements listed by the government.

## AIRPORT GROUND TRANSPORTATION

After leaving the customs area, exit the terminal main doors and look for representatives holding up signage with the Sundance Spas logo. They will direct you to shuttle vans that will take you to the hotel. If you are arriving on a date outside of our normal program, you will need to take a taxi or arrange for a shuttle in advance. The taxi fare from the airport to the hotel is approximately \$85.

## USE OF US DOLLARS (USD) CASH FOR PURCHASES IN MEXICO

### VERY IMPORTANT NOTICE:

The Mexican Government passed a law September 14, 2010, restricting the use of US Dollars (USD) CASH for purchases in Mexico.

- Under this law: Mexican hotels, exchange booths and local banks can exchange a maximum of \$1,500 US CASH per person per month into Mexican Pesos (MXN). Previously there was no limit.
- Mexican businesses (restaurants, shops, tour operators, etc.) may allow a maximum of \$100 US CASH per transaction; however, the number of transactions per customer is not restricted. Some Mexican businesses may choose not to accept USD for purchases.
- Other payment methods such as credit cards, traveler checks, MXN and non-American foreign currencies such as Euros (EUR) or Canadian Dollars (CDN) are currently not affected by this new law.

*As an example, if a customer wants to purchase artwork that costs \$150 US, the customer will only be able to pay \$100 US CASH and the remainder will need to be another form of payment (credit card, travelers check, Mexican Pesos, etc).*

- Airlines ticket counters in Mexico will only accept Mexican Pesos and credit cards for baggage fees, upgrades, etc. As a general rule, travelers should not carry large sums of any currency. Instead, they should consider either using a credit card, traveler checks or exchanging currency prior to departure or upon arrival at the destination airport.

## CURRENCY

The Mexican Peso is the standard currency. As of December 6, 2010, the exchange rate was 12.3142 pesos per U.S.Dollar. Please use [www.oanda.com](http://www.oanda.com) to check your local currency conversion. The hotel will be able to provide an exchange rate as a convenience to you. However, you'll find the best rate of exchange at a local bank. Major credit cards (except Discover) are also accepted in many locations; in restaurants, ask before ordering.

## CURRENCY cont.

The banks have cash machines that will dispense local currency by way of your credit or ATM card.

Here are some things to remember when exchanging money:

- Published rates (such as those found in newspapers) apply to financial, not commercial, markets. You will usually receive less than the published amount.
- Expect to pay a fee for the transaction.
- Typically, you will get a better exchange rate for traveler's checks than for cash and also when you withdraw from your ATM card.
- Check around before you change money. Hotels and some banking institutions often charge an additional premium to provide such services and may not offer you the best rate of exchange. Check at currency exchange booths located throughout the area.
- Remember to take your passport with you when you go to exchange money.

## COURTESY & DRESS

The relaxed atmosphere of Cabo San Lucas invites you to dress casually and comfortably. Sportswear is ideal for all daytime activities and for many evening functions. Be sure to bring a light sweater or jacket for cool evenings and a comfortable pair of walking shoes.

### AWARDS NIGHT

Please dress in Formal Attire

*(i.e. Men's suit; Women's cocktail dress or pants suit).*

### FINAL NIGHT

Please dress in **WHITE**

## TAXIS & TROLLIES

Getting around the hotel zone is convenient. If you decide to venture out, taxis are available at the hotel. To get from one town to the other, you can expect to pay about \$36. Red and yellow taxi vans operate in San José; blue and green vans cruise Cabo San Lucas. These vans are available 24 hours a day and are never far away. For those who like to do as the locals do, live the adventure of public buses, which run as shuttles between the two towns. Contact the hotel concierge at Fiesta Americana if you would like more information on taxi vans and public buses.

## TAXES & TIPS

Local tax (VAT) is typically included in purchases. Tips are usually not included and 15% is the standard for restaurants and bars. If you order food at the hotel, a service charge may be included.



## **TELEPHONES**

Making an international call from a hotel phone can be expensive. You may want to purchase a pre-paid phone card. We suggest that you do not use telephones on the street that require your personal credit card.

- Most major cell phone companies offer service in Mexico. Coverage in Los Cabos is good. Be sure to contact your carrier in advance of your trip to unlock your international service and to review specific coverage details and rates. In some cases, if you don't "unlock" international service before leaving your home country, it cannot be turned on once you are in Mexico.
- The country code for Mexico is 52

## **INTERNET**

The Resort offers wireless internet access at no charge to you during the official conference dates.

## **ELECTRICITY**

Mexico operates on the 60-cycle, 120-volt system and the outlets are the same as in the USA.

## **LIQUOR LAWS**

You must be 18 years old to purchase liquor in stores or buy and consume drinks in hotels, bars and restaurants.

## **HEALTH AND MEDICAL FACILITIES**

Medical facilities are available in Los Cabos. Amerimed Hospital offers an integrated team of medical experts, modern facilities, and high technology that allows fast and accurate diagnosis and treatment. AmeriMed is the First American Hospital in Mexico specializing in the care of international tourists. Staffed 24 hours a day with bilingual in-house physicians.

Lazaro Cardenas s/n, Edificio Pioneros, Cabo San Lucas, BCS.

Phone: 143-9670; Fax: 143-9671. Open daily 24 hrs.—AX, MC, VS

## **EMERGENCY NUMBERS**

In the event of an emergency, contact hotel security.

Other helpful numbers:

- Los Cabos zone police: To call the police, if you are calling from either a cell phone or a landline, dial 060.
- Tourism Office: (624) 105-1666

## ACTIVITY DESCRIPTIONS

### DISCOVER LOS CABOS

A tour guide and driver will take you to San Jose and make the first stop at a Silver factory where you will be able to watch a silver-smith artisan work. You will then be taken into the new Whale museum where you will learn about these magnificent mammals. Free time will be available to walk Main Street, where you can find anything from typical Mexican handicrafts to sophisticated imported goods in delightful shops.

Once your visit in San Jose is complete, you will be driven to Cabo San Lucas and attend the blown glass factory. Here you will admire the artisans' creativity about the process of blowing glass. To learn more about Baja, you will visit "Museo de las Californias." Finally, you will transfer downtown, where you will find blankets, ceramic, copper, pewter, fine art and jewelry, leather items and beautiful handicrafts.

### ZIP LINE COSTA AZUL

At the Costa Azul canyon you can take part in a thrilling adventurous cable ride high above the river canyon. While suspended safely in a harness, you will fly across the trails and river of this incredible area. Assisted by our qualified guides you will enjoy this unique experience to the utmost. After refreshing with cool water, you will be taken to a short Tequila Tour, where you can learn about Agave plants.

#### ZIP LINE -- ADDITIONAL INFORMATION

- Wear comfortable clothing (t-shirt, shorts and running shoes are ideal)
- Sun screen is recommended
- A small backpack or fanny pack to contain personal items can be used
- Individuals with severe back or neck problems, heart concerns or other disabilities should evaluate carefully if this ride is suitable for their particular condition
- The minimum age to do this activity is 7 years
- The maximum weight per person allowed for this activity is 250 pounds





## ACTIVITY DESCRIPTIONS

### GOLF AT CABO DEL SOL DESERT COURSE

This masterful Tom Weiskopf design features mesmerizing views of the Sea of Cortez from all 18 holes, each artfully sculpted through incredible natural surroundings. A unique combination of desert and ocean, canyon-like arroyos and a variety of foliage creates a breathtaking backdrop as well as a significant challenge. The course varies in length from 4,810 to 7,100 with undulating greens, challenging elevation changes and dramatic bunkering. The Desert Course is rated #6 in all of México by Golf Digest.

#### GOLF -- ADDITIONAL INFORMATION

- Appropriate golf attire is required at all times.
- No swimwear, denim, cutoffs, halter or tank tops.
- Tennis shoes are allowed.

### THE SOMMA WINE SPA

The SOMMA Wine Spa is devoted to life, serenity and longevity. A menu of innovative and exclusive wine-based treatments make SOMMA one of the most unique spas in all of Mexico.

#### SPA -- ADDITIONAL INFORMATION

Arrive at least 30 minutes early to use spa facility before treatment. Expect to rest and enjoy a glass of wine after your treatment.

Spa hours: 9:00 am-7:00 pm  
(last appointment at 6:00 pm)

#### HYDRATING VINO-THERAPY FACIAL (50 MINUTES)

A deeply hydrating facial. The treatment utilizes milk and grapes to smooth away dead surface cells, followed by a hydrating mask that deeply penetrates the skin.

#### SWEDISH MASSAGE (50 MINUTES)

This traditional therapy involves long slow massaging strokes and applied with French grape oil. Feel the sense of wellbeing that overcomes your body as your circulation and flexibility are improved, leaving you completely relaxed.

#### DEEP TISSUE MASSAGE (50 MINUTES)

This restorative treatment utilizes deep massaging of the muscles to alleviate chronic pain and help to heal sore and injured muscles.

#### REFLEXOLOGY AND REVITALIZING LEGS (50 MINUTES)

Enjoy the innumerable benefits that Reflexology therapy has to offer, as well as, the enhancement of an invigorating and refreshing leg massage.



## ENTERTAINMENT

For those who arrive early or late and want to go out at night, Cabo San Lucas is the place to go. Here are our 2 favorites:

### CABO WABO CANTINA

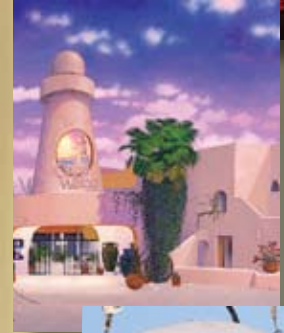
Long before Cabo Wabo Tequila, there was the Cabo Wabo Cantina, Sammy Hagar's world-famous nightclub and restaurant that almost single-handedly established Cabo San Lucas as a major vacation destination. Vibrant with activity and laid back in its attitude, the Cantina is a must-visit for vacationers to the area and is hands-down the best (some would say, the only) place to see live music in town, with different bands every week. During the day, the Cantina's restaurant serves some of the finest food on the Baja peninsula, with custom dishes and local cuisine ranging from fresh seafood to authentic Mexican food and everything in between.

Located at Lazaro Cardenas and Vicente Guerrero,  
Cabo San Lucas  
Boutique: 9am - 12pm, Restaurant: 11am - 11pm,  
Club: 7pm - 2am  
Phone: (624) 143-1188 Webpage: [www.cabowabo.com](http://www.cabowabo.com)

### THE GIGGLING MARLIN

The Giggling Marlin Bar and Grill is a landmark located on Marina Boulevard in the center of Cabo San Lucas. This restaurant, bar and night club started in 1984 and is well known for many years as a fun place to party. The Giggling Marlin serves tasty Mexican dishes in addition to fresh seafood. The menu is extensive with sixteen different appetizers from Hot Wings to Oysters Rockefeller. The breakfast menu offers traditional specialties of Mexico along with American favourites.

Located at Boulevard Marina y Matamoros,  
Cabo San Lucas Right on the main drag in the middle of  
downtown Cabo San Lucas  
Open from 8am until 1am.  
Phone: (624) 143-1182 Webpage: [www.gigglingmarlin.com](http://www.gigglingmarlin.com)



# AGENDA

## **DAY 1**

**JANUARY 18, 2011**

### **Arrival Day**

2:00 pm - 6:00 pm	Registration with Welcome Drinks in Arrival Area
6:00 pm - 7:00 pm	Welcome Reception
7:00 pm - 10:00 pm	Dinner

## **DAY 2**

**JANUARY 19, 2011**

### **RightNow! Session Day 1**

7:00 am - 9:00 am	Breakfast and Late Arrival Registration
9:00 am - noon	General Session, Guest Speaker Mark Sanborn
Noon - 1:30 pm	Lunch
1:30 pm - 4:00 pm	Valuable Break-Out Sessions
7:00 pm - 9:00 pm	Dinner

## **DAY 3**

**JANUARY 20, 2011**

### **Activity Day and Awards Night**

7:00 am - 9:00 am	Breakfast
Throughout day	Chosen activity or day on your own
11:30 am - 1:30 pm	Lunch for select activities
6:00 pm - 7:00 pm	Awards Night Reception*
7:00 pm - 10:00 pm	Awards Night Dinner*

\*Attire for Awards Night is Formal

Men's suit; Women's cocktail dress or pants suit

## **DAY 4**

**JANUARY 21, 2011**

### **RightNow! Session Day 2**

7:30 am - 9:00 am	Breakfast
9:00 am - noon	Valuable Break-Out Sessions
Noon - 1:30 pm	Lunch
1:30 pm - 5:00 pm	Retail Visual Design Showcase and Dealer Networking
7:00 pm - 10:00 pm	Dinner and Entertainment**

\*\*Attire for Final Night: Please dress in white

## **DAY 5**

**JANUARY 22, 2011**

### **Departure Day**

7:00 am - 9:00 am	Breakfast (Breakfast Boxes for early departure)
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**Enjoy the conference!**

# **Sundance® Spas**