



2015 Post-Convention Tour
Silicon Valley
October 7 - 9 (Wednesday-Friday)

Dear NECA Members:

Silicon Valley and the tech companies headquartered there are constantly in the news: Apple, Google, Intel, Facebook and others. But what drives the innovation stemming from the area remains a bit of a mystery. Much more than the most expensive housing market in the nation, Silicon Valley is America's leading high-tech device and idea hub and is the epicenter of renewable electrical construction—two characteristics that make Silicon Valley appealing to NECA contractors, wherever they may work. American Travel is offering an exciting opportunity to make sense of this extremely valuable part of the world just south of San Francisco.

A highlight will be our site visit to Levi Stadium, the new \$1.2 billion home of the 49ers and next year's Super Bowl. It's been called "the stadium that Silicon Valley built," but the design/build was actually done by NECA-member Cupertino Electric (www.cei.com), one of the nation's largest specialty contractors. A representative from Cupertino will be on hand to discuss the LEED® Gold Certified project and show elements of the electrical installation. This promises to be a fascinating visit as they're also beginning Super Bowl 2016 preparation.

Our home for the two day tour will be the boutique Hotel Valencia right in the heart of San Jose's toniest shopping district, Santana Row, a lively entertainment district lined with designer shops, restaurants, bars and high-rent condominiums. Some of the 49er players also have places here.

Friday morning, you are only 10 minutes to the San Jose Airport or only 45 minutes to San Francisco International for your return flights home.

Please send your Reservation Forms in without delay. In light of the visit with Cupertino Electric at Levi's Stadium, we expect considerable interest. Early planning also enables better airfares. Please e-mail travelata@aol.com or call me with any questions at 706-663-2171.

We look forward to unlocking the mysteries of Silicon Valley together!

Sincerely,
Geoff Robertson
American Travel Association

2015 Post-Convention Tour Silicon Valley Itinerary

Wednesday, October 7 San Francisco to San Jose

10:00am Pick-up at NECA's Headquarters Hotel

11:00-11:30am STOP AT APPLE CORPORATE STORE

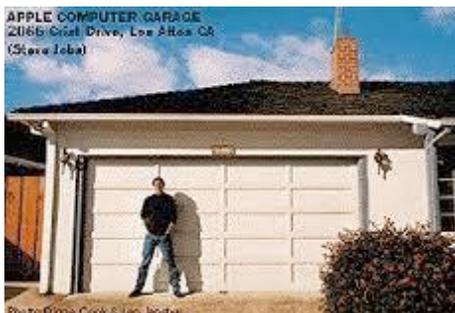
Shopping and photo opportunity stop at Apple Company Headquarters, which sells exclusive Apple merchandise only available onsite. Make sure to get your photo taken by our tour guide in front of the "1 INFINITE LOOP" sign!



11:30-Noon APPLE GARAGE & MOTHERSHIP

Next we make our way past construction of Apple's new corporate headquarters, affectionately called the "Mothership" because of its round design.

We will then make our way to the birthplace of Apple — the garage of Steve's parents' home.



12:30-2:30pm TOUR & LUNCH AT LEVI'S STADIUM

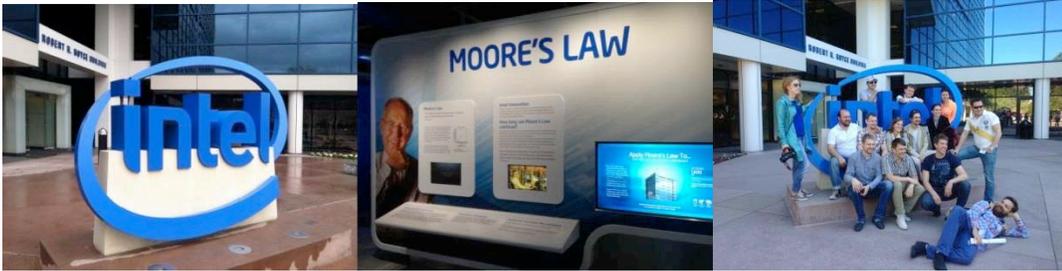
Construction was completed on this 1.2 billion dollar stadium in 2014; it's now home of the San Francisco 49ers and next year's Super Bowl. Featuring a green roof and heavy use of solar panels, the stadium is the first in the NFL stadium to have achieved Gold LEED certification status, due to its sustainable elements. Enjoy lunch at the new Michael Mina BOURBON PUB located at the Stadium. In addition to designing and constructing Levi's Stadium's electrical systems, Cupertino Electric also designed and built complex tele/data and Distributed Antennae Systems (DAS), and installed a 375-kilowatt (kW) solar energy system. Cupertino on hand to talk about this project. See below mid-construction photo provided by Cupertino Electric.

<http://www.cei.com/our-work/levis-stadium-san-francisco-49ers>



2:45-3:15pm INTEL MUSEUM STOP

At this stop we'll learn about Intel's history at a unique on-site museum that inspires innovation. Intel Corporation is the highest-valued and world's largest semiconductor chip maker.



3:30pm ADOBE DRIVE BY

We will drive past Adobe's corporate headquarters — the only tech company in downtown San Jose proper. Your guide will point out the semaphore above and explain the geek history behind the digital message. We will also drive down Woz way, named after Apple co-founder Steve Wozniak, a beloved local celebrity in Silicon Valley.



4:30pm Arrive at the Hotel Valencia Santana Row

In the heart of San Jose's toniest Santana Row shopping district, Hotel Valencia is the town's freshest and most flavorful choice, offering true-blue boutique style with lively on-site restaurants and bars.

<http://www.hotelvalencia-santanarow.com>

- The evening is open to enjoy one of the Hotel's or neighborhood restaurants.

Thursday October 8 Silicon Valley

B,L,R

10:30am HOTEL VALENCIA PICKUP

11:00-11:30pm FACEBOOK PHOTO STOP

Although Facebook isn't friendly to tour buses, we will make a brief stop to get a group photo in front of the giant Facebook "Like" billboard. Look at the back of the billboard to see the Sun Microsystems sign being reused and recycled.



11:30am ENROUTE TO LUNCH

11:45-12:45pm LUNCH AT BUCK'S OF WOODSIDE

Buck's of Woodside is famous as a gathering spot for venture capitalists. Paypal, Tesla and Hotmail were all funded over lunch at Buck's. Enjoy the eclectic collection of Americana and delicious food.



12:45-1:00pm ENROUTE

1:00-2:00pm STANFORD UNIVERSITY HOOVER TOWER

Many attribute the success of Silicon Valley to the partnership between enterprise and education that Stanford created. Indeed NECA has a student chapter here. We will visit the campus and point out some of the landmark buildings. We'll stop by the Main Quad and take a short walk over to Hoover Tower, where (if time permits) we will ascend the tower by elevator for some terrific views of Stanford and the Bay Area.



2:30-3:00pm NASA MUSEUM/MOFFETT FIELD

Moffett Field, once an active military base, will be the future home to the new Google headquarters. We will drive by Moffett and discuss the history and future of this iconic piece of land.



3:15-3:30pm LINKED IN DRIVE BY

Not only is LinkedIn now the top networking site for business professionals, with 250 million members in 170 countries, but Reid Hoffman is one of Silicon Valley's most prolific and successful angel investors: PayPal, Facebook, and Zynga are a few more of his successes.



3:30-3:45pm GOOGLE PHOTO STOP

We'll make a photo stop at the Googleplex so you can get some cool pictures. Google is not group-friendly, so we might have an adventure on campus. We will do our best to get you a photo with a Google bike.



3:45-4:45pm COMPUTER HISTORY MUSEUM

Called the Smithsonian of Silicon Valley, the Computer History Museum is a *must-see* for any Silicon Valley fan. The Computer History Museum was recently chosen as the symbol of Silicon Valley by Valley residents. Built in 1999, the Museum is dedicated to the preservation and celebration of computing history. It is home to one of the largest international collections of computing artifacts in the world, encompassing computer hardware, ephemera and photographs, moving images, documents and software.



5:30pm ARRIVE AT THE VALENCIA

7:00 – 8:00pm Reception (across the street) at the Winchester Mystery Home

Mrs. Winchester (of the rifle family) was haunted and eccentric, which is on display in this 160-room maze of Victorian craftsmanship that is full of oddities. <http://winchestermysteryhouse.com>

- The evening is then open to experience a restaurant of your liking.

Friday, October 9 Flights Home

B

- Transfers will be provided to the San Francisco International Airport. Remember to explore returning from the San Jose Airport.

(B= Breakfast, L= Lunch, R = Reception included in the tour)

Tour Inclusions:

- Two-night's deluxe accommodations, Hotel Valencia
- Hotel taxes and portorage
- Breakfast Thursday & Friday
- Lunch at Levi Stadium Wednesday & Buck's Thursday
- Reception at The Winchester Mystery House Thursday
- Tour of Levi's Stadium with Cupertino Electric representative
- Transportation by deluxe motorcoach
- Guided tours per itinerary
- Entrance fees
- Silicon Valley map
- Services of American Travel escort throughout

Tour Package Price:

\$995 per person double occupancy

\$ 1,199 single occupancy

* Cost for accompanying children (who are welcome) available on request.

Features Not Included: Items of a personal nature, such as laundry and phone calls; liquor and soft drink charges; meals not specifically included; tips to the coach driver; airfare.

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CONDITIONS

Reservations and Payment: Reservations will be confirmed by American Travel Association (ATA) upon receipt of the Reservation Coupon and \$150 per person deposit. Receipt of final payment is due in the office of ATA no later August 6th. All payments must be made by check payable to American Travel Association or by MasterCard, Visa, Discover or American Express card.

Cancellation: Cancellations must be made in writing to ATA. To avoid discrepancies, ATA will not act on information given over the phone until written notice has been received.

Land Package: A \$100 per person cancellation fee will be charged regardless of the reason. Penalty on cancellations received between August 6 and September 7 will be a maximum of 100% of the land cost per person, depending upon the amount recoverable from the suppliers to whom payment had been sent. Cancellation penalties are required to offset non-refundable hotel and supplier payments made by ATA in advance of the tour. There will be no refund for unused services once the tour has begun.

Insurance: Trip cancellation, baggage and medical insurance coverage is available for purchase through a form to be sent by ATA. We strongly recommend insurance coverage. When last minute illnesses occur, the insurance helps offset non-refundable air and land charges. You should check with your local insurance agent to see what is covered under your homeowner's policy.

Health: The Participant represents that neither he nor she nor anyone traveling with him or her has any physical or other condition or disability that could create a hazard to him- or - herself or other members of the tour. This program involves walking over uneven surfaces and climbing stairs at locations that are not handicap accessible. A letter of explanation of any physical or mental condition that may require medical attention or special equipment (wheelchair, for example) must be enclosed with the Reservation Form.

Prices: This price is subject to change due to cost increases, and in number of participants upon which the tour cost is based (26). ATA reserves the right to increase the price for such reasons. All prices are based on rates and tariffs in effect on May 4, 2015.

Responsibility: American Travel Association, Inc. (ATA), and the National Electrical Contractors Association (NECA) are acting as intermediaries for suppliers in selling services, or in accepting reservations or bookings of services which are not directly supplied by ATA and NECA (such as air transportation, hotel accommodations, ground transportation, meals and tours.) ATA and NECA therefore shall not be responsible for breach of contract or any intentional or careless actions or omissions on the part of such suppliers, which result in any loss, damage, delay or injury to the person, property or otherwise. Unless the term "guaranteed" is specifically stated in writing on your invoice or reservation itinerary, we do not guarantee any such supplier's rates, bookings or reservations. By making a deposit for the tour, the travelers acknowledge acceptance of and consent to the terms and conditions contained herein. ATA and NECA give notice that they cannot be held responsible for any monetary crisis, political or social unrest, labor problems, mechanical or contractual difficulties, climatic aberrations, local laws, diseases, terrorism or novel conditions. It is the traveler's responsibility to be aware of and determine the validity of any travel advisories which may exist. The space in the Valencia Hotel is limited and is confirmed on a first-come, first-served basis. If, due to weather, flight schedules or other uncontrollable factors, participants are required to spend additional nights before or after the tour, participants will be responsible for their own hotel, transfers, meals and related costs.



2015 Silicon Valley Post-Convention Tour Reservation Form

Name(s) _____
(if children accompanying, please provide ages and extra room requirements)

Company (if mailing to your office)

Mailing (delivery) Address _____ Suite or Apt. # _____

City _____ State _____ Zip _____

Cell Phone _____

Other Primary Phone _____

e-mail _____

First or Preferred Names _____

Emergency Contact Name _____

Phone # _____

E-mail address _____

Relationship _____

- Hotel Rooms** I/we prefer 1 bed; if no kings available, queen is OK
 If no king, need two beds
 I/we prefer a two-bedded room
(preferences will be requested, but cannot be guaranteed)

Deposit & Payment: A deposit of \$150 per person payable to American Travel Association by check, or credit card:

Card number _____ Expiration date _____

Name on card _____

Billing address of card holder if different from above

Signature _____

I have read and understand the conditions set forth in this brochure. Reservations will not be accepted without signature here: _____

Mail, fax, or e-mail to: American Travel Association, 2126 Piedmont Lake Road. Pine Mountain, GA 31822, **Secure fax: (706) 225-2551**, e-mail: travelata@aol.com