



Palm Desert, California – Securian’s 2006 National Sales Convention destination – is quintessential Southern California – loads of sunshine, towering mountains, blue skies and plenty of outdoor activities.

Located in the heart of the Coachella Valley, about a two-hour drive from L.A. and San Diego, and just 30-minutes from Palm Springs, Palm Desert is surrounded by three mountain ranges, sheltering it from air pollution and inclement weather. The area averages 350 days of sunshine per year, an ideal climate that makes for the perfect golf getaway, as well as an idyllic destination for enjoying tennis, cycling, hiking, horseback riding, shopping or simply lounging by the pool.

*Palm Springs, October 19, 1954 – Actor Clark Gable and future wife Kay Williams Spreckels chat on the golf course of the Thunderbird Ranch. Gable is vacationing before he leaves for Hong Kong to start shooting a film entitled "Soldier of Fortune."*

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### EXPLORE BEAUTIFUL SURROUNDINGS

Palm Desert is rich in natural resources, situated between the Joshua Tree National Park, where two deserts meet – the Colorado and Mojave – and the Santa Rosa and San Jacinto Mountains National Monument. Visit these beautiful parks and you'll discover desert plants and animals. The Living Desert Zoo & Gardens is also a great way to experience close encounters with desert habitat.

If you're up for exploration of a different sort, you can visit the area's many shopping oases. Fourteen shopping plazas are within miles of where you'll be staying, as are art galleries, museums and more.

THE LIVING DESERT ZOO & GARDENS

Palm Canyon Drive Joshua Tree National Park

### FEEL THE NOSTALGIA

While you're out and about, take note of the fabulous architecture. A former playground for Hollywood's rich and famous from the late '20s to the '60s, Palm Desert sports great examples of Art Deco and mid-century architecture. Architects, who came to build homes for the rich, created an adventurous style with clean lines, sun-resistant metal and rock, plenty of glass and large pools and gardens. Take a drive around neighborhoods like Las Palmas and you'll see vintage-modern homes that were once occupied by stars like Elvis Presley, Jack Benny, and Dean Martin. Palm Desert was the Rat Pack's favorite refuge. The city has been enjoying a restoration boom of late, with vacated buildings recently renovated into chic boutiques, restaurants and galleries. This nostalgia is perhaps a desire for a simpler world and clean design in a world awash in stimuli.

*From the 1920s to the 1960s, celebrities and the rich and famous made Palm Desert and Palm Springs their vacation playground; Bob Hope, Frank Sinatra, and Dean Martin were regulars to the area*

### GREETINGS FROM PALM SPRINGS CALIFORNIA

### RELAX & REJUVENATE

When you qualify for 2006 National Sales Convention, you and a guest will enjoy four-days and three-nights at the Marriott Resort and Spa Palm Desert, an extraordinary oasis of rest, relaxation and recreation.

Located on 436-landscaped acres, the resort complex features 23 acres of lakes and Venetian-inspired waterways, including an eight-story atrium lobby with exotic birds, palm trees, waterfalls and boat dock.

If golf is your game, you'll love the resort's championship golf course. For a little pampering, take advantage of the spa services that will help you relax from head to toe – massages, facials and body treatments.

DESERT SPRINGS A JW MARRIOTT RESORT & SPA

Two Ted Robinson-designed 18 hole golf courses

Rooms with views of the Santa Rosa Mountains



Mailer 1



Mailer 2

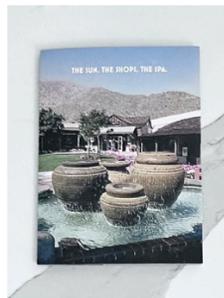


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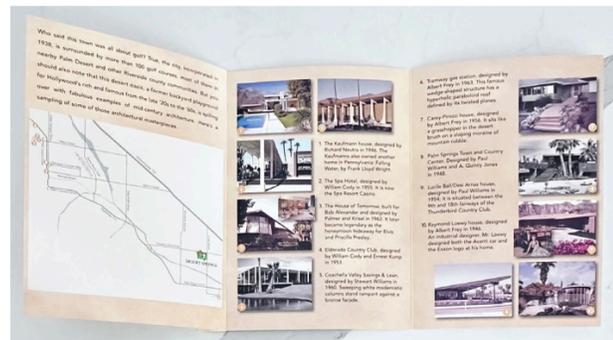
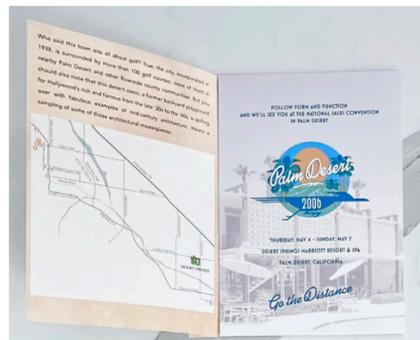


Market Fair Booklet

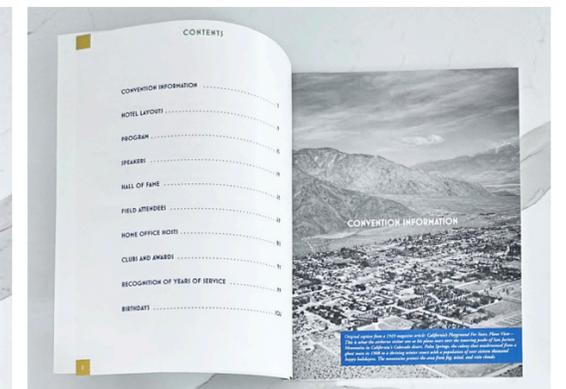
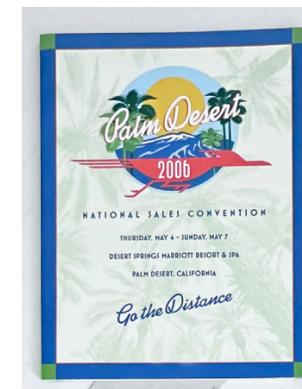


Mailer 5

Misc Items



Mailer 6



Attendees Book



Daily Room Cards

