



## **2026 Annual Convention**

Membership and Industry Professional Registration  
Monday, February 2<sup>nd</sup>, 2026

### **Brandon Holiday Inn Express Hotel/Convention Center**

Remit to: SDNLA, PO Box 200 Brandon, SD 57005  
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Dear Membership and Industry Professionals,

On behalf of the SDNLA I want to thank you for your previous participation in our annual conference and convention. As most of you are aware, our executive director Julie Hoffman retired this year. Her commitment and dedication to our association cannot be replaced and will be greatly missed. As a board, we are working to establish what we want the SDNLA to look like moving forward. We are treating this year as somewhat of a transitional period with our association and convention. There are several changes that are taking place with the convention.

1. The convention will be held at the Brandon Holiday Inn Express and Suites
2. The convention will take place on Monday, February 2<sup>nd</sup> for ONE day.
3. The tradeshow, speakers, meals and breaks will take place in the same ballroom.
4. The convention will have a more open feeling with vendors at tables around the walls of the ballroom instead of booths.

The goal of these changes is to create a less formal convention feel and more of a social event. We greatly value your participation in the event and hope to have conversations about how we can create new experiences for vendors and attendees moving forward. To this end, it will be important for you to attend and participate in the Annual Meeting of the Association before lunch to hear where we are at, the options available and voice your interests.

Sincerely,

Daemon Coughlin

President SDNLA