

# IT'S A NEW GAME, BABY!

PDCA Residential Forum Presents: **Advanced Shop Talk 11**

[www.pdcaresidentialforum.org](http://www.pdcaresidentialforum.org) (800) 697-7322



## CONFERENCE SCHEDULE

### Thursday, July 15

3:00 pm – 5:00 pm Registration open

6:00 pm – 9:00 pm Welcome to Charleston Party

### Friday, July 16

7:00 am – 8:00 am Continental Breakfast and Check-in

8:00 am – 11:30 am AST 11

11:30 am – 1:00 pm Lunch with Keynote Address – guests welcome for \$25 each

1:00 pm – 4:30 pm AST 11

6:00 pm - Dinner on your own. Explore downtown historic Charleston

### Saturday, July 17

8:00 am – 9:00 am Continental Breakfast

9:00 am – 12:00 noon AST 11

12:00 noon – 1:00 pm Lunch

1:00 pm – 4:00 pm AST 11

4:00 pm – 4:30 pm Wrap Up

Bring sample business forms, marketing materials, and training materials to share.

## HOTEL RESERVATIONS

The Doubletree Guest Suites Hotel, [charlestondoubletree.com](http://charlestondoubletree.com), 181 Church Street, Charleston, SC 29401. Room rate is \$139 single or double room plus local taxes of 12.5%. Call the Doubletree directly at (877) 408-8733 and ask for the PDCA Shop Talk group rate. **Deadline for the special discounted group rate is June 15, 2010. You can also book your hotel room online at <http://bit.ly/9LfiB>**

### Getting to Doubletree from the Airport

A taxi from the airport will run \$25 - \$30. There is a shuttle service for downtown Charleston and area hotels. The rate is \$12 per person and departs within 15 minutes. Check the service counter at baggage claim for additional shuttle information.

### Explore Historic Charleston

Come early – stay late – bring a guest and visit historic Charleston. For complete visitor information contact the Charleston CVB at (800) 774-0006 or at [www.charlestoncvb.com](http://www.charlestoncvb.com).

### Web Resources

Get the latest information about AST 11 on our website:  
<http://www.pdcaresidentialforum.org/ast/>

**WHEN** July 15 – 17, 2010

**WHERE** Double Tree Guest Suites  
Charleston, South Carolina

### WHAT

- Generating Leads & Sales in the 'New' Economy
- Understanding your Breakeven Point
- Finding Balance & Perspective in Turbulent Times
- Project Management Strategies for Maximum Profits
- Welcome to Charleston Party

*And much more!*



## ATTENDEES SAY

*"If you can only attend one PDCA event a year, make it AST. It is awesome and a priceless value to your business."* – John Neil, John Neil Painting

*"Anyone not attending is missing out. Such a jewel for PDCA"* – Ken Ritland, Ritland Painting LLC

*"People in this room are the best of the best."*  
– Tony Severino, Professional Painters

# Advanced Shop Talk 11 Registration Form

**1** \_\_\_\_\_  
 PDCA Forum Company Name

\_\_\_\_\_  
 First Person Attending

\_\_\_\_\_  
 Additional Person Attending

\_\_\_\_\_  
 Additional Person Attending

\_\_\_\_\_  
 Street Address

\_\_\_\_\_  
 City, State, Zip

\_\_\_\_\_  
 Telephone & Fax

\_\_\_\_\_  
 Email

**2 REGISTRATION COSTS**  
*Includes all materials, paperwork, breakfast, lunch and snacks Friday & Saturday*

Description	Cost	Qty	Price
First person from Company	\$350.00	1	\$350.00
Each additional person from the same Company	\$299.00		
PDCA Residential Forum Membership? Join today! Membership from 8/2010-7/2011	\$95.00		
Friday extra lunches x number of lunches (for guests - to get to know other guests for shopping or excursions)	\$25.00		
<b>TOTAL DUE</b>			

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Please check if you plan to attend the following:

\_\_\_\_\_ YES, I will attend the Thursday evening  
 Welcome Party (6 pm – 9 pm)

**3 PAYMENT OPTIONS**  
 Payment must be included with this reservation form to confirm your registration.

Visa/MC # \_\_\_\_\_

Exp \_\_\_\_/\_\_\_\_ Security Code \_\_\_\_\_

Signature \_\_\_\_\_



**4** Fax to: 716-632-8437 or make check payable to PDCA Residential Forum and mail to: PDCA Residential Forum, 8560 Main St., Williamsville, NY 14221

*Confirmation and further details will be emailed to all registrants.*

**QUESTIONS? Please call the office at  
 (800) 697-7322 – office hours 8:30 – 4:30 EST or email [tony@pdcaresidentialforum.org](mailto:tony@pdcaresidentialforum.org)**