



**2010 Business Management Conference &
Buyers Market
Orlando, FL
February 23 – 25, 2010
Rosen Plaza Hotel**



Greetings PAL Dealers!

*We look forward to welcoming our dealers and suppliers to our first annual **Business Management Conference & Buyers Market.***

This year's program will be unlike anything PAL has ever offered before.

*This business conference features highly-sought-after consultant, **Bill Lee**, who has prepared a customized PAL program to address today's extraordinary economic conditions.*

***Included in the program will be private consulting time for you to discuss confidential business issues with Bill.** This is worth the cost of your entire trip!*

*Another exciting change for this year will be our outsourcing of the conference management to **The Core Group**, a meeting-planning firm that will handle all of the registration and travel details to make your planning more efficient and affordable.*

*Finally, **pay for your trip through PAL Points, a new points-for-purchases incentive program.***

*Mark your calendars for **February 23 – 25, 2010** and return your registration forms today! We look forward to an exciting, educational, and fun-filled few days in Orlando. And don't forget you can attend the Orgill show too!*

Sincerely,

*Paul Dean
President, PAL*

Bill Lee

**Industry Consultant & Trainer
Lee Resources, Inc.**

These 30-minute sessions are meant to cover many different aspects of your business. You'll bring home lots of great ideas!

Strategic Management

- **Strategic Planning for this New Economy.** *Develop a strategic planning questionnaire for each profit center in the business. Learn how compounding growth rates build your success and see what your capital requirements are for today and beyond.*
- **Tactics to Take Your Business to the Next Level.** *Obstacles to getting to the next growth level and how to avoid them.*
- **Six Action Steps to Take During a Housing Downturn.**
- **Service Strategies to Grow New Business.**

Financial Management

- **How to Make a Profit In Spite of Industry Conditions.**
- **You Manage What You Measure.** *Key productivity benchmarks for a building supply business. How to use these continuous measurements to guarantee productivity improvements over time.*
- **Prepare a Breakeven Analysis of Your Business to Begin the Turn-around.** *How to build a simplified cash flow analysis and a step-by-step process for preparing a profit plan for each profit center in the business.*

Sales & Marketing

- **Teach Your Salespeople How to Defend Their Prices.** *Using your value proposition as the cornerstone of their sales presentations to retain precious margin.*
- **How to Take Business from the Competition Without Using Price as a Weapon.** *Tips that successful salespeople use on prospective customers to break competitive loyalties.*
- **Using Social Networking to Build Your Brand in Your Community.**

PLUS...

- **Builder Profiles for 2010 and Beyond.**
- **PAL's Forest Products Forecast for 2010.**



INCLUDED IN THIS PACKAGE...

DEALER REGISTRATION INFORMATION

Information on registering for the 2010 PAL show. Registration fee is free for one member dealer from your company. Additional participants must pay \$100 per person. Registration fee includes Welcome Reception on Tuesday, Breakfast, Lunch, BB King 's Dinner on Wednesday, and Shareholder Breakfast on Thursday.

ACTIVITY INFORMATION

Special events and this year's **SPIN THE WHEEL FOR DEAL** information.

DEALER REGISTRATION FORM

ACTIVITY REGISTRATION FORM

Sign up for one of these exciting activities!

AGENDA

Additional details on the 2010 show

PAL POINTS

Details will follow soon!

Contact Information:

The Core Group ~ 605 Willard Place ~ Raleigh, NC 27603 ~

Phone: 919-835-1220 ~ Fax: 919-835-2797

Inez: itudor@thecoregroup.biz or Wendy: wmidkiff@thecoregroup.biz



PAL 2010 BUSINESS MANAGEMENT CONFERENCE & BUYERS MARKET

DEALER REGISTRATION INFORMATION

Please read the information carefully and follow the steps to register for this exciting program.

Registration deadline is December 11, 2009.

CONVENTION REGISTRATION

Complete the enclosed registration form and return it with payment by the cut-off date of **December 11, 2009**. Convention registration fee is included for one dealer member per company. Additional attendees are **\$100 per person**. The registration includes Welcome Reception on Tuesday, Breakfast, Lunch, BB King dinner on Wednesday, and Breakfast on Thursday. A check for registration must accompany each completed registration form. Credit cards cannot be accepted as a method of payment. Registration should be faxed, mailed, or emailed to:

PAL 2010 Business Management Conference & Buyers Market ~ Attn: Inez Tudor ~
605 Willard Place ~ Raleigh, NC 27603
Phone: (919) 835-1220 Fax: (919)835-2797 Email: itudor@thecoregroup.biz

HOTEL

The Rosen Plaza Hotel, 9700 International Drive, Orlando, FL 32819. Phone: (407)996-9700 Fax: (407)996-9111. Room reservations can be made by completing the lower portion of the registration form. The hotel will not accept direct reservations at the convention room rate. You **MUST** register for the PAL 2010 Business Management Conference & Buyers Market to be eligible to make room reservations. The special convention rate at the Rosen Plaza Hotel is \$179 per night + 13.5% tax. (\$203.17). *Taxes subject to change*. Rates apply three days before and three days after convention dates of February 23-25 and is subject to availability. Hotel reservations and cancellations must be made through The Core Group to obtain the convention room rates plus taxes as outlined above. **Departure date will be confirmed upon check-in at the hotel. Shortened lengths of stay will result in a \$50 administrative fee by the hotel, plus applicable taxes and surcharges.** A credit card is necessary to guarantee your room reservation. Early arrivals and extended stays will be made on a space available basis. Check-in time is 3:00 PM and check-out time is 11:00 AM. Room confirmations will be sent to the individual making the reservation approximately one month prior to departure. **Any changes of arrival/departure dates MUST be made by calling Inez Tudor at (919) 835-1220.**

AIRLINE RESERVATIONS

Make your reservations early! Travel Experts has negotiated discounts on select carriers and will assist you in obtaining the lowest fare at the time you make your reservation. Reservations can be made by calling Teresa Godwin at (800)274-2544 x 342 or (919)846-2544 x 342 between 8:30 AM and 5:00 PM Eastern Standard Time Zone.

AIRPORT TRANSPORTATION

The Rosen Plaza Hotel is located approximately 15 minutes from Orlando (MCO) International Airport. For transfers you may contact Town & Country at 407-828-3035 for \$18 one way or \$28 round trip per person. www.townandcountrytransportation.com

ACTIVITIES

Please refer to the Activity Options enclosed in this package.

CANCELLATIONS/REGISTRATION Cancellations must be made in writing and mailed or emailed to PAL 2010 Business Conference & Buyers Market, 605 Willard Place, Raleigh, NC 27603 or itudor@thecoregroup.biz by January 8, 2010.

We look forward to your response. If you have any questions, please call
Inez Tudor at 919-835-1220 x 1 or itudor@thecoregroup.biz



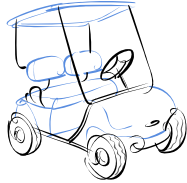
ACTIVITY INFORMATION & OPTIONS



PAL PRIZE WHEEL: We will have a prize wheel on the show floor this year. Dealers will have the opportunity to spin the wheel to receive vendor booth giveaways and will receive 30 days dating for playing. Up to three spins – you will then get to pick the best of three to receive one prize. Additionally, you will be given a “passport” to visit each supplier booth during the show. Once you have a sticker from each booth, you will be entered into a drawing for a free trip to the 2011 PAL Show.

FALCON’S FIRE GOLF CLUB ~ Tuesday, February 23, 7 AM– 2:30 PM

Located approximately 15-minutes from the hotel, Falcon’s Fire is a Rees Jones Signature Designed championship course. Format will be a 4-person scramble with shotgun start. Each player receives a sleeve of golf balls & tees, continental breakfast, lunch, and Beverages. Rental clubs are available for an additional fee.



- ❖ Shotgun start on Tuesday morning.
- ❖ Cash prizes.
- ❖ *For additional question on this event, please contact **Mike** at PAL at 616-554-5065 x 247*

KENNEDY SPACE CENTER AND LUNCHEON Tuesday, Feb 23, 8:30 – 3:30 PM

This day at Kennedy Space Center Visitor Complex includes the Kennedy Space Center Tour of NASA's Launch Headquarters, an IMAX film, and a visit to the Astronaut Hall of Fame. The tour includes stops at the four-story LC-39 Observation Gantry where you get a bird's eye view of the Space Shuttle launch pads and parts of the world's busiest space launch facility. The second tour stop is the acclaimed Apollo/Saturn V Center, where you will walk beneath a massive Saturn V rocket, relive Neil Armstrong's first steps on the moon, and experience the thunderous rumble of a Saturn V moon rocket lift off. The day is topped off with a visit to the Astronaut Hall of Fame and features the world's largest collection of personal astronaut mementos, historic spacecraft, one-of-a-kind space legacies and hands-on activities. You may sit in a mission control console, take a virtual moonwalk, feel the pull of 4 Gs in the G-Force Simulator, and land a Space Shuttle. Lunch with an astronaut is also included. *A minimum of 30 people is required for this tour to operate.*

You may sign up for activities on the Activity Registration form.

BB KING’S Wednesday, February 24, 7:00 PM

Located across the street from the Rosen Plaza Hotel, BB King’s Orlando offers a variety of great Southern comfort food fused with flavors from around the globe that is sure to please everyone. This incredible facility consists of three different areas ranging from an outside patio, a mezzanine that looks over the main stage and a large seating area with, of course, live music daily. All dealers and suppliers are invited to this fun event to close out our 2010 conference. Cost is included in your registration fee. Please **RSVP** on the Dealer Registration Form so we know that you will be attending. The evening includes a buffet dinner and cash bar. Enjoy!



DEALER REGISTRATION FORM ~ 2010 BUSINESS MANAGEMENT CONFERENCE & BUYERS MARKET

All participants must complete and return a registration form by [December 11, 2009](#). The Registration fee is free for the first dealer member from your company and an additional \$100 per person for each additional person from the same company. Please mail, fax, or email your form to:
 2010 Business Management Conference & Buyers Market ~ c/o The Core Group ~ 605 Willard Place ~ Raleigh, NC 27603
 Phone: 919-835-1220 x 1 Email: itudor@thecoregroup.biz

ATTENDEE INFORMATION: PLEASE PRINT CLEARLY! **INFORMATION BELOW WILL BE USED ON YOUR NAMETAG UNLESS SPECIFIED!

Name: (First)	(Last)
Spouse/Guest Name (if attending): (First)	(Last)
Title:	
Company Name:	
Business Address:	
City/State:	Zip Code:
Phone: () Fax: ()	Email:
Cell Phone: ()	
Notes: Please indicate if there is different information needed for your nametag. Otherwise, the above will be used.	

ACTIVITY CONFIRMATION: ALL ACTIVITIES ARE INCLUDED WITH YOUR REGISTRATION FEE.

I WILL ATTEND THE WELCOME RECEPTION ON TUESDAY, FEB 23	___ YES	___ NO	# Attending ___
I WILL ATTEND THE BREAKFAST MEETING ON WEDNESDAY, FEB 24	___ YES	___ NO	# Attending ___
I WILL ATTEND THE LUNCH ON WEDNESDAY, FEB 24	___ YES	___ NO	# Attending ___
I WILL ATTEND THE BB KING'S DINNER ON WEDNESDAY, FEB 24	___ YES	___ NO	# Attending ___
I WILL ATTEND THE SHAREHOLDER BREAKFAST ON THURSDAY, FEB 25	___ YES	___ NO	# Attending ___

HOTEL INFORMATION: \$179 per night + 13.5% tax (\$203.17) for single/double room

<input type="checkbox"/> NO ROOM REQUIRED	<input type="checkbox"/> SINGLE	<input type="checkbox"/> DOUBLE – ROOMMATE IF DOUBLE _____
<input type="checkbox"/> KING BED	<input type="checkbox"/> 2 DOUBLE BEDS	
HOTEL ARRIVAL DATE:		HOTEL DEPARTURE DATE:
SPECIAL REQUESTS (to include dietary restrictions):		
CREDIT CARD INFORMATION FOR ROOM GUARANTEE: ___ Visa/MC ___ American Express ___ Other		
Card Number :		Exp. Date:
Name as it appears on card:		Signature:

CONVENTION FEES:

Registration Fee: \$100 FOR EACH ADDITIONAL ATTENDEE FROM YOUR COMPANY	Cut Off Date: December 11, 2009
(REGISTRATIONS WILL NOT BE PROCESSED WITHOUT A CHECK AND ROOM RESERVATION NOTED)	
Attendee Registration Fee (1 free) \$ _____	Spouse/Guest Registration Fee: \$ _____ Total: \$ _____
Payment Method: Check	



**2010 BUSINESS MANAGEMENT CONFERENCE
& BUYERS MARKET
DEALER ACTIVITY REGISTRATION FORM**

ACTIVITY OPTIONS:

Attendee Name:			
Company Name:			
Business Address:			
City/State:			
Phone: ()		Fax: ()	
Cell: ()			
Email:			
ACTIVITY <i>(All activities include ONE participant)</i>	PARTICIPANT NAME(S)	COST	TOTAL
KENNEDY SPACE CENTER Feb. 23 8:30 AM – 3:30 PM		\$95	\$ _____
GOLF (Falcon's Fire) Feb. 23 7 AM – 2:30 PM		\$110	\$ _____
Rental Club Cost <i>(indicate if LEFT hand clubs are needed)</i>		\$45 ____ Left Hand ____ Avg 18-hole score	\$ _____
ACTIVITY TOTAL COST: \$ _____			
DEALER REGISTRATION COST (1 REGISTRATION INCLUDED): \$ _____			
GRAND TOTAL: \$ _____			

**CHECKS SHOULD BE MADE PAYABLE TO PAL AND MAILED WITH
REGISTRATION FORM TO:**

THE CORE GROUP, ATTN: INEZ TUDOR ~ 605 WILLARD PLACE ~ RALEIGH, NC 27603

DEADLINE: DECEMBER 11, 2009

2010 Business Management Conference & Buyer's Mart
February 23-25, 2010
Rosen Plaza Hotel
Orlando, FL

TUESDAY, FEBRUARY 23

Arrivals

7:00 AM GOLF (SEE SCHEDULE BELOW)

8:30 AM KENNEDY SPACE CENTER (SEE SCHEDULE BELOW)

4:00 PM Breakout: **Teaching Salespeople How to Defend their Prices**
(Bill Lee Presentation)

4:30 PM Breakout: **Service Strategies to Grow New Business**
(Bill Lee Presentation)

6 PM – 7:30 PM [Welcome Reception](#)

GOLF – Falcon's Fire

7:00 AM Continental breakfast for golfers

8:30 AM Shotgun start @ Falcon's fire

1:15 PM Lunch & golf tournament awards at course.

2:30 PM Golfers return

KENNEDY SPACE CENTER WITH LUNCH WITH AN ASTRONAUT

8:30 AM Depart for Cape Canaveral

3:30 PM Bus returns to Rosen Plaza

WEDNESDAY, FEBRUARY 24

7:30 – 9:30 AM Buffet Breakfast and Presentation

How to Prepare a Strategic Plan for Your Business *(Bill Lee Presentation)*

9:30 – 4 PM [Buyer show](#)

Bill Lee Presentations on show floor:

9:30 – 10 AM Dealer Consulting with Bill Lee

10 – 10:30 AM **You Manage What you Measure**

10:30 – 11 AM Dealer Consulting with Bill Lee

11 – 11:30 AM **Prepare a Breakeven Analysis of Your Business to Begin the Turn-around**

WEDNESDAY, FEBRUARY 24 (CONTINUED)

11:30 – 12:30 PM Dealer Consulting with Bill Lee

12:30 – 1:30 PM [Buffet Lunch](#) and Presentation: **Six Action Steps to Take During a Housing Downturn** *(Bill Lee Presentation)*

1:30 – 2:00 PM Dealer Consulting with Bill Lee

2:30 – 3:00 PM **Using Social Networking to Build Your Brand in Your Community**

3 – 3:30 PM Dealer Consulting with Bill Lee

3:30 – 3:50 PM **How to Make a Profit in Spite of Industry Conditions**

7:00 PM [Dinner at BB King's](#)

THURSDAY, FEBRUARY 25

7:30 AM – 10 AM [Shareholders breakfast meeting](#)

8:30 AM 2010 Forest Products Forecast with John Bavester

9:00 AM **Tactics to Take your Business to the Next Level** *(Bill Lee Presentation)*

How to Take Business Away from the Competition Without Using Price as a Weapon *(Bill Lee Presentation)*

11 – 2:00 PM [PAL Board of Directors Meeting](#)

Departures