In both life and business, some of the things we inherit are fabulous and they leave us enhanced. Yet, other things like diabetes, poor vision, or alopecia leave us lacking. When these things occur, we employ a back-up plan or bridge, to cross over the gap because an actual cure may not happen. In the case of diabetes, poor vision and alopecia there are back-ups: insulin, eye glasses and a variety of scary hair replacement concepts or the adoption of the 'bald is beautiful' mindset because, after all, less is more. Right?

It's the same with our businesses. There are wonderful things to inherit such as a father's thriving business operation, a sales magnet personality or a strong economy in which we can do no wrong. On the other hand, a recession recovery period moving along at the pace of an airport security line when it is time to board is less wonderful fun to have. Or what about a disaster like an oil spill; imagine if we earned our living off a boat in the Gulf. Things like this require a back-up plan, except where do we go to buy a quick fix for a recession? We can't just run to LensCrafters. If we wait for the larger cure, we suffer from the pressure of the situation. The less prepared we are for it, the more pressure we feel.

The speed and timeliness with which we can employ a back-up system is one of the keys to our ongoing success. These days, we all deserve some much needed life support, and therefore, you knew it was coming; the commercial: I give you permission to attend Advanced Shop Talk 11 in Charleston this July where we are sure to uncover a plethora of back-up aid. Details inside.

Go in peace; bald is beautiful,
Julie Gehrke

**Advanced Shop Talk 11**

**WHEN**  
July 16 – 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... See page 7 for more details*
Interpreting the New Lead Laws

By Mike Kelly mike@crestwoodpainting.com

The short version of the EPA’s Lead Safe certification class I attended recently: Don’t Make a Mess, But If You Do Keep It Small And Clean It Up Properly. The good news is our company won’t have to substantially change how we do interior work. We already use Zipwalls (www.zipwall.com) to partition the work area and contain dust. A bit more tape and plastic, Caution tape, baby wipes, a true HEPA vacuum (not just a filter) and some Felix Unger cleaning practices and we should be in compliance.

The HEPA vac is a bit of a tough pill to swallow – they start at about $500 and go up from there. The good news is that HEPA vacs are, in general, much more quiet than the Big Orange model we just purchased last year. So, we’ll use the new vac more which is just what EPA wants. The Dust Deputy (http://dustdeputy.com/) from Oneida Air Systems is a smaller version of technology widely used in industrial air filtration: the cyclone. It captures 99%+ of dust and particulate and works so well that I see no trace of drywall dust on the shop vac filter itself – everything is collected in the Dust Deputy bucket. This will really extend the life of your new (and expensive) HEPA filters. I purchased the standard D.D. ($99 + $59 for the Double D.D. Dolly).

The EPA rules for interior work are pretty clear and seem relatively easy to comply with. The challenge, though, is complying with the new rules as they apply to exterior work. The rules seem vague while the fines do not ($37,500.00 per violation per day). For example: an “impermeable barrier” (read 6 mil plastic) is required to cover a 20 foot perimeter around the affected work area. There are a few problems with this:

• Anything under 6 mil plastic on a hot sunny day will be dead in less than an hour. This means we can’t place and anchor plastic, place ladders and pressure wash even one side of a house before the landscaping becomes an expense item.

• The plastic must be under ladders to catch all debris. This is incompatible with OSHA and ladder industry safety practices. Your current employees may be hesitant to climb a 32’ ladder whose feet rest on slippery polyethylene.

• Plastic will catch all pressure wash water which will then carry dust and debris to the lowest point forming a tidy little “lead pond”. Or, depending on the slope, right off the plastic itself. At best, this will create a total mess.

• There is often less than 20 feet to the next door neighbors’ driveway or house. “Tent” the house? Erect a temporary wall ala commercial sandblast jobs? Not. Recognizing that the current rules leave much for interpretation and that adhering to the letter of the law seems impractical, we’re taking another approach until we’re told differently.

Window screening was the first try, but it is limited to widths of only about 5’ and is not very durable for ground
Think outside the box. You probably hear that phrase a lot, but you may be wondering, “How can that help my business?” In my case it helped me develop a second business that has an international clientele and it’s helped me create a new revenue stream.

I’ve been running a residential repainting business for nearly a decade. I employ eight people and we’re busy with steady work, but with a down economy about two years ago I began looking for a second income stream. I found it in Dan Brady Painting Tricks of the Trade Painting Videos. Now I’m selling DVDs both nationally and internationally to do-it-yourselfers who want to learn the tricks professionals use get a top quality paint job. What surprised me though, was a second market for the DVDs – other painting contractors who find it a useful tool to train their employees.

When I decided I wanted to expand my business and create another income stream, I wanted it to be something that would complement my painting business. I knew I needed something that was related to what I could do well. If the new business didn’t complement the residential repainting business, it would divide my time and that could damage both businesses.

I got together with a friend who is a local videographer and soon I was starring in my own video. The result was Dan Brady Painting Tricks of the Trade.

Lots of people ask me why I would teach people to do the service I sell, but I tell them that this video is targeted to the one million people who will never hire me – people like the dedicated do-it-yourselfer who is never going to hire any professional painter.

To create the DVD I did a lot of research into paints and painting techniques. What I learned has paid off for both businesses. First, I’ve become a better teacher for my painting crew through trying to figure out how to relay the techniques of painting a room to a general audience. Plus now I have the DVD to train new employees. But best of all, it’s really helped me establish myself as an expert in the field of interior painting.

Does that mean that I’m pulling back on my residential repainting business? Anything but, I’m still constantly looking for employees and always have signs up at the paint store for applicants. I regularly interview and make sure I have a large pool of workers on file to draw from when that big project bid is accepted. Interestingly enough, some of the people who have purchased my DVD have then called me after viewing it to bid a job in their home. Now I have a product for committed do-it-yourselfers and services for others who would rather
pay someone to do their painting. Besides trying to think out of the box on my business model, I’m also using new approaches to promote myself as well as my company. In addition to selling on Amazon.com and on the Web, I have a Facebook page that keeps me in daily contact with a group of over 600 friends. That doesn’t mean I’ve abandoned other methods of promotion though.

In addition to traditional advertising, such as television, I spend a lot of time networking. I’m a member of the local Chamber of Commerce, serve as president of my chapter of Business Networking International, belong to the Elks Club and am active in trade associations. My goal is to be at a minimum of three networking events a week. Plus I make sure that I use some really simple, subtle promotions – logo wear for all my employees, yard signs at each job, truck signs – they’re all important. I’ve picked up business at convenience stores when someone saw my truck sign and asked me about what I did. You can never underestimate the value of that face-to-face contact.

Interpreting the New Lead Laws  continued from page 2...

use. We’ve now settled on landscaping tarps - durable, breathable and sizes large enough to make collection of paint chips feasible. Dayton Bag & Burlap (www.daybag.com) has Truck Tarps with grommets around the edges in sizes up to 12’ x 20’ ($96). They are woven and coated so they won’t hold water and are easily sprayed clean.

We’ve added metal shower curtain rings (hardware store, cheap) to the grommets on the long edge. Running 3/4” PVC pipe through the shower rings allows easy placement and removal of the tarp. We can also hook the rings on screws driven into the house where necessary to help keep the tarp up off the ground. Turf staples (also Dayton Bag, Lowes or your local nursery) secure the other edge.

Efficient placement, removal and cleaning of tarps will be the key to not allowing the cost of compliance to get out of control. Our company has discussed that this is an evolving effort that will require more thought and experimentation to work out the kinks. Done well, we can make compliance with the new EPA requirements be a competitive advantage.

Editor’s Note to this article: One RRP Lead Rule instructor suggested that flaps could be cut in the poly for the ladder feet to stand directly on the ground, however, the flaps must be sealed with duct tape when the ladder is moved to each new position. Mike’s solution is an excellent alternative.

Editor’s Note: Take Care of it Right Now

by Suhaiba Neill sneill@johnneillpainting.com

Procrastination. We all do it. It’s hard not to in the warp speed world we live in where there never seem to be enough hours in the day. I can’t remember the last time I actually checked off everything on my daily to do list before leaving work at the end of the day. While all the “leftovers” do get moved to the top of tomorrows to do list, (which I fill out before heading home for the night), it seems the “I’ll take care of it tomorrow” mantra is becoming more and more commonplace, especially for independent business owners who often have to do it all themselves. Unfortunately, this means that things that are important, but may not seem especially urgent, get put off for longer than they should. For example; finalizing the summer marketing plan and mailing pieces; double checking 1st quarter performance to make sure your 2nd quarter goals are still adequate; signing up for AST 11 and taking advantage of the early bird discount. The $51 you’ll save will surely buy you a delicious southern meal in Charleston, so stop procrastinating, fill out the form and fax it back TODAY! See you in the South.
Hubris

by Nigel Costolleo nigel@catchlightpainting.com

Hubris, typically defined as ‘excessive pride or arrogance’ I would argue can be equally defined as ‘failure to accept one’s limitations’ and ‘a misperception that only we can do what we do.’ I know, that last one is a bit Rumsfeldian (past Secretary of Defense who once noted ‘there are known unknowns and unknown unknowns – get it?) but bear with me because I think I’ve discovered the defining liability of we small business owners.

As a struggling painter, I always hired cheap help when a project demanded more bodies. But cheap help meant low productivity, low quality and high turnover. If I left cheap painters alone on projects I inevitably received an unhappy call from the client that evening – paint on the floor, paint in the sink, dust on the furniture, etc. But, I justified, at least they were cheap. Then I accidentally hired a painter who was faster and better than I was, and all of a sudden it was possible to step away from a project for a few hours without calamity. Eureka!

I had just learned that in fact there were others capable of doing work I thought was exclusively mine. This lesson I continued to learn.

Fast-forward to a struggling small business owner, paperwork overflowing, months-late invoices rejected by customers, late IRS payments, discovering when I filled out my 1040 how much or how little I had made the previous year. I delayed hiring a book keeper for years, convinced only I knew who needed to be billed and how, who had to be paid and when. But add in some paralysis for good measure – how could I even begin to hand over this mess? As many of us have learned, a good book keeper is unfazed by the chaos of the new client’s files and I quickly learned how valuable timely, accurate and meticulous book keeping could add $ to the bottom line.

More recently, an incisive question from an On Target peer challenged me, “When are you going to stop having that one project that goes off the rails?” Good question. In my case, these wayward projects were always the biggest, most complicated jobs each year, and inevitably one that I had failed to estimate correctly. These projects would end up consuming vast amounts of labor and resources while delivering a miserable net profit, or in some cases, extracting profit from the business. In attempts to correct this deficiency, I had dabbled with estimating programs, refined my blueprint reading skills but always remained a compromised estimator. Why? Two reasons; 1) discipline – failing to make the time to properly review and estimate a complicated project; 2) fear – fear of losing the project because the $ were so high I would often undermine my final price with a discount of some sort. I call the latter ‘fear-based estimating’. I don’t believe I am the only contractor who has ever succumbed to this mistake.

My solution? I hired an excellent estimator last year whose Excel worksheets are meticulous and comprehensive.

Only I can do what I do – nonsense and poppycock. We are all guilty of hubris. Our limits to growth and to success are all defined by our need to control what we think requires our eyes-on and hands-on management, and our time will always be constrained by the daily effort of making tactical decisions we think only we can make. I suggest that a close examination of what keeps your company from greater success is in large measure the belief that you are essential. I beg to differ.
The Top 3 Internet Marketing Mistakes (and how to avoid them)

by Bill McKinney bmckinney@propaintingnet.com

Internet marketing isn’t as difficult or complicated as some would make it seem. It’s simply the use of online tools and services to leverage your traditional marketing efforts – to brand your company, promote your goods and services, and nurture your client and referral relationships. But too many businesses either don’t get the online results they need, or in some cases even get the opposite of what they intended.

Here are the three most common internet marketing mistakes I see people make:

• Searching for Silver Bullets
• Resisting Social Media
• Winging It

Are you guilty of any of these?

SEARCHING FOR SILVER BULLETS

There are no silver bullets. There is no overnight success in internet marketing, no quick fix. Effective internet marketing is a slow, steady, incremental process of expanding your online presence, attracting traffic to your pages, and creating relationships with your visitors.

There are plenty of “silver bullet salesmen” who will try to convince you otherwise. For example, I’ve noticed a recent increase in “link building” scammers – people who will charge you thousands of dollars to create thousands of links to your website in a very short time, to rocket you to the top of the search engines for instant market domination. What they don’t tell you (and may not even know) is that Google sees this rapid accumulation of purchased links as an attempt to beat the system – and Google may punish you for it. All those instant links to your site from obscure directories in eastern Europe (that cost you thousands of dollars) may get your site banned from Google’s index.

How do you avoid silver bullet syndrome? Be skeptical of any tactic that is offered as an instant fix, or that isn’t part of an overall internet marketing strategy for your business. Get a second opinion from someone who can help you understand the risks and benefits of any proposed solution, and how it may fit into your larger strategy.

RESISTING SOCIAL MEDIA

Social media is bigger than you are. Social media platforms, such as Facebook, LinkedIn, Twitter, Biznik and Yelp, continue to grow in size and influence. Your customers turn increasingly to their social media networks for referrals and recommendations - for everything from baby sitters to restaurants to painting contractors.

So why do so many businesses, including many painting contractors, still resist implementing a social media strategy? The two excuses I hear most often are fear of doing it wrong...
and fear of the time commitment required.

It is important to use social media correctly, but there is no need to fear getting it wrong. You don’t have to figure it out by yourself. Find an online course to teach you the basics, or better yet work with a consultant to help fine-tune a social media strategy for your business and integrate it into both your online and offline marketing. Neither approach requires a big investment of time or money, and you can expect big returns.

Whenever I hear “I don’t have the time to mess with Facebook” I ask “how do you stay in touch with your customers and referral partners now, how strong are your relationships and how much time does that take you?” In almost every case, learning how to leverage social media platforms will allow you to maintain a larger network of stronger relationships in less time.

People have always preferred to do business with people they know and trust. Social media platforms haven’t changed that – they have only made it simpler for consumers to rely on personal relationships and recommendations. Resisting this trend is a losing strategy. Instead, learn how to connect with your customers through the same social media they use, and simplify your life as well.

**Successful internet marketers operate strategically. They know their objectives, they know their target market...**

**WINGING IT**

I often get questions like “is pay-per-click worth it?” or “do I need a new website?” or “is this proposal a good idea?” The answer is invariably “it depends,” although I usually phrase that in questions such as “what do you want to accomplish?” and “how does that fit into your internet marketing strategy?”

Blogging, email marketing, Facebooking, PPC, local listings, link building, podcasting, directory submissions, Tweeting, article writing, landing pages, SEO, site redesign – all are tactics that may or may not be appropriate, productive or cost-effective for you, depending on your own internet marketing strategy. And remember that your internet marketing strategy doesn’t exist in a vacuum. It must be consistent with your offline marketing efforts, as part of your overall marketing and business plan.

Unsuccessful internet marketers wing it. They operate without a strategy. They sometimes pay more money than they should for the results they get, and they are often disappointed with those results. Perhaps it’s some consolation that there is always another silver bullet for sale.

Successful internet marketers operate strategically. They know their objectives, they know their target market, they know the volume and source of the online traffic needed to accomplish those objectives, they create focused content and publish it where it will reach their intended market, and they track and test their results. They don’t chase silver bullets, they do adopt and incorporate new technologies into their strategy, and they don’t wing it. Is there really anything else to say? ■
Advanced Shop Talk Events Include:
• Roundtable Discussions
• Lead Generation, Sales Strategies and Winning Sales Behaviors Panel Discussions
• A Free Welcome Party Hosted by Sherwin Williams
• Plus these featured speakers:

Paint Advocates: Understanding Drivers and Motivators of Those Who “Love” Fresh Paint
Learn from The Paint Quality Institute’s most recent market study on “Paint Advocates”, those homeowners who enjoy a freshly painted room or exterior. By understanding the elements that drive frequent painters to initiate paint projects, professional painters and contractors may be able to develop programs that are likely to trigger painting activity among those “less inspired” and “less inclined” to be self-starters. Useful information for those looking for innovative tactics to grow their business!

Debbie Zimmer, Director of PQI Communications and Media Relations in North America, is on the cutting edge of the latest painting trends such as color, design and current decorative techniques, as well as ingredient and technology developments.

The Identity / Role Theory: Is Your “Thinking and Feeling” Helping or Hurting your Role as a Leader?
Brian Nolan will review the key elements of the Identity / Role theory and help you develop the mental attitude necessary to survive the lingering effects of the recession and get to the next level. Learn the difference between how you “think and feel” about your role (Identity) vs. how you need to “behave” in your role. In this workshop, we’ll explore the role behaviors necessary to improve your leadership skills for sales and prospecting, field management and office management.

Brian is Managing Director of Summit Services. He has 22 years experience in business planning, financial management, project management, quality improvement and business systems development.

Stain Matching On the Fly with Waterborne Stains and Finishes
What do you do when the homeowner replaces or adds a raw wood substrate that must be matched to the existing woodwork? Phil Stevenson of the American Wood Finishing Institute will teach the basics of working with waterborne products to get the depth of color and durability that you want to deliver.

Phil is President of the AWFI. In addition to managing day-to-day operations, he serves as the finishing process instructor at the AWFI and is in demand as a Consultant and Corporate Training Leader throughout the US and abroad. He is also the author of the “Ask Phil” column in Finishing magazine.

Break-Even – Why Every Contractor Needs to Know It!
Calculating your break-even point is a critical skill that every painting contractor should have. At any time, you should be able to quickly analyze your break-even for the year, the month or even the week to know what number you need to hit to stay profitable.

In this session you will learn:
• How to calculate your break-even point based on annual and monthly budgets
• How to determine what it takes to make an investment in overhead pay for itself
• Analyze your situation to determine what costs can be cut to lower your break-even
• Determine how and when it makes sense to increase your break-even point

Knowledge is power. Knowing your numbers and learning how even small but timely changes affect your profitability increase your opportunities for success in any economy.

Linnea Blair of Advisors on Target is a Business Coach and Consultant who specializes in working with Contractors to run profitable businesses using best business practices.

The Business Stress Test
In this session participants will measure the pressure created by their businesses or jobs. Based on their individual results, attendees will identify their top stressors and explore the options to bring balance. Julie Gehrke, R.N. developed the Business Stress Test by combining her medical knowledge with her experiences operating a small business.

Julie is the current president of the PDCA Residential Forum. She owns and operates Signet Painting, Inc., a full service paint contracting business and wood finishing shop with her husband, Larry.

Too Poor to Paint and Too Proud to Whitewash
This luncheon presentation by Frankie Miller will introduce to the audience the role residential painting has played in historic Charleston since the 1670’s. From careful color research to preserve original colors to repainting in original tones, historic Charleston’s attention to painting detail attracts not only tourists on family vacation, but history fans, architectural students, and preservation support. They do not “paint the town red” in Charleston because the color is not approved by the Board of Architectural View. Frankie will share other “colorful” residential painting facts about this historic city.

Frankie F. Miller, Ph.D. is a hospitality industry consultant, and retired Dean of Hospitality, Tourism and Culinary Arts at Trident Technical College.
Things to Do in Charleston, South Carolina

Fun Facts
☛ First Shot of the Civil War was fired by citadel cadets on Morris Island
☛ First game of golf in the U.S. was played in Charleston
☛ Oldest living Oak tree in the country resides here (1500 years old)

FOR THE GOLFER
☛ Harbor Course at Wild Dunes
   5881 Palmetto Drive, Isle of Palms
   (843) 886-2164
   www.wilddunes.com
☛ Pine Forest Country Club
   1000 Congressional Blvd, Summerville
   (843) 851-1193
   www.pineforestcountryclub.com
☛ RiverTowne
   1700 Rivertowne Country Club Drive, Mount Pleasant
   (843) 849-2405
   www.rivertownecountryclub.com
*designed by Arnold Palmer

FOR THE HISTORY BUFF
☛ Old City Market — shops, restaurants, and a flea market
☛ Old Exchange & Provost Dungeon — Customs House built by the British in 1771
   www.oldexchange.com
☛ Boone Hall Plantation — 300 year old “still working” plantation
   www.boonehallplantation.com
☛ Magnolia Plantation & Garden — oldest public garden in the country (c 1680)
   www.magnoliaplantation.com
☛ Angel Oak — oldest living oak tree (1500 years old)
   www.angeloaktree.org
☛ The Battery — walk the seawall and look out over the harbor towards Fort Sumter
   E Battery St and Murray Blvd

FAMILY OUTINGS
☛ Isle of the Palms County Park — 600 feet of ocean front, boardwalk, picnic areas, restrooms, outdoor showers, umbrella and chair rentals. 14th Ave between Palm Blvd and Ocean Blvd
☛ South Carolina Aquarium
   100 Aquarium Wharf
   www.scaquarium.org

MUST SEE FOR PAINTERS
☛ Rainbow Row — stretch of private homes dating back to the mid 1700s. Fourteen homes painted in every color of the rainbow.
   83-107 E Bay Street

Dining
BREAKFAST
☛ Josephís
   129 Meeting Street
   www.josephsofcharleston.com

LUNCH
☛ Sesame Burger
   4726 Spruill Avenue
   www.sesameburgersandbeers.com
☛ Fast & French
   98 Broad Street
   www.fastandfrench.org

DINNER
☛ Circa 1886
   149 Wentworth Street
   www.circa1886.com
☛ Jestines Kitchen
   251 Meeting Street
☛ Magnolias
   185 East Bay Street
   www.magnolias-blossom-cypress.com
☛ Hanks
   10 Hayne Street
   www.hanksseafoodrestaurant.com
☛ Coast Bar & Grill
   39 John Street
   www.coastbarandgrill.com
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, 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/9LfliB

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.

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
PDCA RESIDENTIAL FORUM PRESENTS

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

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

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____________________________________

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

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

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!
Since we’re all planning on spending so much time this summer relaxing on the beach or by the pool, I thought it might be helpful to provide a “Suggested Summer Reading List.” Probably haven’t seen one of these since high school, but don’t worry, you will not be required to turn in a report come September (unless you’d like to, hint, hint). Wishing everyone a well-balanced summer with plenty of work and just enough play to keep you sane.

**FOR BUSINESS**

*Simply Success: How To Start, Build, and Grow a Multimillion Dollar Business the Old-Fashioned Way* by Jack Miller
*The Most Successful Small Business in the World: The Ten Principles* by Michael Gerber
*Small Giants: Companies that Chose to be Great instead of Big* by Bo Burlingham
*The Yes Factor: Get What You Want, Say What You Mean* by Tonya Reiman
*Drive: The Surprising Truth About What Motivates Us* by Daniel Pink

**FOR LEISURE**

*The Art Of Racing In The Rain* by Garth Stein
*Love Walked In* by Marisa De los Santos
*The Things They Carried* by Tim O’Brien

June Issue of *People Magazine*