

PUERTO RICO

WMC
Winter Management Conference

2003

Feb. 4-9
Westin Rio Mar Beach Resort
& Country Club
Rio Grande, Puerto Rico

Welcome to

PUERTO RICO

2003

Feb. 4 -9

WMC
Winter Management Conference

**Westin Rio Mar Beach Resort
& Country Club
Rio Grande, Puerto Rico**



Hi,

The 2003 Winter Management Conference has been planned and organized to maximize networking opportunities with peers from all geographic areas, advancing your business management skills through timely topics for today's economy, personal growth and relaxation time to recharge the spirit.

Plan now to attend and participate in this annual experience, designed to impact members from the new first year enterprise through the largest and oldest firms around. Where else could you find potential solutions for every question you have - from people that have already been there.

As a good friend once said: "It doesn't cost to attend the WMC...it pays".

Bring your family and enjoy the NAA family in a fantastic setting, Puerto Rico.

I'll be looking forward to seeing you there.

A handwritten signature in black ink, which appears to read "Tim Johnson".

Tim Johnson

Chair

PUERTO R

THE WESTIN RIO MAR BEACH RESORT

Welcome to America's closest island paradise. Offering a perfect year-round 82 degree average temperature, exotic tropical beauty, unspoiled natural wonders, cosmopolitan service, an endless choice of recreation and convenient airline access, this is the ideal vacation destination. Close to home. Close to perfect.

The National Arborist Association is pleased to hold its 2003 Winter Management Conference at The Westin Rio Mar Beach Resort and Country Club, a recipient of the prestigious AAA Four Diamond Award and the Puerto Rico Green Hotel Award. Located only 19 miles from San Juan's international airport, The Westin Rio Mar Beach Resort and Country Club welcomes you to a spectacular 500-acre beachfront paradise. Each of the hotel's 548 guest rooms and suites is airy and spacious with private balconies and, depending on orientation, commanding vistas of the Atlantic Ocean, lush tropical gardens or the majesty of El Yunque, crowned in rainbows.

All guest rooms and suites feature Westin's heavenly bed, multiline telephones and voice-mail, remote control color television, hair dryer, coffee maker with complimentary coffee, self service minibar, ironing board and iron, in-room safe deposit box, plus many more amenities too numerous to mention.

The resort's eight restaurants, lounges & entertainment venues promise to satisfy every appetite for great food and relaxation. Culinary artists from around the world create the superlative dining experience that so perfectly flavors a grand vacation. Room service is available 24 hours a day.

At Club Iguana the children get to have all the fun! Both full and half day sessions are available for Westin's young guests from the ages of 4 to 12.

The National Arborist Association group rate for The Westin Rio Mar Beach Resort and Country Club is as follows: per night, single or double occupancy. Guest room rates are subject to applicable 11% room tax and a tariff of 8%. Additionally, a housekeeping gratuity of \$2.00 per room per day will apply, as well as a one time portage fee of \$6.00 per person.

Rooms are limited in each category. In order to secure your preferred room type - reserve early!

- \$275 - Resort View
- \$290 - Mountain View
- \$320 - Ocean View
- \$330 - Ocean Front



Also on an available basis are the following suite types -

- Junior Suite - \$475
- Caribbean Suite/One Bedroom - \$600
- Caribbean Suite/Two Bedrooms - \$930
- Atlantic Suite/One Bedroom - \$900
- Atlantic Suite/Two Bedroom - \$1230

For hotel reservations, call the resort directly at 1-787-888-6000 and be sure to reference the National Arborist Association Winter Management Conference. Check-in is after 3:00 p.m. and check-out is at 12:00 p.m. (noon). Subject to availability, attendees may reserve guest rooms three days prior to and three days after the meeting. The Resort's 2003 charge for a third person in the room is \$40.00 per night plus tax and tariff. Anyone 18 or under stays free. To guarantee these preferred rates, reservations must be made prior to January 6, 2003.

Cancellations received prior to 30 days are fully refundable. Cancellations within 30 days prior to arrival will be assessed a one (1) night room penalty. No shows will also be assessed a one (1) night room penalty.

For additional information about The Westin Rio Mar Beach Resort and Country Club, please visit www.westinriomar.com

100 2003



2003

SPEAKERS



Linda Barfield

Linda Barfield established a professional services corporation (BDC) in 1999 to offer landscape architectural and arboricultural consulting services, after a 15-year career in the public sector involved in a variety of projects including several recreational facilities design, streetscape projects, and coordination of urban and cooperative forestry programs. BDC has developed a reputation of working with multi-disciplinary teams to facilitate creative solutions which aim to be sensitive to the environment as well as the client's vision. BDC includes professionals who are skilled in providing a wide range of technical documentation in the area of site analysis, tree assessments and inventories, site design, and landscape development.

Linda Barfield received her bachelor of landscape architecture degree in 1984 from the Louisiana State University at Baton Rouge and earned arborist certification from the International Society of Arboriculture in 1995. Ms. Barfield is also a registered landscape architect in Maryland, California, and Puerto Rico. She also represents the Davey Resource Group in the Caribbean basin.



Frank Bucaro

In 1986, Frank Bucaro traded in his chalk and eraser for a microphone. He enjoyed 18 years in the classroom as an instructor of moral theology. Against the backdrop of almost daily media accounts of compromised ethics throughout the United States, Bucaro decided on a career change. He wanted to find a way to shed additional light on the subject of ethics and values. He now works with organizations that want to integrate ethical standards of excellence and solid business practices.

A business owner and author of *Taking the High Road - How to Succeed Ethically When Others Bend The Rules*, Bucaro has earned the National Speakers Association designation of Certified Speaking Professional, the speaking industry's international measure of professional platform skill. He was also awarded the CPAE Speaker Hall of Fame, a lifetime award for speaking excellence and professionalism. Fewer than 150 people throughout the world have received this award. Clients have included Caterpillar, Duracell, New York Life, Re/Max International, United Airlines, the United States Postal Service, and the University of Texas Houston Health Science Center.



Cam Marston

Cam Marston began identifying and observing the generational differences in the workplace while at his first job out of college, an account manager with Nestle Brands Foodservice Company. Cam divided his customers into categories based on age, and discovered that each group preferred a different sales and marketing approach. As he served in various sales jobs with diverse companies, he learned that regardless of the industry or the product sold, each age group preferred a unique approach.

In 1997 Cam launched Marston Communications. His focus then – and still today – is to teach clients how age impacts business relationships. He focuses on employee retention, customer retention, marketing and sales.

Now in his fifth year, Cam presents his findings to audiences worldwide. He is applauded for making his presentations upbeat, lively and interactive. Cam also makes sure that the information he delivers applies to the specific audience members. He wants his information to "have handles" so that the participants can easily understand and apply the information delivered.

Newspapers and magazines from across the globe have interviewed Cam, including the *Chicago Tribune*, the *Philadelphia Inquirer*, the *New Zealand Herald*, *Entrepreneur Magazine*, *HR Management Today*, and the *Edward Lowe Report*. He's also been the featured guest on several radio talk shows and television news program.

Cam is currently working on his first book called *Selling Across the Generations: Dilemmas and Solutions*.



Tom Connellan

When companies like Marriott, Dell, and GE want to take their performance to another level, they all turn to one man....Tom Connellan. And with good reason. Whether it's an hour-long keynote or a day-long interactive session, Tom's unique set of experiences will make his appearance a meeting highlight.

A former faculty member at The University of Michigan Business School, Tom brings depth and breadth to WMC. As a company founder and former CEO, he knows first-hand the importance of what it takes to grow a business. Tom started a service company in the health care field and built it into a network of 1200 instructors serving 300 hospitals and most of the Fortune 500 firms. Tom knows what it's like to be on the firing line of business and audiences connect with this practical experience.

The author of seven books and numerous articles, Tom has been quoted in leading publications such as *U.S. News and World Report* and *The New York Times*. He's been the Editorial Director of four management and personnel magazines, a first level supervisor, and a company president. The American Management Association called him one "one of the leading organizational development thinkers of our times."

Tom can show you how to create Sustained Superior Performance by bringing out the best in others, how to build commitment and teamwork among individuals facing increased change, and how to put a lock on customer loyalty.

Everyone leaves Tom's session with practical how-to's they can put to work the next day. His fast-paced, entertaining, and informative presentations keep people interested from start to finish.

TRAVEL INFORMATION

American Airlines

National Arborist Association, Inc. has selected American Airlines as the official airline for the 2003 Winter Management Conference in Puerto Rico. To assist with your travel expenses, American is offering special discounts to all participants. Enjoy these savings:

- 5% off any applicable fare
- 10% off full Coach fares
- Low-rate "zone fares." Zone fares are refundable less \$100, have no Saturday stay requirement and have a two-night minimum stay.

Plus receive a bonus savings of 5% for tickets purchased 60 days in advance. For reservations and the best flight availability, call American at 1-800-433-1790 and reference STARfile number A3323AH. Book early since seats are limited and restrictions may apply.

Continental Airlines

Continental Airlines has been selected as the alternate air carrier. Special discounts have been arranged on your air transportation. To take advantage of this special offer, please call Continental MeetingWorks Reservations at 1-800-468-7022 and refer to Reference Number VH1EVQ. If you prefer to use your own travel agency, simply ask them to call Continental for the specific pricing offer filed with the above Reference Number and to put the code ZV2X in the Ticket Designator Box on your ticket. Following these instructions will ensure you receive the best possible price on your ticket.

TRANSPORTATION

Car Rental

AVIS has been selected as the official Rent A Car for the 2003 Winter Management Conference. Reservations may be made by calling the Meeting Reservations and Information Desk at 1-800-331-1084. Please reference the Avis Worldwide Discount (AWD) number J063620 in order to receive the special meeting rate.

Shuttle

Airport transfers can be arranged through RM Transport. They offer direct service to the hotel. A form will be enclosed in your confirmation packet for your convenience.

Cost: \$45 per person/round trip
\$25 per child under 12 years/round trip
Children under 2 years - Free

Tour Cancellations

All tour cancellations received on or before January 17, 2003, will receive a full refund. Fees cannot be refunded after January 17; however, you are welcome to send a replacement. **If tour minimums are not met, refunds will be issued.**

Registration Cancellations

All registration cancellations must be received in writing at the National Arborist Association office. Cancellations received on or before January 17, 2003, will receive a full refund less a \$35 administrative fee. No telephone cancellations will be accepted.

Registration

Early Bird registrations must be received by January 10, 2003. Registrations received after January 10, 2003, not complying with the appropriate fees, will be billed accordingly.

SCHEDULE OF EVENTS

Tuesday, Feb. 4, 2003

- 8 am - 3:30 pm **NAA Board of Directors Meeting**
All NAA Members are welcome to attend. Please inform the NAA office by January 10, 2003 if you plan to be present.
- 9 am - 5 pm **Registration is Open!**
- 6:30 - 8:30 pm **Opening Reception**
Welcome to Puerto Rico! Re-acquaint with old friends and make new ones. Cash Bar and a selection of hors d'oeuvres will be served.



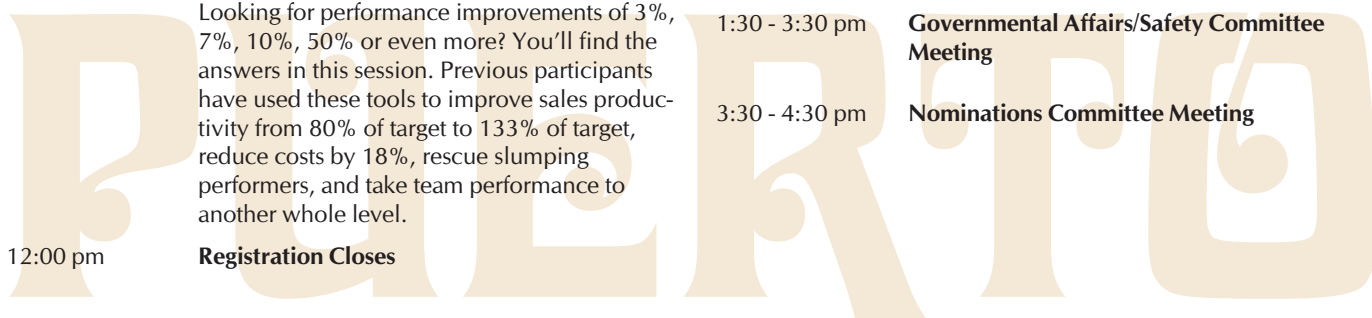
2003
Feb. 4 -9

Wednesday, Feb. 5, 2003

- 7 am **Registration Opens**
- 7 am **Welcome Breakfast and Awards Presentation**
All registered attendees, registered guests and ticket holders are welcome to join us as we kick off the 2003 Winter Management Conference in Puerto Rico. Join us in presenting the prestigious Award of Merit, President's Award and awards for Safety and Outstanding Communication. Installation of NAA officers will also be conducted at this time.
TICKETS WILL BE COLLECTED
- 10 - 11:30 am **People, Productivity, and Profits - Tom Connellan**
Leaders who succeed in today's intensely competitive marketplace *must* be able to pull extraordinarily high levels of performance from their team. They get that capability in this session. Tom's research has uncovered three factors that create Sustained Superior Performance (SSP). Participants learn how to create a high performance climate that creates and *sustains* the energy, teamwork, and momentum necessary to enhance individual and organizational performance. Want to learn how to bring out the best in each individual? Interested in getting everyone pulling in the same direction? Looking for performance improvements of 3%, 7%, 10%, 50% or even more? You'll find the answers in this session. Previous participants have used these tools to improve sales productivity from 80% of target to 133% of target, reduce costs by 18%, rescue slumping performers, and take team performance to another whole level.
- 12:00 pm **Registration Closes**

Wed., Feb. 5, 2003, con't.

- 1 - 6 pm **OPTIONAL OUTING:
Catamaran Snorkeling Adventure**
PREREGISTRATION REQUESTED
TICKETS WILL BE COLLECTED
- Explore Puerto Rico's finest reefs and swim in crystal clear waters. This excursion will start with a 30 minute ride to the marina. The catamaran then sets sail for a 45 minute cruise to the island of Icacos where you will anchor right on the beach! Here you can explore the island, relax on the white sandy beaches, or snorkel in the crystal blue waters of the Caribbean. Non-swimmers as well as experienced swimmers can take advantage of the professional snorkeling, with instructions and equipment included.
- Arriving on the island, a delicious buffet lunch will be set for you.
- Meet in the hotel lobby by 12:45 p.m. for transportation.
Minimum-35 Passengers
Maximum-43 Passengers
- 1:30 - 3:30 pm **Governmental Affairs/Safety Committee Meeting**
- 3:30 - 4:30 pm **Nominations Committee Meeting**



Thursday, Feb. 6, 2003

- 7 am **Registration Opens**
- 7 - 8 am **Breakfast Buffet**
Full Conference, Privileged, Full Guest
Program Registrants & Ticket Holders
TICKETS WILL BE COLLECTED
- 8 - 10 am **Trust Me: Insights into Ethical Leadership -**
Frank Bucaro
In a world where corporate leadership is "under the gun", fresh ideas are needed to help leadership deepen trust, foster collaboration, and build customer loyalty. This program will focus on the issues and roles that leaders face and play in today's troubling times:
Leadership vs. management; types of power; conflict resolution; ethical decision making; self-esteem development
- 10 - 10:15 am **Refreshment Break**
- 10:15 - 11:15 am **Trust Me – Panel of Industry Peers**
Leaders aren't born, they're made. What does it take to make a successful transformation from manager to leader and gain loyal employees and customers along the way? Leadership is not management. Contrary to popular belief, leadership and management are completely different. Tasks are managed; people are led. Traditional leadership is changing. A panel of industry colleagues will reflect on leadership in today's changing marketplace and provide insight into how the meaning of these three unlikely words - adaptability, relationships and reflection - make a difference between an effective manager and an effective leader.
- 12 pm **Registration Closes**
- 12:30 pm **Robert Felix Memorial Golf Tournament**
You are welcomed to an afternoon of relaxation and friendly competition. Your player's fee of \$225 covers greens fees and golf cart.
Return the golf form with a check made payable to: TREE Fund, PO Box 3188, Champaign, IL 61826-3188.
Meet in the hotel lobby at 11:45 a.m. for transportation.
- 1 - 5:00 pm **OPTIONAL OUTING: Deep Sea Fishing**
PREREGISTRATION REQUESTED
TICKETS WILL BE COLLECTED
Puerto Rico is known as "Blue Marlin Alley" and for a good reason. The island is one of the few places in the world you can go out in the morning, catch two blue marlin, then go out another day in the afternoon and catch two more! Due to Coast Guard regulations, the maximum capacity is 6 guests per boat.
Meet in hotel lobby at 12:45 p.m.

EVENING OPEN

Friday, Feb. 7, 2003

- 7 am **Registration Opens**
- 7 - 8 am **Breakfast Buffet**
Full Conference, Privileged, Full Guest Program Registrants & Ticket Holders
TICKETS WILL BE COLLECTED
- 7 - 8 am **Past Chair's (President) Breakfast**
- 8 - 9:30 am **Financial Management - Panel of Industry Peers**
The litany of accounting/financial management issues that companies need to deal with has never been more extensive. There are the accounting/financial management scandals that have recently rocked the business world and capital markets. There is employee theft and fraud, which is a continuing concern for many companies. There is the necessity of proper forecasting and budgeting, which is always vital to a company's ability to compete in the marketplace. Overall, the importance of companies having strong accounting/financial management operations is — and has always been — of paramount importance to their success. A panel of owners, executives and managers from commercial tree care industry companies will provide session attendees with practical tips, advice, and useful anecdotes on putting in place effective accounting/financial management processes and procedures, including what has worked and what hasn't worked for them. The discussions will include the implementation of internal controls, proper financial reporting, financial statement analysis, ways and methods to procure necessary capital to maintain or enhance company operations, how to select a CPA/auditor/financial advisor, and what types of skill sets and core competencies are needed in the staff members that run your accounting/financial management operations.



SCHEDULE

con't

Saturday, Feb. 8, 2003

Fri., Feb. 7, 2003, con't.

9:30 - 10:30 am **Forum – Open Discussion on Industry Issues**
 One of the most popular sessions ever offered at the Winter Management Conference, NAA is pleased to set aside this time for you to address industry issues together. Come join your friends and colleagues to talk about new opportunities in the tree care industry and solve your challenges together. It's an open discussion that you get to lead and design on the spot!

10:30 - 10:45 am **Refreshment Break**

10:45 - 11:45 am **Ecological Life Zones of Puerto Rico -**
 Linda Barfield
 Based on the Holdridge Model of latitudinal region, altitudinal belt and humidity province with variables of mean annual precipitation and mean annual biotemperature, participants will briefly explore the six classifications of plant formations of the Common wealth of Puerto Rico and the U.S. Virgin Islands so as to better understand the fragile and unique nature of the plant-animal communities of this region.

12 pm **Registration Closes**

1 - 4 pm **OPTIONAL OUTING: Rain Forest Tour**
 PREREGISTRATION REQUESTED
 TICKETS WILL BE COLLECTED
 El Yunque is the only tropical rain forest in the U.S. National Forest System, spanning 28,000 acres and reaching an elevation of 3,624 feet. The area receives over 100 billion gallons of rainfall each year, coming in very brief rainbow showers that end almost as soon as they begin. There are more than 240 different species of trees, tropical ferns and bamboo groves. Adding color to the lush greenery are clusters of tiny orchids and other beautiful flowers. More than 200 species of colorful birds, splashing falls and cool shaded pools complement the total enchantment of the forest. Meet in hotel lobby at 12:45 p.m.

7am **Registration Opens**

7 - 8 am **NAA Associate Member Committee Breakfast**

7 - 8 am **Breakfast Buffet**
 Full Conference, Privileged, Full Guest Program Registrants & Ticket Holders - TICKETS WILL BE COLLECTED

8 - 10 am **Employee Retention: Retaining Your Talent for the Future -**
 Cam Marston
 By 2010, the Bureau of Labor Statistics predicts a 15% increase in jobs over today. It also predicts a shortage in the number of trained employees to fulfill these jobs. So where will employers search for qualified candidates? *At your company.* Talented, trained and skilled employees are in demand. Many can write their own tickets to success. Even your average employees may be talking to a potential new employer right now. And this competition for talent will only increase. Although company loyalty is at an all time low, employee loyalty is not dead. Rather than focusing their loyalty at their company, as in the past, employees now focus their loyalty at an individual - most notably, their manager. With the Employee Retention Seminar, you will use a demographic lens to learn what steps to take to keep your Matures, Boomers, Generation Xers and Millennials loyal to your company.

10 - 10:15 am **Refreshment Break**

10:15 - 11:45 am **Employee Retention - Panel of Industry Peers**
 Don't miss this opportunity to hear what your industry peers are doing within their companies to tackle these challenges in the workplace.

Who are you competing with outside the industry for employees? What retention strategies are appealing to each generation? Why is it important to understand each generation's life stages? What must company leaders do to develop employee loyalty? Realistic strategies directly from people in the tree care industry!

12 pm **Registration Closes**

1 - 5 pm **OPTIONAL OUTING: Old San Juan Shopping Shuttle**
 PREREGISTRATION REQUESTED
 TICKETS WILL BE COLLECTED
 Out of Puerto's Rico's Spanish heritage comes an extraordinary love of the lively arts and pride in preserving the past. The galleries, museums and narrow streets of Old San Juan offer a history lesson at every turn. Explore the sites of the Old City by foot and visit the 16th century San Cristobal Fortress, Gothic Style cathedrals and bustling plazas and enjoy the many bargains in the shops of Old San Juan. Meet in hotel lobby at 12:45 p.m.

1 - 3 pm **NAA 2003 Board of Directors Meeting**
 Any member may attend. Please let the NAA office know by January 10, 2003 if you plan to be in attendance.

6:30 - 9:30 pm **Pirates of the Caribbean - Casual Attire**
 Discover Puerto Rico the way the pirates did. Treasure maps, gold coins and swashbuckling pirates will be your companions on this exciting evening. The tropical night, flaming tiki torches and swaying palm trees will take you back to those ruthless times.

EVENING OPEN

9:30 pm **Meeting Adjourns. Safe Travel Home to All!!**



2003

ROBERT FELIX MEMORIAL GOLF TOURNAMENT



**Thurs., Feb. 6, 2003
Ocean Course**

**Join us for a
relaxed game of
golf!**

It is a low-profile, high-fun event. It's not about raising a ton of money; it's just relaxing with old friends and making new friends, while playing 18 holes. Players at all skill levels are welcome. Your contribution* of \$225 covers everything (*one form for each player*):

- 18 holes of championship golf
- greens fee
- golf cart
- lunch and beverages
- prizes

Please register me for the 2003 Golf Tournament. Enclosed is a check made payable to the:

TREE Fund, c/o John Geissal, PO Box 3188, Champaign, IL 61826-3188
\$225 for each person registered (*one form for each player*)

Name: _____

Company: _____

Mailing Address: _____

Town, State, Zip: _____

Telephone: _____

Check One: _____ I will bring my own clubs. _____ I will need to rent clubs.

 _____ Right Handed _____ Left Handed

DON'T DELAY!! Last year's tournament was very well attended!

* \$75 is allowable as a charitable gift.

REGISTRATION CATEGORIES

Registration

Early Bird registrations must be received by January 10, 2003. Registrations received after January 10, 2003, not complying with the appropriate fees, will be billed accordingly. In order to be easily identified as a Winter Management Conference attendee, your name badge must be worn at activities being held in the hotel.

Multiple Registration Discount On Full Conference Registration Only

Companies purchasing one (1) **FULL CONFERENCE REGISTRATION** may deduct \$100 for each additional **FULL CONFERENCE REGISTRATION** for employees from the same company. Multiple discounts will not apply to registrations received after January 10, 2003.

1. **Full Conference Registration** includes educational sessions, special events (*Opening Reception, Welcome Breakfast, Theme Party*), all breakfasts and NAA Business Meeting.
2. **Privileged Conference Registration** (*open only to those who hold NAA Privileged membership*) includes educational sessions, special events (*Opening Reception, Welcome Breakfast, Theme Party*), all breakfasts and NAA Business Meeting.
3. **Full Guest Program** (*eligible only if accompanied with a Full Conference registration and must be a spouse or friend not working in the tree care industry*) includes special events (*Opening Reception, Welcome Breakfast, Theme Party*), all breakfasts and NAA Business Meeting.
4. **Education Sessions Only** includes educational sessions only. **Does not include** *Welcome Breakfast, buffet breakfasts or any other special event.*
5. **One Day Registration** includes educational sessions for that day only. **Does not include** *Welcome Breakfast, buffet breakfasts or any other special event.*

Registration Cancellation Policy

All registration cancellations must be received in writing at the National Arborist Association office. Cancellations received on or before January 17, 2003 will receive a full refund less a \$35 administrative fee. No telephone cancellations will be accepted.

TOURS

Please note: Tours may conflict with other sessions during the conference. Please review your schedule carefully when making selections.

Catamaran Snorkeling Adventure includes transportation, buffet deli lunch, beverages, instructor, snorkel gear, and all local taxes and gratuities.

Deep Sea Fishing includes transportation, 3 hour fishing tour, fishing gear and bait, beverages, dry snacks and all local taxes and gratuities.



Rain Forest Tour includes transportation, tour guide, bottled water, and all local taxes and gratuities.

Old San Juan Shopping Shuttle includes transportation, historical drive-through tour, bottled water, and all local taxes and gratuities.

Tour Cancellation Policy

All tour cancellations received on or before January 17, 2003 will receive a full refund. Fees cannot be refunded after January 17; however, you are welcome to send a replacement. All tours require a minimum. If tour minimums are not met, refunds will be given.

1. REGISTRATION INFORMATION (Use one form for each registrant.)

Name _____
 Badge Name _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____



Services: Please check here if you require special accommodations to fully participate. Attach a written description of your needs.

REGISTER ON LINE
 www.natlarb.com

REGISTER BY FAX
 (CREDIT CARD PAYMENTS ONLY)
 603-314-5386

REGISTER BY PHONE
 1-800-733-2622
 8:00 am - 5:00 pm Eastern Time

REGISTER BY MAIL
 WMC 2003
 3 Perimeter Road, Unit 1
 Manchester, NH 03103



2. Is this your first NAA Winter Management Conference? Yes No

3. REGISTRATION CATEGORIES

Early (by 1/10/2003) **On-site** (after 1/10/2003)

FULL CONFERENCE (see opposite page for description)
 Multiple registration discounts available for full conference registration only. (see opposite page for details)

Member \$625 \$695
 Non-Member \$725 \$795 \$ _____

additional registrations (member) \$525 (non-member) \$625 \$ _____

PRIVILEGED (see reverse side for description)

Member \$325 N/A \$ _____

FULL GUEST PROGRAM (see opposite for description)
 Eligible only if accompanied with a Full Conference registration.

Guest \$325 \$375 \$ _____

EDUCATION SESSIONS ONLY (see opposite page for description)

Member \$450 \$500
 Non-Member \$550 \$600 \$ _____

ONE DAY REGISTRATION (see opposite page for description)

	Wed.	Thurs.	Fri.	Sat.
<input type="checkbox"/> Member	\$155	\$155	\$155	\$155
<input type="checkbox"/> Non-Member	\$255	\$255	\$255	\$255

\$ _____

Subtotal ▶ \$ _____

4. SPOUSE/GUEST REGISTRATION

Spouse/Guest Name _____

Badge Name _____

5. SPECIAL EVENT TICKETS

Additional tickets may be purchased below.
 *Indicates items which are included in a full conference, privileged and full guest program registration.

Event	Price	Qty.	Total
* <input type="checkbox"/> Opening Reception	\$ 45	_____	\$ _____
* <input type="checkbox"/> Welcome Breakfast	\$ 35	_____	\$ _____
* <input type="checkbox"/> Theme Party	\$ 95	_____	\$ _____
	#Days	Qty.	
* <input type="checkbox"/> Breakfast Buffet	\$ 35 each	_____ x _____	\$ _____
	Subtotal ▶		\$ _____

6. OPTIONAL EVENT TICKETS (see opposite page for descriptions)

Optional events may conflict with other sessions during the conference. Review your schedule carefully when making selections. Please check below to indicate your attendance at any of these events. Tickets for non-registrants may be purchased using the space below.

Event	Price	Qty.	Total
<input type="checkbox"/> Catamaran Snorkeling Adventure	\$ 110	_____	\$ _____
<input type="checkbox"/> Deep Sea Fishing	\$ 225	_____	\$ _____
<input type="checkbox"/> Rain Forest Tour	\$ 45	_____	\$ _____
<input type="checkbox"/> Old San Juan Shopping Shuttle	\$ 55	_____	\$ _____
	Subtotal ▶		\$ _____

7. PAYMENT PROCESSING

Payment Enclosed MasterCard/Visa/AMEX AMOUNT \$ _____ (totals from No. 3, No. 5 and No. 6)

CARD NO. _____ EXP. DATE _____

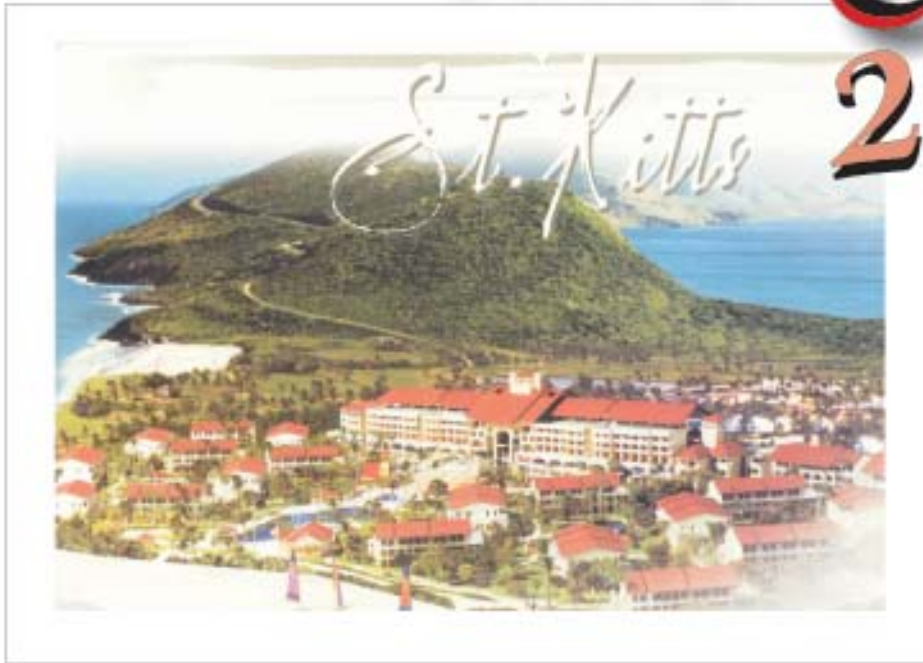
NAME (as it appears on your card) _____ SIGNATURE _____

◆ Next year ...

WMC

Winter Management Conference

2004



"Profitability and employee retention are the two reasons I go to Winter Management Conference. I'm always looking for new ideas in these areas and I find information that helps at the Winter Management Conference. I missed four conferences and watched my profitability go down. Once I started attending again, my profits went right back up. I won't miss any more."

Rolf Briggs

Avid WMC attendee since 1987

Tree Specialists, Inc.

Owner

February 8-12, 2004



National Arborist Association

Dedicated to the advancement of Commercial Tree Care Business

3 Perimeter Road, Unit 1
Manchester, NH 03103