

THE PROFESSIONAL PROMOTERS' WORKSHOP 08...

PCA
Portland Cement Association

May 5-7, 2008

...will be more interactive than ever before.

The tentative program includes:

- **“What Works”**—presentations by the attendees on promotion successes and failures; this is the most popular session year after year
- **CONCURRENT SESSIONS**—special interest topics with presentations followed by Q & A
 - Sustainability: Promoting the Green in Concrete
 - “Do It Yourself” promotion tools for Residential promotion
 - Paving Markets TOPIC
 - Sustainability – Promoting the Green in Concrete
 - Pervious Concrete – Today’s ‘door opener’ for promotion opportunities
- **Special Interest ROUNDTABLES**—assigned discussion leaders lead open discussion with attendees on subjects such as
 - Progress in Setting up Local Government Affairs Programs
 - Contractor Involvement in Local Promotion Programs
 - Setting Up a Local Codes and Standards Program
 - Building Attendance At YOUR Local Promotion Events/Workshops/Seminars
- **Informative GENERAL SESSIONS**—some of the topics planned include.....
 - Understanding the need for accountability in YOUR Local Promotion FUNDING
 - More on the NEW Concrete Parking Lot Promotion Plan
 - Help for YOU in Local Government Affairs Programs
 - What’s the Economic OUTLOOK for 2008 and Beyond—PCA’s Chief Economist, Ed Sullivan
 - Strategic Planning – Why, How, What To Do
- **NETWORKING, NETWORKING, NETWORKING** more opportunities in 2½ days
All in **ONE** place and during **ONE** event. Use the contacts made for future promotion decisions and planning.
- A CD of the presentations and notes compiled from the interactive sessions throughout the Workshop.....will be sent to every attendee after the event.

See other side to sign up. You’ll be thrilled you did.

Professional Promoters' Workshop 08 Meeting Registration Form

Monday, May 5th

Wednesday, May 7th, 2008

Day 1 (Mon.) 1:00–5:30 p.m.

Day 2 (Tues.) 8:00 a.m.–5:15 p.m.

Day 3 (Wed.) 7:30 a.m.–Noon

Fly into O'Hare or Midway Airport

The Professional Promoters' Workshop 2008

An unparalleled opportunity to:

- Obtain updates on Current Best Practices in local promotion
- Learn about the support/promotion tools available from National
- Network with your peers from all areas of the country

HOTEL RESERVATION INFORMATION:

Special negotiated group rate (single/double) \$139 per night room rate (Hurry—limited number of rooms)
For room reservations: call **800.468.3571** and ask for group rate under "PCA—Promoters Workshop". We will be staying at the beautiful, less-than-year old Renaissance Hotel in Schaumburg, Illinois, 1551 N. Thoreau Drive; **847.303.4100.**

Cosponsored by:

- American Concrete Pavement Association
- American Society of Concrete Contractors
- Concrete Reinforcing Steel Institute
- National Concrete Masonry Association
- National Ready Mixed Concrete Association
- Portland Cement Association
- Precast/Prestressed Concrete Institute

Name: _____

Title: _____

Company: _____

Address: _____

_____ Office

Telephone: _____

Fax: _____

E-mail: _____

Questions/Comments

Please complete a form for each registrant.

Payment:

Full Registration: \$295 per person EARLY BIRD

\$335 per person after **April 21, 2008**

**Daily Registration Fee: \$100 per day except Tuesday
—\$150 for Tuesday only.**

Fax or mail registration and check to:



Portland Cement Association

5420 Old Orchard Road

Skokie, IL 60077-1083

Attention: Anna Trzeciak, Fax: 847.966.8389

to register: visit

www.cement.org/pca/ppws08_overview.asp

Check enclosed

If you wish to use a credit card, check one and fill in name on card, card number, and expiration date.

Visa Mastercard American Express

Name: _____

Card No. _____ Exp. Date _____

Cancellations must be received in writing by April 24, 2008 to avoid a \$50 cancellation charge.

Questions: Please contact Anna Trzeciak at 847.972.9024 or e-mail: atrzeciak@cement.org

How did you hear about this event?

See program details on other side

2/27/08