

2010 ADP Annual Convention & Partners Trade Show

The Woodlands Waterway Marriott Hotel & Convention Center,
The Woodlands, TX
March 17-20, 2010

Wednesday, March 17

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| 4:00 pm | – | 7:00 pm | Board of Directors Meeting |
| 7:30 pm | – | 9:00 pm | Board of Directors Dinner |

Thursday, March 18

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| 8:00 am | – | 8:15 am | Opening Ceremony and Welcome |
| 8:15 am | – | 9:00 am | Chairman's Address |
| 9:00 am | – | 10:00 am | Guerilla Marketing:
Turning Publisher-Generated Market
Research into Dollars |
| 10:00 am | – | 10:30 am | Refreshment Break |
| 10:30 am | – | 12:30 pm | Business Models & Strategies That Work:
A Rotating Look at How Other Publishers
Structure Their Directory Operations |
| 1:30 pm | – | 6:00 pm | ADP Golf Outing |
| 7:00 pm | – | 8:30 pm | Welcoming Reception in the Trade Show |

Friday, March 19

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| 7:30 am | – | 8:00 am | YP 411 Great Ideas Breakfast |
| 8:00 am | – | 9:00 am | YP 411 Great Ideas Forum |
| 9:15 am | – | 9:45 am | Annual Business Meeting |
| 9:45 am | – | 10:00 am | Refreshment Break |
| 10:00 am | – | 11:15 am | Marketing in Support of Your Model
A Rotating Look at How Other Publishers
Market to Their Strengths and Objectives |

- 11:20 am – 1:00 pm The Alpha and Omega of Distribution:
A Rotating Look at the Key Elements of a
Complete Distribution Program
- 1:00 pm – 2:00 pm Luncheon in the Partners Trade Show

Saturday, March 20

- 7:30 am – 8:00 am Board of Directors Breakfast for Election
of Officers
- 8:00 am – 8:15 am Continuation of Annual Business Meeting
- 8:15 am – 9:00 am Repeating Workshops:
1) Sales Recruiting/Training
2) Customer Marketing
- 9:00 am – 9:45 am Repeating Workshops:
1) Sales Recruiting/Training
2) Customer Marketing
- 9:45 am – 11:00 am Brunch in the Partners Trade Show
- 11:15 am – 12:00 pm Repeating Workshops:
1) Compensation
2) Cash Flow & Debt Management
- 12:00 am – 12:45 am Repeating Workshops:
1) Compensation
2) Cash Flow & Debt Management
- 7:00 pm – 7:30 pm Gold Book Reception
- 7:30 pm – 10:00 pm Gold Book Dinner and Awards Ceremony