

is a non-profit association of lawyers and other professionals who take an active role in developing comprehensive safety standards and advising on legislation benefiting parks, attractions and their guests.

**Facebook For Dummies presented by Bennie and Jennifer Parr**

**3:15 p.m. to 4:45 p.m.**

Learn why it's important to use social networking in our rinks and how to set up your facebook account.

**Facebook For Smarties presented by Corey Trhlik**

**3:15 p.m. to 4:45 p.m.**

Facebook For Smarties with focus on: Engagement. Here you will learn what international companies are doing to engage their fans and how the roller skating industry can follow in their footsteps, along with answering the big question: Why should we?

**Educating Your Customers To Make You More Money presented by Michael Jacques, Linda Miner, Kim Wall, Tony Berger and George Kolibaba**

**5 p.m. to 6 p.m.**

These presenters will show you their proven methods for educating their customers, thereby turning them into happier repeat customers.

**Chapter Officers/Chapter Affairs Meeting**

**6:15 p.m. to 7 p.m.**

**Members Roundtable by Frank Torries Birthday Party Shake em' Up by Debbie Torries**

**7 p.m. to 9:30 p.m.**

Join roundtable discussions and bring great ideas to share.

**Tuesday May 3, 2011**

**Breakfast with IALDA**

**8 a.m. to 8:45 a.m.**

Join Roller Skating Industry expert attorneys as they answer questions.

**Marketing Assembly with Marketing Committee**

**9 a.m. to 11 a.m.**

Be wowed as the RSA recognizes excellence in advertising with the 11th Annual Golden Kooky Media Awards.

**Racing to the Bottom Line presented by Donna Vivace**

**11:15 a.m. to 12:15 p.m.**

This crash course on QuickBooks will show you how to record & categorize your financial records.

**Child Security Panel**

**11:15 a.m. to 12:45 p.m.**

NCMEC Prevention Works featuring Kevlon H. Kirkpatrick of the Orlando Police Department. A compelling presentation that takes a positive approach to safety education.

**Trade Show**

**1 p.m. to 5 p.m.**

Check out the vendors and exhibitors that know the roller skating and laser tag industry the best at the RSA Trade Show.

**The Rhythm of Teamwork presented by Matt Heller**

**5:15 p.m. to 7:15 p.m.**

Everyone has rhythm! Your heartbeat, your walk, even your breathing is based on an internal clock that determines how you get things done. In this interactive session, we will explore three key areas of getting individual employees to work as a team. Committing to a shared goal, listening to one another and taking personal responsibility for one's own actions.

**Fast Forward into Technology presented by Corey Trhlik**

**5:15 p.m. to 7:15 p.m.**

From advancements in E-mail marketing to different ways to advertise both internally and externally this session will help rinks stay on top of the leading technology that is shaping our ever changing customer base.

**Sure-Grip/Pacer Reception**

**8 p.m. to 10 p.m.**

**Wednesday May 4, 2011**

**Promotions/Games with RSA Promotion Committee**

**9 a.m. to 11 a.m.**

Master the essentials of creating, planning and executing successful promotions.

**Finish 1st with Proper Product Placement presented by Rob Dunstone of Frito Lay**

**9 a.m. to 11 a.m.**

Capitalize on sales through the 4 P's. Product, Placement, Promotion and Price. Take your rink to the next level of profitability.

**Trade Show**

**11 a.m. to 3 p.m.**

Day two for vendors and exhibitors from the roller skating and laser tag industry.

**Open Mic - Moderators Grayson White, Doug Warren, Bill Hoefler**

**3 p.m. to 4:30 p.m.**

Interactive open mic session.

**WAVES for Teenage Workforce Success presented by Ken Whiting**

**3 p.m. to 4:30 p.m.**

How to recruit, hire, educate, motivate and retain today's teens.

**Family Fun presented by Jim Chapman**

**4:45 p.m. to 6 p.m.**

How to make more money from your games.

**Stay in the Race: Update Your Rink presented by Dave Fleming**

**4:45 p.m. to 6 p.m.**

Keeping up with the current trends, updating skating centers and snack bars.

**President's Reception**

**7 p.m. to 8 p.m.**

Enjoy magical cocktails with Erick Olson, magician/comedian extraordinaire.

**President's Dinner and Museum Raffle**

**8 p.m. to 10:30 p.m.**

Join RSA President Ronald Liette and celebrate his first year of leadership. Formal Attire (Black Tie Optional)

# U-Profit Business Success scheduled for Las Vegas

Bill Carlson has announced that the 2011 U-Profit Business Success Seminar Series will be held May 17-18, 2011 at the Tuscany Suites & Casino, in Las Vegas, NV.

This year's program will include:

FUN & GAMES = Profit  
BIG Revenue Generating Ideas  
Why You Need Checklists

**U-Profit**  
BUSINESS SUCCESS

Carlson states, "The two day format allows us to really develop content and give more tools and solutions to attendees. It also reinforces the founding philosophy of U-Profit Business Success, to deliver business applications, tools and solutions that enable businesses to be more profitable."

The event is an ideal opportunity for owners, operators, managers, sales & marketing, key personnel and new developers to learn strategies and get ideas that will improve business operations. It is the place where you will meet and learn side by side with people in your business.

Employee Development/  
Evaluations  
Social Media is Now  
and The future  
Enhance Your Image NOW  
Where Are You Going To?  
U-Profit Connect 2011

The two day program will energize attendees, and make you realize how lucky you are that you are in the right place at the right time. Don't miss this event, seating is limited. For registration and additional information go to [www.bill-carlson.net](http://www.bill-carlson.net).

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