



AAPC Fall Conference

Answering the Challenges of Today *and* Tomorrow

November 3-5, 2004

Pointe South Mountain

Phoenix, Arizona



Conference Message

Greetings,

For the past three years, AAPC has been closely associated with the IWCE and SCA trade shows. Thanks to our friends at SCA, AAPC held its inaugural meeting in Myrtle Beach, and since has been assisting in the development of SCA's annual show. The "Paging Zone," created by AAPC, has also become an integral part of the IWCE show in Las Vegas. And while I have been pleased with AAPC's participation in these events, I am tremendously proud and excited to announce the first of AAPC's own fall conferences – Answering the Challenges of Today and Tomorrow.

Since our inception, I have repeatedly heard from Carrier and Vendor members alike that the most valuable benefit AAPC provides its membership is the opportunity for networking. Our first fall conference has been specifically designed with that benefit in mind.

The conference will offer a wide variety of educating, stimulating, and relevant business sessions, combined with recreational activities designed to encourage networking among your colleagues and customers. Also, after our Southwestern barbeque, the famous Laughingstock Comedy Group will entertain us. All of this will take place at the beautiful Four Diamond Pointe South Mountain Resort...a desert oasis nestled at the base of South Mountain Preserve in Phoenix, Arizona.

Please join us as we share, learn and enjoy,

Best,

Ted & Jim

Ted McNaught
President and CEO

Jim McLochlin
Committee Chair

Conference Program

Wednesday, November 3

- 1:00 - 6:00 p.m. Golf/Recreation options
6:30 - 7:30 p.m. Evening Reception - Hor doeuvres

Thursday, November 4

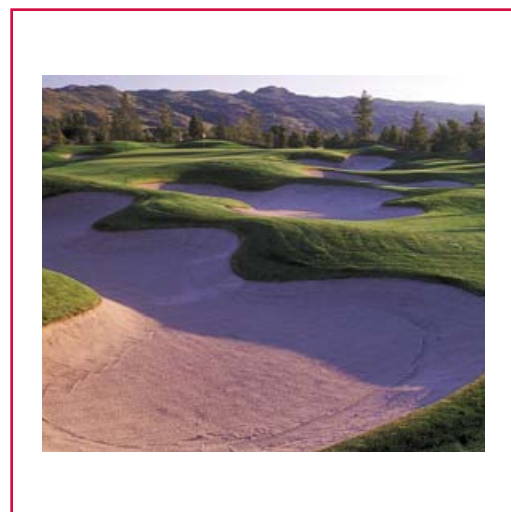
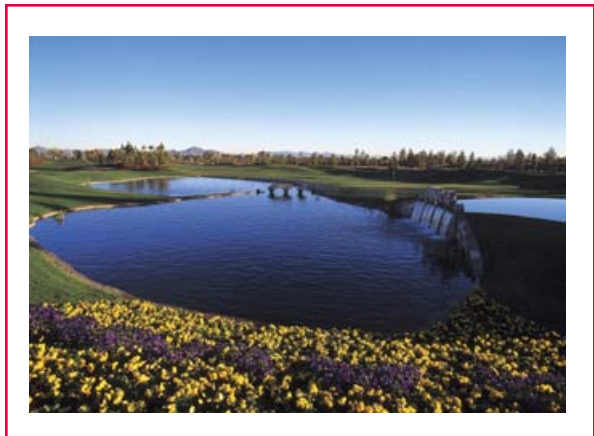
- 7:30 - 8:30 a.m. Registration/Continental Breakfast
8:30 - 10:00 a.m. **Building and Effective Workforce**
Dave Biron, Human Resources Consultant and former VP, Target Corporation
10:00 - 11:00 a.m. **100 Revenue Generating, Cost Reducing or Marketing Ideas in 60 Minutes**
Innovative ways other members of the industry are using to generate revenue and/or new customers
11:00 a.m. - 12:30 p.m. Lunch and Vendors Mix
12:45 - 6:00 p.m. Golf tournament at "The Raven" Recently voted number one golf course in Phoenix. Other recreational opportunities as well (see page ?)
7:00 - 7:45 p.m. Cocktails
8:00 - 10:00 p.m. Barbeque dinner, awards, Entertainment by Laughingstock Comedy Group

Friday, November 5

- 7:30 - 8:30 a.m. Continental Breakfast
8:30 - 9:45 a.m. **Increasing Revenues by Working with the Healthcare and Public Safety Markets**
Panel presentation by Hospital and Public Safety representatives
10:00 - 11:00 a.m. **What Paging Carriers Need to Know about Current Regulatory Issues**
Ken Hardman, AAPC General Counsel
Straightforward and understandable explanations about system outage reporting, pay phone compensation, interconnection and other topical issues before the FCC.
11:00 a.m. - Noon **How Does your Company Measure Up?**
How efficiently are you running your paging business? How many transmitters should a field tech service? Subs per customer service rep? Subs per employee?
12:00 - 1:30 p.m. Lunch Break and Conference Conclusion
1:30 - 6:30 p.m. Golf and other recreational events (2 person scramble, pick your team)



Golf at “The Raven”



More than 800,000 cubic yards of earth were moved into an expansive field of a countless framing mounds and over 6000 Aleppo, Mondale and Canary Island pines were the final touch to The Raven, located only 10 minutes south of Phoenix Sky Harbor Airport. The Raven at South Mountain was designed by Gary Panks and former U.S. Senior Open winner David Graham. From the Black tees, the course stretches 7,078-yards. The par-72 course sits on 162 acres that was a cotton field before being transformed into one of "The Must Play" courses in Arizona.

Back in 1994, Larry Lippon formed a group of golf professionals named Raven Golf and decided his first course would be located in inner-city Phoenix, right next door to South Mountain Park, the world's largest city park. When he chose his location, there were a lot of people giving him the crazy eye. Why? That is because no brilliant businessman had ever dumped \$15 million into South Phoenix before.

Sign up for golf at “The Raven” on the registration form!



Hotel Information



Pointe South Mountain

7777 South Pointe Parkway

Phoenix, AZ 85044

Phone: 1-877-800-4888 Ext 2

<http://www.pointesouthmtn.com>

Rate: \$149 sgl/dbl

AAPC's Conference will be held at the Pointe South Mountain Resort...a Four Diamond desert oasis nestled at the base of South Mountain Preserve in Phoenix, Arizona. We invite you to explore Arizona's largest all-suite resort and premier travel destination. Here you will find all the amenities for a family vacation or relaxing getaway - the Phantom Horse Athletic Club & Spa...exquisite dining at our six restaurants...and The Oasis - Arizona's Ultimate Water Adventure. And with 115,000 sq. ft. of indoor and outdoor meeting and event space, Pointe South Mountain Resort is perfect for corporate meetings, incentive programs, banquet functions and more.

Please refer to the AAPC room block when reserving your rooms. The room block is available through Sunday, October 10, 2004. We recommend making your reservation early to ensure a room.





Registration Form

American Association of Paging Carriers

November 3-5, 2004
Pointe South Mountain
Phoenix, Arizona

One person per registration. Please photocopy for additional registrants.

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____ Web Site _____

REGISTRATION FEES FOR	<input type="radio"/> Members	\$149
MEETINGS	<input type="radio"/> Non-Members	\$199

Golf at "The Raven" Scramble Tournament Thursday, November 4, 2004 \$69

Golf at "The Raven" Stroke play, Friday, November 5, 2004 \$99

Golf handicap _____

In place of golf, I am interested in the following alternative optional activities. (additional information will be sent)

Tennis Hiking Horseback riding

Total \$ _____ (Registration and Optional Golf)

Payment Information

Check (made payable to AAPC) VISA MasterCard

Credit Card Number _____ Expiration Date _____

Cardholder Name (print) _____ Cardholder Phone _____

Signature _____

**Mail payment to: AAPC, 1000 Westgate Drive, Ste. 252, St. Paul, MN 55114
Or fax to 651-290-2266. Questions? Call the AAPC office at 651-203-7243**

Cancellation Policy: Full refunds, minus a \$20 administrative charge, will be given if a written cancellation is received by 10/22/04. Notice of cancellation must be faxed to the AAPC Office at 651-290-2266. Substitutions for a registrant are allowable up to 7 days prior to the first day of the conference or seminar. No shows will not receive a refund.