

Survival of the Fittest

A BRA Retail Certification Program

Tools for Succeeding in Today's Economy



BRA Retail Certification Program

Orange County Convention Center

September 9th, 2010 • Orlando, FL

SAVE THE DATE & VISIT WWW.BOARDRETAILERS.ORG TO REGISTER TODAY FOR SURVIVAL OF THE FITTEST

In conjunction with Surf Expo, the Board Retailers Association (BRA) will once again host the **Survival of the Fittest** one day prior to the opening of the tradeshow on September 9, 2010. While the event has a new name to reflect the new retail economy, the focus is still the same – to educate retailers and provide the tools necessary to continue to survive the market and increase profitability.

Survival of the Fittest is a BRA sponsored Retail Certification Program with a total of eight educational tracks focused on current market issues facing specialty shops, with two-tracks running simultaneously in September at Surf Expo:

Course I – Sales with Bob Negen of WhizBang! Training

Bob Negen of WhizBang! Training will lead a full-day seminar on hiring and training staff, increasing sales, marketing to customers, increasing foot traffic and boosting average sales.

Course II – Trends & Forecasting

Includes seminars, presentations and roundtables focused on benchmarking budgets, retail earnings, simplified accounting, navigating the economy and capitalizing on trends.

Survival of the Fittest utilizes interactive seminars, presentations, workshops and roundtables designed to encourage dialogue, education, interaction and involvement among all sectors of the retail industry. Retailers are encouraged to take advantage of the trip to Surf Expo by attending one of the courses being offered in the **Survival of the Fittest**. Register today at www.boardretailers.org for the preeminent retail education and networking opportunity for tradeshow attendees.

**Both the Sales and Trends & Forecasting courses will run simultaneously from 10:00 – 5:00 on September 9, 2010 at the Orange County Convention Center in Orlando, Florida. Registrants must choose one course for the day in order to receive certification.*

For additional details on the BRA Retail Certification Program or the Surf Expo Seminar Schedule please visit www.boardretailers.org

SURF
EXPO

OFFICIAL REGISTRATION FORM

SURVIVAL OF THE FITTEST
 BRA Retail Certification Program
 September 9, 2010



NAME _____ COMPANY NAME _____

STREET ADDRESS _____ CITY _____

STATE _____ ZIP _____

PHONE _____ FAX _____

EMAIL _____

ATTENDEE NAME _____

ATTENDEE NAME _____

ATTENDEE NAME _____

Educational Track (select one)

Sales w/ Bob Negen of WhizBang!

Trends & Forecasting

PAYMENT TYPE: VISA MASTERCARD AMEX

CARD NO. _____

EXP. DATE ____/____/____ CVV CODE _____

SIGNATURE _____

CARD HOLDERS NAME (PRINT) _____

CONTACT:

Melissa Clary
 910.509.0109 ext. 1005
 Melissa@boardretailers.org
 Fax **910.509.3181**

REFUNDS:

No refunds after August 9th

SEND PAYMENT AND
 REGISTRATION FORM TO:

Board Retailers Association
 P.O. Box 1170
 Wrightsville Beach, NC 28480

Fax: **910.509.3181**

Please note that the BRA Retail Certification Program takes place Sept 9th on Preview Day- one day before the Surf Expo Show in Orlando, FL opens. The Surf Expo Show dates are Sept. 10 - 12, 2010.

PACKAGE PRICE

Please review and complete all sections of the registration form that apply to your event needs. Fill out the credit card information and fax the completed form to **910-509-3181**. BRA accepts VISA, Master Card and AMEX. If paying by check, please make payable to the Board Retailers Association and mail to PO Box 1170, Wrightsville Beach, NC 28480. Payments and registration must be received on or before August 27, 2010 to reserve your space. Space is limited.

The event package includes conference registration and materials for the BRA Retail Certification Program, one full day of seminars and presentations, a Certificate of Completion, lunch and beverages. Each attendee must make their own travel arrangements and accommodations. Hotel discounts are available on the Surf Expo website. Please contact Melissa@boardretailers.org for more specifics.

Package	Package Price	Package Quantity	Total
Retail Registration (BRA Member)	\$75.00		
Retail Registration (Non-BRA Member)	\$100.00		

Sales with Bob Negen of WhizBang!

- Get Customers to Shop More Often
- Get New Customers for Almost No Money
- Hire and Train Retail Superstars
- Boost Your Average Sale
- Marketing and Social Media Demystified

Trends & Forecasting

- Benchmarks for 2010 – Forecasts 2011
- Retail Earnings and Simplified Accounting
- How to Navigate the Economy
- Capitalizing on Trends
- Debt and Credit Management

TOTAL TO BE CHARGED TO CREDIT CARD: \$ _____
FAX COMPLETED FORM TO 910.509.3181

BROUGHT TO YOU BY:

