

2010 ANNUAL CONFERENCE PREVIEW

Ron Rockey, Co-Chair, PFI Conference Committee







Sunday, July 18th *thru* Tuesday, July 20th

Asheville, North Carolina









About the Conference Location

- ► Conveniently located near 3 airports:
 - Asheville, NC ~ 25 min. drive
 - Greenville, SC ~ 1.5 hour drive
 - Charlotte, NC ~ 2 hour drive
- Beautiful location:
 - Nestled in the Blue Ridge Mountains
 - Average *high* temperature ~84 degrees



About the Resort

- ➤ Multiple Amenities:
 - a variety of dining and nightlife options
 - on-site sports complex (gym, racquetball, tennis, swimming pools)
 - children's programs
 - spa and boutiques

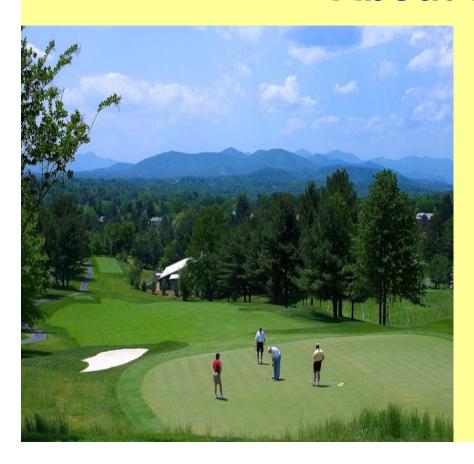


About the Surrounding Area

- Vibrant and eclectic downtown area
- ► Many outdoor activities available (hiking, white water rafting, tours of the Biltmore Estate, etc.)



About the Golf



- ▶ PFI Annual Conference Golf Tournament
 - Sunday Morning, Shotgun Start
 - Course is surrounded by the beautiful Blue Ridge Mountains
 - Ranked by Golf Digest as a top ten course
 - Designed by prominent golf architect, Donald Ross.



About the Conference

- ► Two days of educational programs on topics valuable to the industry
- Vendor exhibits highlighting latest products
- Opportunities to meet people from all facets of the industry, from the U.S. and abroad



2009 in Review

- ► Record Number of Attendees: 325
- ▶ Record Number of Participating Companies: 173
- ► Record Number of Exhibitors: 58
- One-fourth of attendees participated in golf tournament





PFI Annual Conference

The Grove Park Inn Resort & Spa

Asheville, NC

July 18-20th

Questions?

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