

## FAST FACTS ON THE EDUCATIONAL SEMINARS

On Monday afternoon, Correct Craft will sponsor two educational training workshops, running concurrently. Dealers will be divided into groups, ensuring each class is just the right size to create an interactive, educational and stimulating session.

- **MAXIMIZE YOUR BOTTOM LINE & GROW YOUR PROFITS**
- **CUSTOMER SATISFACTION: YOUR KEY TO CUSTOMER RETENTION**

Each course is offered twice on Monday and each session accommodates 90 participants. Classes are in session for 1 hour and 50 minutes with a 10 minute break.

## FAST FACTS FOR THE GENERAL ASSEMBLY BUSINESS MEETING

Monday morning promises to be fast paced, informative and filled with exciting information on the new sales and marketing branding underway for the 2005 season!

### MONDAY MORNING

November 15, 2004: 8:30 AM to 11:30 AM

- 8:30 AM: Welcome & Opening Remarks-Jeff Warner
- 8:45 AM: Year in Review & New Direction- President/CEO
  - 9:05 AM: Marketing- Gary Meloon
  - 9:30 AM: Sales- Jeff Warner
  - 10:00 AM: Break
- 10:15 AM: Presentation of Survey Results- TBA presenter
  - 10:45 AM: Keynote Address- Mark Fitzgerald  
*"There's Only Room For One Low Price Game in Any Market"*
  - 11:30 AM: Session Ends

## FAST FACTS ON THE AWARDS BANQUET

Fun is part of any successful event and we have tons of it planned for this one. Awards, recognition, celebrations and acknowledgement of our shared successes are all part of the festivities. Family members are all welcomed!

### MONDAY EVENING

November 15, 2004 6:30 PM to 9:30 PM

- Reception: 6:30 PM to 7:00 PM
- Dinner and Awards: 7:00 PM to 9:30 PM

Remember, we've ordered special embroidered Correct Craft shirts for each member of your team to wear to the awards banquet, so fax or email your shirt size to: **Johnell West at [jwest@CorrectCraft.com](mailto:jwest@CorrectCraft.com), fax # 407-858-9374.**

## FROM OUR TEAM TO YOURS

We extend our heartfelt appreciation and support for your loyalty, dedication to the Correct Craft brand and partnership over the years. We're working hard to ensure that this is a memorable and inspiring experience for everyone and we look forward to your participation at what promises to be an outstanding event celebrating...

**80 YEARS OF PARTNERSHIP,  
PROSPERITY & PROGRESS!**



**JOIN US IN ORLANDO FOR OUR 80TH  
ANNIVERSARY DEALER MEETING**  
SATURDAY, NOVEMBER 13 TO TUESDAY, NOVEMBER 16, 2004

## BE A PART OF OUR NEW VISION



As our partner in the pursuit of excellence, profits and lifelong Correct Craft customers, I know you share many of the same goals. A desire to meet the challenges of today's marketplace, a commitment to enhance customer satisfaction levels, and the ability to maximize your bottom line and grow profits.

Our mission also includes supporting our dealer partners by recognizing your successes and assisting you in achieving your goals. As a result we have several exciting enhancements for our annual Dealer Meeting and look forward to having you join us. We are delighted to invite you to attend the celebration of our 80th Anniversary, participate in the educational workshops and take part in our vision for the Correct Craft brand.

This year's program will include two new educational seminars for you and your team specifically designed to build upon the considerable talents and skills already in place. Our first workshop is built around the goal of retaining customers and increasing customer satisfaction levels and the second workshop is created to help you increase profitability within your dealership. We've also invited a nationally recognized speaker to present a keynote address, and our award's banquet promises to be an evening of fun, celebration and the recognition of outstanding achievements throughout our dealer network.

We know that if we all combine forces, increase our attention to customer service, refine our financial skills and build upon the exciting marketing underway for the 2005 season, we can all help create and maintain loyal customers and more demand for the Correct Craft family of products. Together we can meet and exceed these goals, building a better and more powerful brand. Don't miss the opportunity to participate and we'll look forward to seeing you in November!

Warm Regards,

Jeff Warner  
Vice President  
Sales & Customer Service,  
Correct Craft, Inc.



## FAST FACTS ON THE AGENDA

Join us for a fun, educational, high-energy Dealer Meeting!

### SATURDAY, NOVEMBER 13, 2004

- Registration: 3:00 PM to 7:00 PM

### SUNDAY, NOVEMBER 14, 2004

- Breakfast: 6:30 AM to 8:30 AM
- Chapel: 8:45 AM to 9:45 AM
- Departure for Boat Tests:  
9:45 AM to 10:00 AM
- Water Test, Picnic Lunch and Fun until 3:30 PM
- Return to Hotel and Free Time: 4:00 PM Onward

### MONDAY, NOVEMBER 15, 2004

- Breakfast: 6:30 AM to 8:30 AM
- General Assembly Business Meeting:  
8:30 AM to 11:30 AM
- Lunch: 11:30 AM to 1:00 PM
- Educational Seminar: 1:00 PM to 2:50 PM
- Educational Seminar: 3:00 PM to 4:50 PM
- Awards Reception: 6:30 PM to 7:00 PM
- Awards Celebration & Banquet: 7:00 PM to 9:30 PM

### TUESDAY, NOVEMBER 16, 2004

- Breakfast: 6:30 AM to 8:30 AM
- Breakout Sessions: 8:30 AM to 12:55 PM,

Featuring:

- Dealer Focus Groups
- PCM 2005 Engine Line Up
- Vendor Showcase
- Sales Solutions  
'Selling Quality & Value, Not Price'
- Marketing Strategies  
'Boat Show Success'

## FAST FACTS ON ATTENDING THE EVENT...

We've worked hard to make your attendance and participation easy and affordable. Join us and get started on the 2005 season armed with all the information you need to succeed!

**HOST HOTEL:** The Wyndham Palace Resort & Spa In the Walt Disney World® Resort

Correct Craft will host your room and selected meals from Saturday November 13, to departure Tuesday, November 16.

**DEADLINE TO REGISTER:** Wednesday, October 6, 2004

If you plan to arrive early or stay longer, Correct Craft has negotiated a room rate of \$111 per night (plus tax) should you decide to enjoy Orlando pre or post the meeting dates.

**HOW TO REGISTER:** Two easy ways to join us!

**1- EMAIL JOHNELL WEST AT: [JWEST@CORRECTCRAFT.COM](mailto:JWEST@CORRECTCRAFT.COM)**

**2- FAX JOHNELL WEST AT: (407) 858-9374**

**NOTE** Make sure to complete the enclosed registration form thoroughly and if you email please remember to include your dealership name, number of people attending and their names, the meal functions they attend and their ages (only for children), date of arrival and departure, smoking or non-smoking and room type preference, plus the shirt sizes for each person attending the Award's Banquet.

### ATTENDANCE BONUS:

Correct Craft is offering a credit of \$100 per person for each employee you bring (limit up to 5 adults) to offset the expense of car rental or airfare.

### WHAT TO PACK:

All business functions will be business casual, so please pack slacks or dress shorts. With the beautiful sunny Florida climate and three (3) heated swimming pools plus a spa at the Wyndham, you'll want to bring your bathing suit. Sunday's picnic event will be outdoors, so pack causal shorts and sneakers. Since we are celebrating our 80th anniversary, the Awards Reception & Banquet will be slightly more dressy this year than in the past. Please pack slacks to accompany the special embroidered shirt that Correct Craft will provide for you to wear at the Award's Banquet. On the registration form included with this brochure, please be sure to list a shirt size for each member of your team attending the banquet. The shirts are men's sizes, so female participants should select a size slightly smaller than they'd normally wear. The shirts will be available upon arrival when you pick up your Dealer Packet.

### MEALS:

Correct Craft will host several meals throughout the three day event. Plan to join us for breakfast and lunch on Sunday, Monday and Tuesday, plus the annual Awards Banquet on Monday evening. If you have a special dietary need or restriction, please let us know in advance.

### WEATHER:

During the middle of November you can expect an average range of 60° to 80°, low humidity and an occasional afternoon shower. Florida's weather can sometimes be quite unpredictable. You never know when a cool shower or sudden change in temperature might surprise you so pack a light weight jacket.

### WALT DISNEY WORLD® RESORT:

With a close proximity to Walt Disney World® Resort, family members can enjoy a host of fun filled days. The Wyndham Hotel has a full service concierge team who will be happy to help you get tickets and special packages for visits to Walt Disney World®, Sea World® and a variety of other fun activities. Plus, all guests of the Wyndham enjoy special privileges including complimentary shuttle service to the four Disney® parks, preferred tee times at five Orlando golf courses, advanced reservations at selected Disney® restaurants and Disney® character breakfast buffet at the Watercress Café inside the hotel.

