



TOPS SEMINAR TURNAROUND & OPTIMIZING PERFORMANCE SEMINAR



GETTING THE MOST OUT OF YOUR SPORTS AND RECREATION FACILITY AND TAKING IT TO THE NEXT LEVEL!

SPRING 2011: MARCH 16-18

FALL 2011: OCTOBER 19-21

SPRING 2012: MARCH 14-16

FALL 2012: OCTOBER 17-19



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WHAT WE WILL COVER

SFA's "Turnaround & Optimizing Performance Seminar" will teach you:

- › *How to optimize your leadership effectiveness*
- › *How to optimize return on investment and return on effort for marketing initiatives*
- › *A new approach to evaluating and preparing your annual budget*
- › *How to prioritize action items to successfully optimize your facility's performance*
- › *Effective utilization of facility management software.*
- › *How to determine the best type of new programming to institute*
- › *The 5 reasons why many facilities fail to meet forecasted revenues and what you can do to overcome these common challenges*
- › *The 5 keys to successful management*
- › *Understanding various operating models*
- › *Identifying and understanding risk management issues*
- › *New techniques and tools for evaluating staff competencies that you can use immediately*
- › *The SFA 3-Step Process for employee development and the 4 stages of leadership*
- › *Identifying, attracting, and capturing niche customers and target markets in your region*
- › *Attracting "big win" events (tournaments, etc.)*
- › *And much more!*



YOUR FACILITY CAN PERFORM BETTER!

The Turnaround & Optimizing Performance Seminar (TOPS) is a powerful 3-day educational experience. Conducted in beautiful Clearwater, FL, TOPS provides you with the tools, action steps, strategic direction, and know-how to significantly improve the financial performance of your sport and/or recreation center.

Ideally suited for managers and owners, TOPS provides a fresh perspective and new approaches to address the management, marketing, staff development, HR, budget, and operational issues you face daily.

At TOPS, you will join others in learning why many facilities struggle and you will learn the bold approaches that are required to overcome underperformance.

For those interested in building upon prior success, TOPS provides models and methods that will transform the way you think of marketing, sales, customer service, and staff development. TOPS also includes specific "how-to" sessions related to:

- *Improving press and media coverage (free advertising)*
- *Introducing new high-margin and off-peak programs*
- *Developing new pricing models*
- *Attracting corporate and other special events*
- *Advertising and sponsorship sales*
- *Updating employee compensation structures*
- *Evaluating and dealing with difficult employees*
- *Improving customer service*
- *Maximizing retail and concessions sales*
- *Aligning expenses to meet industry best practices*
- **And much more!**

You will learn directly from SFA's team of sports facility management advisors and from fellow classmates. SFA advisors are well-versed in operations, finance, budgeting, management, marketing, and human resources.



RENEWED FOCUS ... CLEAR DIRECTION!

GENERAL INFORMATION

Flights:

You can fly in and out of Tampa International Airport or the Clearwater/St. Petersburg Airport. Both airports are within 20-30 minutes of SFA offices. All major airlines and most of the discount airlines fly in and out of Tampa and Clearwater/St. Petersburg.

Start/End Times:

- ▶ **Day 1:** 12:00 pm — 6:00 pm
(SFA conference room)
- ▶ **Day 2:** 9:00 am — 3:00 pm
(SFA conference room)
- ▶ **Day 3:** 9:00 am — 3:00 pm
(SFA conference room)

Lodging:

There are dozens of quality hotels in the area. The following are within 10 minutes of SFA's offices.

- ▶ Clearwater Beach Hilton
- ▶ Clearwater Beach Marriott
- ▶ Clearwater Beach/Sand Key Sheraton
- ▶ The Sand Pearl Resort
- ▶ Clearwater Beach Hyatt
- ▶ Best Western Clearwater Beach

Meals:

Breakfast, snacks, lunch, coffee, and drinks will be provided.

Beaches and Recreation:

Some of the world's top beaches are right here! Clearwater Beach is consistently voted one of the top "activity" beaches in the world. Other area attractions include Busch Gardens, Islands of Adventure, The Florida Aquarium, and Disney (1.5 hours east in Orlando).

Join us if you are ready to:

- ▶ Achieve more with less effort!
- ▶ Lead more effectively
- ▶ Employ proven systems to increase revenue
- ▶ Contain expenses
- ▶ Optimize impact

REGISTRATION FORM

SELECT A SESSION:	DATES	PRICE (1 person/2 persons)
<input type="checkbox"/> Spring 2011 Session	Mar 16-18	\$1500/\$2500
<input type="checkbox"/> Fall 2011 Session	Oct 19-21	\$1500/\$2500
<input type="checkbox"/> Spring 2012 Session	Mar 14-16	\$1500/\$2500
<input type="checkbox"/> Fall 2012 Session	Oct 17-19	\$1500/\$2500

Name

Address

Phone

E-mail

METHOD OF PAYMENT

Check MasterCard Bill Me American Express Visa

Cred't Card No.

Name *(as appears on card)*

Signature

Expire Date

Security Code

Billing Zip Code

