

# ability commerce

a Marketing Concepts company

ecommerce software tools

**TO:** Ability Commerce clients and other invitees to the 2010 Users' Conference

**FROM:** Diane Buzzeo

**SUBJECT:** Registration for this year's conference, March 21-23, 2010

**DATE:** January 13, 2010

I am pleased to invite you to attend our 4th annual Users' Conference.

Every year our users' conference gets bigger and better—if you haven't attended in the past, you can't afford to miss out any longer! We've taken the "best of the best" ideas and feedback from previous years, to plan our most valuable sessions yet. I've enclosed a speaker and topic agenda to give you a preview of the valuable insights you're sure to gain in either of our two targeted learning tracks (Web Marketing or Financials).

Consider the value of being able to network face-to-face with fellow direct marketers and gain fresh perspective on your own business.

Fill out the registration form enclosed, or visit our website ([www.abilitycommerce.com](http://www.abilitycommerce.com)) for additional conference details and registration information. Act now, our block of discounted rooms at the Marriott Courtyard - Boynton Beach, FL are going fast!

Best Regards,

Diane Buzzeo

# 2010 Users' Group Conference Registration Form

March 21-23

## Registration & Billing Information (Please print or type.)

Name/Job Title:	Name/Job Title - 2nd Registrant:
Name/Job Title - 3rd Registrant:	Name/Job Title - 4th Registrant:
Billing Contact	Billing Address
Company Name	City State Zip
E-mail address	Contact Phone#

## Check the option which you plan to attend:

<input type="checkbox"/> Microsoft Dynamics™ GP/Ability Financials™ Track # Attending _____	<input type="checkbox"/> Web Marketing Track # Attending _____
<p><b>Please call the Marriott Courtyard, Boynton Beach, FL for Room Reservations 1-866-733-8554</b></p> <p>Call and ask for Hotel Reservations and use Code ABIABIA to guarantee the Conference room rate. Room rate at the Marriott for this conference is \$119 per night. Villas available for \$189 per night. The deadline for this rate is February 28, 2010.</p> <p><b>Travel and airport information is available on the hotel website:</b></p> <p><a href="http://www.marriott.com/hotels/travel/PBIBB">http://www.marriott.com/hotels/travel/PBIBB</a></p>	<p><b>Registration is Fast and Easy:</b></p> <p><b>Register by February 28, 2010, for discount.</b></p> <p>Cost is \$395 for one person and just \$295 each for additional attendees from the same company. Fee includes complimentary welcome reception Sunday evening and Monday evening dinner at a local restaurant (transportation provided). Breakfast, lunch and snacks are also provided Monday and Tuesday.</p> <p><b>Remit Payment to:</b> Ability Commerce P.O. Box 152 Spicer, MN 56288</p> <p><b>OR:</b></p> <p><b>Register by Fax:</b> Fax form to #561-330-3154 Attn: Kathy Carpenter</p> <p>PO#: _____ Total: \$ _____</p> <p>Signature: _____</p> <p>Questions? Contact your Account Services Representative or Kathy Carpenter at 561-330-3151 x3169.</p>

**ability commerce**  
a Marketing Concepts company

e-commerce software tools  
© 2010 Ability Commerce. All rights reserved.

# Fourth Annual Users' Conference

Preliminary Agenda • Sunday, March 21 through Tuesday, March 23, 2010  
Marriott Courtyard/Boynton Beach, FL

## Sunday, March 21

6:00 pm -7:00 pm	Welcome Reception - Join us for a drink and meet our speakers and your fellow conference attendees.
------------------	---

## Monday, March 22

7:30 am - 8:30 am	Breakfast Buffet
8:30 am – 9:30 am	Keynote Speech
9:30 am – 10:30 am	Conference Track Session: “Selling Your Products on Amazon.com”
10:30 – 10:45 am	Morning Break
10:45 am – 11:45 am	Web & Financial Breakout Sessions
11:45 am – 1:00 pm	Lunch
1:00 pm – 2:00 pm	Web & Financial Breakout Sessions
2:00 pm – 3:00 pm	Web & Financial Breakout Sessions
3:00 pm – 3:15 pm	Afternoon Break
3:15 pm – 4:15 pm	Web & Financial Breakout Sessions
4:15 pm – 5:15 pm	Un-Session. This session is by you, for you! We'll ask you to submit your questions throughout the conference, and use this time to focus on getting you the answers and resources you need to carry you forward to success in the year ahead.

## Tuesday, March 23

7:30 am – 8:30 am	Breakfast Buffet
8:30 am – 9:30 am	Conference Track Session: “Email Marketing Success”
9:30 am – 10:30 am	Web & Financial Breakout Sessions
10:30 am – 10:45 am	Morning Break
10:45 am -11:45 am	Web & Financial Breakout Sessions
11:45 am – 1:00 pm	Lunch
1:00 pm – 2:00 pm	Web & Financial Breakout Sessions
2:00 pm – 3:00 pm	Web & Financial Breakout Sessions
3:15 pm – 3:30 pm	Afternoon Break
3:30 pm and on	Un-Session. Like Monday’s Un-Session, we’ll answer your submitted questions, and let you direct the topics before wrapping up another great users’ conference.

## About The Breakout Sessions

Our **Web Marketing** track includes popular topics by our implementation staff, executive leaders, and client "power-users" of Ability SmartSite™ software. Preliminary topics include:

- Excel & SQL Tips and Tricks: Maximize Data Mining and Automate Content Management
- Merchandising Power Tricks from Ability Commerce CEO Diane Buzzeo
- Ability Content Tips and Tricks Sessions from our Support & Training Team
- What's Coming for Ability SmartSite™ from our development team
- SmartSite Graphics 101--expert insights from our power users
- Web Marketing 101--state of the industry, targeted case studies of real marketing tests using Ability SmartSite™ web site functionality, and practical power tips

Our **Financials** track includes power training and the latest development information, to make sure your accounting group is getting the most out of their software, and to make sure they're getting executive leaders the data they need to run your business effectively. Preliminary topics include:

- 50 Tips in 50 minutes--great GP tips you can take home & use right away
- SmartList, SmartList Builder, and Office Excel Report Builder
- What You Need to Know About GP & AF 10.0
- Ways to Customize GP Using Extender, Modifier, and Report Writer
- Save Time with SafePay & Excel Based Budgeting
- Financial Reporting with FRx and Beyond
- Financial Statements by Source Code & Other Reports for Catalogers
- GP Administration & Security Tips & Tricks