

Cruise & Learn with Art Freedman & Brian Chesbro

Who says
business
improvement
can't be fun!



Extreme Retail School, July 15-22, 2012

Don't Miss Out on This Opportunity!

Expect to have fun and learn new ways to significantly improve your business! You will be inspired, educated, and mobilized to take action in your business!

Learn how to:

- **Keep your margins from eroding**, even during these challenging economic times
- **Educate and motivate your team** to delight your customers each and every time
- **Improve inventory productivity** to reduce cost and dramatically increase profits
- **Drive more footsteps into your business** without increasing your advertising costs!



Brian Chesbro brings a wealth of experience. Prior to starting his own consulting firm, Brian was an executive for over 20 years with Jerry's home improvement centers. His areas of expertise include: Retail store planning, Inventory control, merchandising, staff training and gross margin management systems.

Art Freedman provides an "In the trenches," training experience and is known for his highly motivational, presentation style. He has reached thousands of retailers presenting to over 500 retailer groups in more than 20 Countries. His experience is drawn from 40 years on retail front-lines.

Affordable Learning and Fun

The Price is Right

We have negotiated a group rate, making this an extremely affordable business vacation. Not only will you experience the wonders of Alaska, you will learn from Art, Brian and fellow retailers the best new strategies to improve your business.

Extreme Retail School during our hours at Sea: \$649 for first attendee, \$349 for each additional from same business.

Cabin Fares: These fares are per person
Interior - \$1099.00 \$114.66 (tax) = \$1213.66
Ocean View - \$1499 \$114.66 = \$1613.66
Verandah - \$1899. \$114.66 = \$2013.66
Superior Stateroom - \$2299.00 \$114.66 = \$2413.66
* Price reduced for 3 or more people. Call for details.

"Extreme Retail School met and exceeded my expectations!"
--Dirk Koopman,
Koopman Lumber, Mass.

Fresh... Energizing... Relevant

Visit Retaileredge.com or call (916) 715-0999

**RETAILER
EDGE**
PROVEN PROFITABILITY PRACTICES

Extreme Retail School, July 15-22, 2012

*"Increase
footsteps, sales
and profits in
your business"*

*"Any retailer who is serious about making his/her store a success and making money must take this course!" -
-Patrick Fiedelak,
McLendon's Hardware,
WA*

About the Cruise

Each New Day, a wealth of cruise activity and Indulgences. Whether you want to workout in the Fitness Center, pamper yourself with a massage and spa treatment, or listen to music and check your email in the Explorations Café, there's a perfect onboard activity for everyone.

In every cruise port you can see, explore, discover: arts and cultural activities, athletic expeditions, city tours, shopping and more.



Ports of Call:

Seattle, Washington, US; Puget Sound; Tracy Arm, Alaska, US; Juneau, Alaska, US; Sitka, Alaska, US; Ketchikan, Alaska, US; Victoria, British Columbia, CA

Book Today!

Contact
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School Schedule:

- July 15: 3:00 PM Arrive, Extreme Retail School Reception. Depart at 4 pm to Puget Sound
 - July 16: At Sea – Extreme Retail School 10 AM – 4 PM
 - July 17: Tracy Arm, Alaska –Extreme Retail School 9 AM –12 Noon
 - July 18: Juneau, Alaska, 7AM -6 PM
 - July 19: Sitka Alaska
 - July 20: Ketchikan, Alaska 7:00 AM- 1:00 PM Extreme Retail School 2 –5 PM
 - July 21: At Sea Extreme Retail School 9 AM – 4:00 PM Arrive Victoria, British Columbia, at 7 PM
 - July 22: Seattle, Washington, 07:00 AM
- *Schedule subject to change.*

Download the complete curriculum at:
www.retaileredge.com under Extreme Retailer School