



November 23, 2009

To All Members of our Prime Agency Family:

This year's meeting theme, **Meeting the Challenge**, is extremely appropriate. With the economy still an issue for our industry and the ever-increasing demands of our customers for a higher level of quality, we must re-evaluate how we approach each job we perform. It is no longer sufficient to provide good service to our customers; we need to reach out and exceed expectations ... for each and every customer. And to do this, we need to train ourselves and our teams to take the steps necessary to have all our customers feel that they received the absolute best service available.

Your attendance at the Regional Meeting is for the benefit of all ... you, your agency, the agency family and the van line. In addition to covering many topics relevant to improving your business, the regional meetings offer a unique opportunity for an exchange of ideas with other agents and Arpin personnel. And, as you are aware, your attendance at these meetings is reflected in your Relationship Quality Rating, so it is critical that your agency is represented.

Members of Arpin's corporate team will be on hand to answer questions and listen to any ideas you may have. In addition, you'll be able to meet with your Agent Advisory Board and discuss, in a session closed to Arpin staff, areas of importance to you. We know you will truly benefit through your participation in this event.

For your convenience, we are holding our Regional Meeting in two locations:

Caesars Palace  
Las Vegas, Nevada  
February 16th and 17th

Crowne Plaza Inn at the Crossings  
Warwick, Rhode Island  
March 3rd and 4th

The cost of the meeting is \$150.00 per person. This price covers breakfast and lunch both days, a cocktail reception the first evening and all regional meeting materials. If you completed a discount form for the regional meeting at the 2009 Annual Agent Convention, your cost is \$125.00 per person. If you did not, you still have the opportunity to save \$25.00 per agency if you register by January 1, 2010. Please note that, even if you completed and submitted the form to obtain the discount, you must still complete and submit the registration form in this packet or on the website.

In addition, we are holding the Arpin Sales Association Conference on the day prior to the start of each Regional Meeting (on February 15th in Las Vegas and March 2nd in Rhode Island). This will be a great opportunity for ASA members to exchange ideas and benefit from a wealth of experience. The cost of this session is \$50.00/person and includes all conference materials, continental breakfast and lunch. In addition, for those ASA members who have already applied for and received their CMC certification study materials from the American Moving & Storage Association, we will be administering the CMC exam immediately following this meeting (**note: you must notify us at the time of registration if you plan to sit for the exam**).

Attached are the registration forms for these important meetings. You can complete the form and fax (401-823-5540) to Kathy Frazier, Director, Agency Communications & Events, or you can visit our web site at [www.arpin.com](http://www.arpin.com) to register (simply click on the link at the bottom of the home page). The deadline for registering for the Las Vegas ASA Conference and Regional Meeting is January 8, 2010. The deadline for registering for the Rhode Island ASA Conference and Regional Meeting is February 5, 2010. Don't delay to secure your spot today!

Thank you!

A handwritten signature in blue ink that reads "David Arpin".

David Arpin  
President / CEO

