

## Key Areas of Focus:

- Leadership
- Financial Management
- Business Planning
- Productivity
- Marketing & Sales
- Team Development



## On Target Program for

# 1-800-PAVEMENT NETWORK

### Receive Individualized Consulting and Track your Performance

**Advisors On Target** consultants will work with you one on one to help you identify and focus on your key goals. Customized performance management tools monitor your financial, marketing and operational data, enabling you to evaluate your progress. Monthly coaching sessions help you stay on track to meet your objectives.

### Benchmark your Performance Against a Peer Network

Your results can be tracked against a group of non-competitive contractors who you can network with and share ideas. Find out where your opportunities for improvement are and track your progress towards building a better business.

**CALL TODAY TO START BUILDING A BETTER BUSINESS!**

**Mike Musto 1-800-PAVEMENT  
Linnea Blair (619) 291-3700**

Visit our website at  
[www.AdvisorsOnTarget.com](http://www.AdvisorsOnTarget.com)

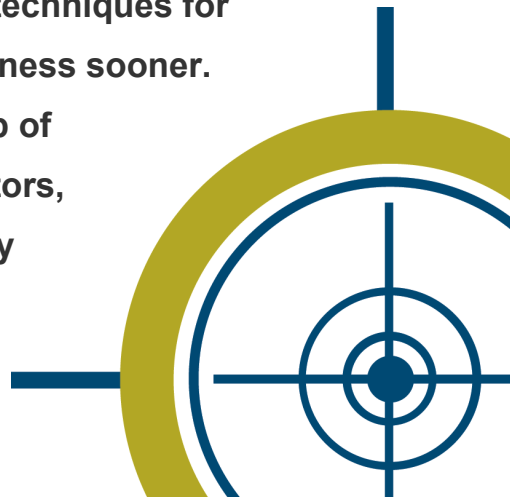
*Improve your business profitability and leadership skills by joining an On Target Group exclusively for the 1-800-PAVEMENT Network!*

**Dozens of contractors report increased success as a result of their membership in an On Target Program! Look at 5 years of statistics:**

- **Average annual revenue growth: 20%**
- **Average annual gross profit growth: 3%**
- **Average annual net profit growth: 4%**

**By joining a peer network of 1-800-PAVEMENT Network members, you will share best practices and learn techniques for improving your business sooner.**

**Under the leadership of professional facilitators, you will move rapidly along the path to a successful business!**



Want to make your  
business...

*More Professional?  
More Profitable?  
More Sustainable?  
More Fun?*

On Target  
Contractors average  
20% annual growth  
and increased  
profitability...why  
don't you join them  
and become another  
success story?

**ATTENTION**  
**1-800-PAVEMENT**  
**Network Members!**

**1-888-PAVEMENT**  
**1-800-BLACKTOP**  
**1-800-SEALCOAT**  
**1-800-SWEEPING**

Groups forming by July will  
be eligible to attend our  
fabulous first annual  
1-800-PAVEMENT Network  
On Target Conference in  
Boston in September, 2008!

- Business Building  
Workshops
- Industry Benchmarking
- Paving & Surfacing Demos
- Shop Tour & More!



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**FIND OUT MORE!**

**1-800-PAVEMENT NETWORK ON TARGET PROGRAM**

To introduce you to what is in store for you if you join an On Target Group exclusively for the 1-800-PAVEMENT Network – here's your opportunity to give the program a test drive with these 4 Teleclasses:

- The 4 Ways to Grow Your Business –April 10 - 3:00 PM Eastern
- Effective Financial Management – Intro to Knowing Your Numbers
- Failing to Plan is Planning to Fail – Intro to Business Planning
- Approaching Marketing Strategically – Intro to Marketing Strategy
- Kick off meeting for 1-800-PAVEMENT Groups to follow.

**The first class on April 10 is FREE! Attend all 4 classes for \$139 and then decide if you want to take the next step in your success!**

**Call Linnea Blair at 619-291-3700 or  
Mike Musto at 1-800-PAVEMENT for more details**



**WHAT YOU RECEIVE FOR YOUR INVESTMENT IN AN ON TARGET GROUP**

- Participate a group of 8-10 other contractors who want to focus on making their businesses more successful
- Network and share ideas with your group by means of periodic conference calls and web discussion board
- Monthly teleconferences with your On Target group led by one of our facilitators or guest expert speakers
- Monthly individual consulting and coaching sessions for your business via telephone with our consultants, plus email & telephone support between meetings
- Seminars and workshops on key issues to your success at conferences and tele-conferences and webinars
- Learn to read and use your financial statements to stay focused on your success
- Create an effective business plan and marketing plan
- Track and monitor key financial, productivity, sales and marketing key indicators monthly to improve profitability and achieve objectives
- Benchmark your company against a group of your peers
- Attend semi-annual conferences in great settings with valuable workshops, shop tours, and networking opportunities.
- Conference fees, materials - including comprehensive Benchmarking Charts - are *included* in membership.
- Optional in-person office visits available