

## MESSAGE FROM THE 2010 CONFERENCE EXPERIENCE COMMITTEE CHAIR

Dear Colleagues:

As a guy who grew up in Brooklyn and lived in New York my entire life, I never thought I'd be the one extolling the virtues of Southern California ... until I moved here five years ago. This is a great place!

Whether you're here for a few days, a week or even longer, there is plenty to do. Please enjoy this members-only guide that offers you some of the area's best highlights. Personally, I'd suggest coming early or extending your trip. Spend time along the coast, take advantage of almost-guaranteed great weather, soak in the California sunshine, eat at amazing restaurants, check out the dynamic LA art scene in galleries and world-famous museums, and then see if you can find or even get on one of the 3,000 reality TV shows being produced for the fall TV season! Or, come early and see the Dodgers, or stay after the meeting and see the Angels!

Whatever you do, enjoy!



Bob Feldman  
Principal  
PulsePoint Group

### About the Session - September 26-28, 2010 - Being Indispensable: Culture as a Competitive Advantage

#### Conference Registration

Register for the conference online at [www.awpagesociety.com](http://www.awpagesociety.com) or by calling the Page offices at 212-400-7959 and asking for Susan Chin (ext. 100).

#### Hotel Reservations/Information

The Terranea Hotel – California  
100 Terranea Way  
Rancho Palos Verdes Ca. 90275  
Phone: (310) 265-2800

Fax: (310) 265-2700

[www.terranea.com](http://www.terranea.com)

(See GPS note below in the transportation section)

#### Registration and Room Rate

The Society has negotiated a favorable room rate of \$265.00 (ROH room) per night plus 10.15% tax until Friday, September 3, 2010. Please note that after this deadline, standard room rates will apply. The conference begins at 3:00 p.m. on Sunday, September 26 and concludes at 1:30 p.m. on Tuesday, September 28. To make your reservations, please contact The Terranea directly at 866-802-8000 and mention "The Arthur W. Page Society". Reservations are open Monday – Friday from 7 a.m. – 10 p.m. Pacific and Saturday-Sunday from 7 a.m. – 9 p.m. Pacific

If you have questions regarding hotel accommodations, please call Mary Elliott, Director of Special Events at (404) 229-0638.

#### Arrival & Departure

Please register with the hotel upon your arrival. For those guests who arrive before the usual check-in time of 4 p.m., the hotel will make every attempt to honor an earlier check-in; if early check-in isn't possible, you may store your luggage with the bell captain.

Conference participants are welcome to pick-up conference materials on Sunday from 11 a.m. to 6 p.m. in the Marineland Ballroom Foyer located just off the main lobby

The check-out time is 12:00 p.m. If you are planning a late check-out, please contact the front desk as soon as possible to make those arrangements.

#### Transportation Information

##### Set your GPS System:

Please note that GPS will not yet pick up Terranea Way, when setting your GPS, please use this address: 6610 Palos Verdes Dr S, Rancho Palos Verdes, CA 90275

##### From Los Angeles International Airport (LAX), approximately 25 minutes:

*Approximately \$75 (one way) by cab*  
Merge onto SEPULVEDA BLVD (South)/CA-1 S toward I-105, take the IMPERIAL HWY /I-105 EAST ramp on right. Merge onto I-105 EAST and travel 1.2 miles. Merge onto I-405 SOUTH toward Long Beach and travel 3.8 miles. EXIT on HAWTHORNE BLVD/CA-107 and turn RIGHT at end of the ramp. Continue to follow HAWTHORNE BLVD for 12.7 miles and turn LEFT onto PALOS VERDES DR W. Follow the road for about 1.2 miles and TERRANEA RESORT is located on the RIGHT-hand side @ 6610 Palos Verdes Dr S, Rancho Palos Verdes, CA 90275.

##### (Avoiding the Highways)

Merge onto S SEPULVEDA BLVD (South)/CA-1 S toward I-105 and continue on road for 6.4 miles. (Sepulveda Blvd becomes Pacific Coast Highway).

Turn RIGHT onto PALOS VERDES BLVD and continue for 0.8 miles. PALOS VERDES BLVD becomes PALOS VERDES DR West and follow road for 6.3 miles. TERRANEA RESORT is located on the RIGHT-hand side @ 6610 Palos Verdes Dr S, Rancho Palos Verdes, CA 90275.

##### From Long Beach Airport (LGB) approximately 30 minutes:

*Approximately \$65 (one way) by cab*  
SOUTH on E DONALD DOUGLAS DR., RIGHT onto N LAKEWOOD BLVD., Merge onto I-405 N toward SANTA MONICA(4.0 Miles), Take the I-710 S exit toward LONG BEACH (take the WARDLOW RD Exit on the LEFT toward Long Beach(0.3 Miles); Take the LONG BEACH EXIT on the Left. Merge onto I-710 S(3.9 Miles), i-710 S becomes W OCEAN BLVD.,(2.2 Miles), OCEAN becomes CA-475 (2.3 miles); Take the GAFFEY ST exit on the LEFT toward SAN PEDRO-(0.3 miles). Make a RIGHT onto West 1st Street (1 mile). Turn LEFT at Western Ave (1.7 mi). Turn RIGHT at West 25th St. (1.5 miles). Slight LEFT at Palos Verdes Drive S (4.6 miles). Make a LEFT onto Terranea Way and arrive at 6610 Palos Verdes Dr S, Rancho Palos Verdes, CA 90275.

##### Chauffeured Transportation

For chauffeured transportation the hotel recommends Avalon Transportation. Contact Avalon at (310) 391-6161 or (800) 528-2566. Website: [laservice@avalontrans.com](mailto:laservice@avalontrans.com)

##### Parking Costs at the Hotel:

Valet \$30 daily and self parking is \$20 and are both available at the hotel.



ARTHUR W. PAGE SOCIETY

BEING INDISPENSABLE:  
**CULTURE AS A  
COMPETITIVE ADVANTAGE**

27TH ANNUAL CONFERENCE  
SEPT 26-28, 2010 • TERRANEA • PALOS VERDES, CA