

World Book Annual Sales Meeting
January 2016



Thursday, February 26, 2015



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VP of Global Sales

World Book, Incorporated

This is why I want to work with you: my favorite thing to do when I was young was sit on the shag carpet of my parent's living room poring over World Books and Childcraft, smearing the pages with peanut butter and jelly and daydreaming.

I won the DAR Essay Contest about Thomas Paine thanks to World Book. I played with the plastic overlays of the body in the Childcraft "About Me" and thought about becoming a doctor (but the skin disease pages freaked me out too much!) I studied pictures of Arches National Park and the Great Wall of China and ended up in hotel sales so I could travel.

Your products made me who I am today, and I would be honored to host a World Book meeting. I've worked in many hotels, but the Renaissance Ross Bridge Resort is hands down my favorite, because I opened it and helped develop our story and our identity.

Don't worry, I know you want dates, rates, and space, and I will get to that. But first I want to introduce you to what Ross Bridge is all about.



Our Heritage

Although Ross Bridge is young, built from the ground up in 2005, we have a history that began in the 1800's when James Taylor Ross, who moved his family from his homeland in Scotland, settled the area the resort is on today.

During the Civil War, Ross allowed the Confederate Army to build a bridge, now a park that's a short walking distance away, to transport munitions.

And that's just a small part of the colorful history of Ross Bridge. Despite hardships, the Ross family made this new land their home. And today we pay tribute to their heritage and perseverance with a new Ross family home...what people in Birmingham now call "The Castle."



Scotland + Birmingham?

One of these things is not like the other.

But it works. We've carried through the heritage of the Ross Family in our daily bagpipe player, our use of the Ross Family Tartan in our decor, our whiskey tastings, and our "European Comfort Food" menu in JT's Lobby Bar.

But, we're in Birmingham, Alabama. And committed to being indigenous and relevant to this area. Birmingham was founded as a boom town for the steel industry, nicknamed the Magic City. Our décor reflects our Scottish heritage, but also acknowledges the industry that built our town. From the copper fireplace to the iron sculptures to the Statue of Vulcan artwork in every room, we reflect our local history. We also:

- Pour beer from our local breweries (beware the Good People Snake Handler!)
- Serve Conecuh County sausage (you MUST try this!)
- Persuade our Northern guests to try stone ground grits from Wetumpka County, Alabama
- Use dishes from local acclaimed artist, [Tena Payne](#), in our restaurant and banquets



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What does my favorite teacher from 5th grade have to do with anything?

We love our teachers.

Our ownership is the Retirement Systems of Alabama, the state of Alabama's pension fund. We support the state workers of Alabama...the educators that are so important to our future.

In the 1980's, the head of the pension fund, Dr. Bronner, decided, "if we build it, they will come," and began the largest construction project in the history of golf, the Robert Trent Jones Golf Trail, to help the state of Alabama – both in terms of perception and tourism dollars. Read more about that story [here](#).

Next came the 8 resorts along the trail, with the crown jewel being Ross Bridge. Our goal is not to book the meetings that have a reason to be in Alabama. I've done my job when I bring a group here that could go anywhere in the country. And when they leave ready to spread the word about my beautiful state and resort.



But what does that mean for World Book?



Why am I telling you all of this? Because we aren't just another hotel. We have heart and soul. And I promise you will be able to see that when you have a meeting here.

- Our associates will make you feel like family.
- Your meeting will be more memorable; you'll be in a Scottish Castle in the South! You'll hear Jim, the bagpipe player, then meet him in the bar over a whiskey. You'll drink local beer, eat incredible BBQ, hear local musicians play, and Darren and Tommy will remember your attendees' special drink requests the second night.
- There are so many things to discover here – both on property and offsite. To work at World Book, I would think someone would have to love to learn. **Why would you pick a generic hotel when you could pick something fascinating? Why go to a location everyone's already been to when you could discover something brand new?**



Help! My mic isn't working!



Ever worry about AV issues? They can pretty much make or break a meeting, right?

At other hotels clients often complain of having AV issues that take away from their meeting. We do not use an outside company; our AV staff and equipment is our own, meaning there is always someone there and always extra AV if you forget something. Our 4 diamond status can give you assurance of the quality of our staff and resources.



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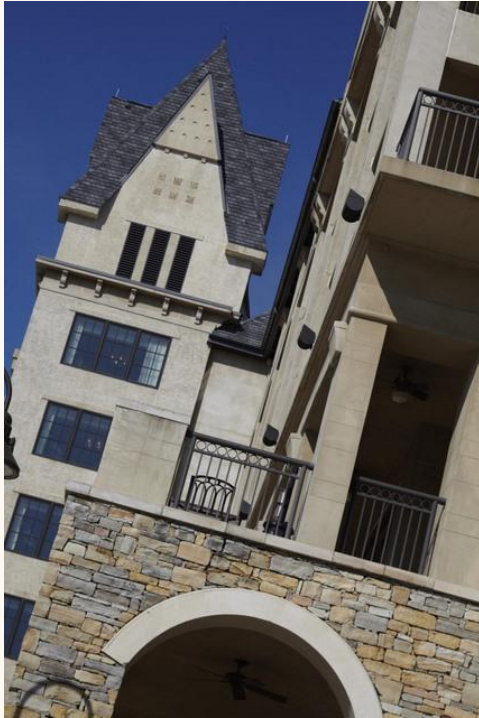
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Location, Location, Location

Alabama is a central location in the southeast for all of your attendees. We're almost two hours from anywhere except the West Coast!

And being only 18 miles / 20 minutes from Birmingham International Airport, we are extremely convenient. BHM is a nice size airport, with 5 airlines and over 120 flights/day. And you walk right across the street to a rental car. If you travel a lot, you will appreciate how easy it is to get in and out of Birmingham.



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If You Must Leave Us...

...for a night off property, I hope you'll explore some of what made me move back home to Birmingham after living on both coasts.

Who would think we would have:

- The largest collection of [vintage motorcycles](#) in the world
- [Barber road racing track](#) home to North America's only [Porsche Driving School](#) with an area for team building
- [Civil Rights Museum](#) across from the 16th Street Baptist Church
- [Birmingham Museum of Art](#)
- [McWane Science Museum](#)

All of which can host offsite events. Then there's boutique shopping, ziplining, an indoor tactical shooting range, and more. I'd love to show you around!



Cut the Fluff, Right?

So I'm not going extoll the virtues of our 14,000 sq ft [spa](#), our [golf course](#) that's the fourth longest the world, our resort activities like complimentary bikes, or our three food outlets. You can find all of that on our [website](#).

But I am going to tell you that you'd be the only group here because you would take all of meeting space. Look at [this](#).

I'm thinking:

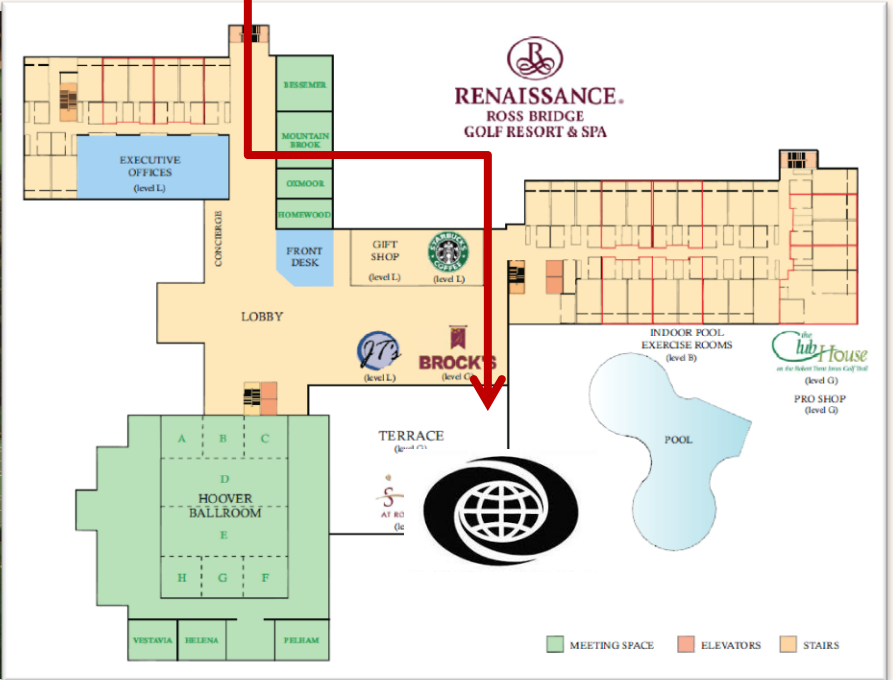
- General Session in Salon ABCD.
- Meals in EFGH
- Breakouts: Vestavia, Helena, Pelham, Mountain Brook, Bessemer

See, that's all of our space! And it's all World Book! Think of the signage, the branding, the networking, the attention...everything that comes with being THE big fish.

How does that sound?



Picture Yourself Here

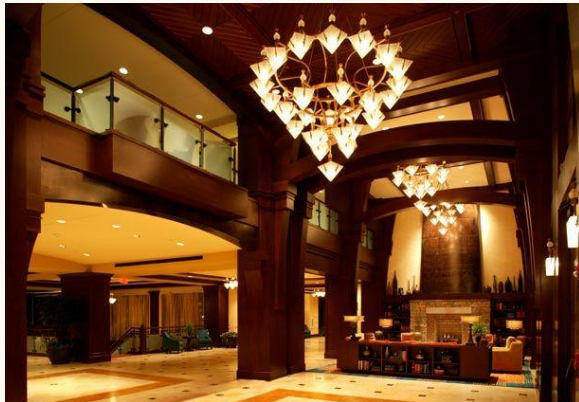


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Please Tell Me You Didn't Skip To This Page

I know, I know. It's important. And worth waiting for:

- January 4-8, 2015...drum roll, please....~~\$129!~~
- January 11-15, 2015...maintain drum roll....~~\$199~~
- No resort fees! (Cymbals clang!)
- Complimentary Meeting Space. Yes, all of it.
- ~~100% Complimentary Breakfast~~
- ~~20% Off F&B~~
- ~~Double Mexican Beverages~~
- Complimentary Gobo with your Logo
- Three Suite Upgrades at the Group Rate for VIPs
- One Suite Upgrade with Connecting Room for you!



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What's Everyone Else Saying?

- “I would like to thank you so much for hosting a truly memorable National Sales Conference last week. Your staff who we partnered with are simply amazing, extremely hands on and responsive. They also really seemed to care about our program and its outcome, which to me, is truly unique. This is where your property really stands out amongst your competitors.” – **AIG**
- “Food and beverage, the rooms, everything for the event and the planning was GREAT. Congratulations to you and your staff. Ross Bridge is a place I would highly recommend and will keep in my contacts for future meetings.” – **GE Healthcare**
- “I have been working with hotels as an event planner for 3 years, and the hotel personnel I have worked with are in the top tier. In addition, the meeting attendees raved about how wonderful the hotel is.” – **Edward Jones**
- “Best Dealer Meeting EVER and they all loved our Welcome Dinner. Thank you so much; the Renaissance Ross Bridge did an amazing job.” – **Mercedes-Benz USA**

NEXT: Our 2016 Annual Sales Meeting was the best to date! The size of the resort was just perfect; we felt like we had rented a Scottish Castle! The intimate atmosphere, incredible food, and breathtaking setting made this a really special place. But the best part was the personalized service; we felt like family. Sean did an amazing job finding this hidden gem.

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If you read this whole thing, you deserve a medal of honor. I don't usually gush so much in proposals, but thinking about World Book and Childcraft actually made me tear up a bit.

I do hope you will seriously consider Ross Bridge. You've probably never heard of us before; we are a true "hidden gem" in the South. I hope I get a chance to show you what makes us special.

Please feel free to contact me at Laura.Chappell@rossbridgeresort.com or 205-949-3011 when you decide we are the perfect location for you!

And I'd like to thank World Book again; you work for a great company.



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Laura Chappell,
Assistant Director of Sales