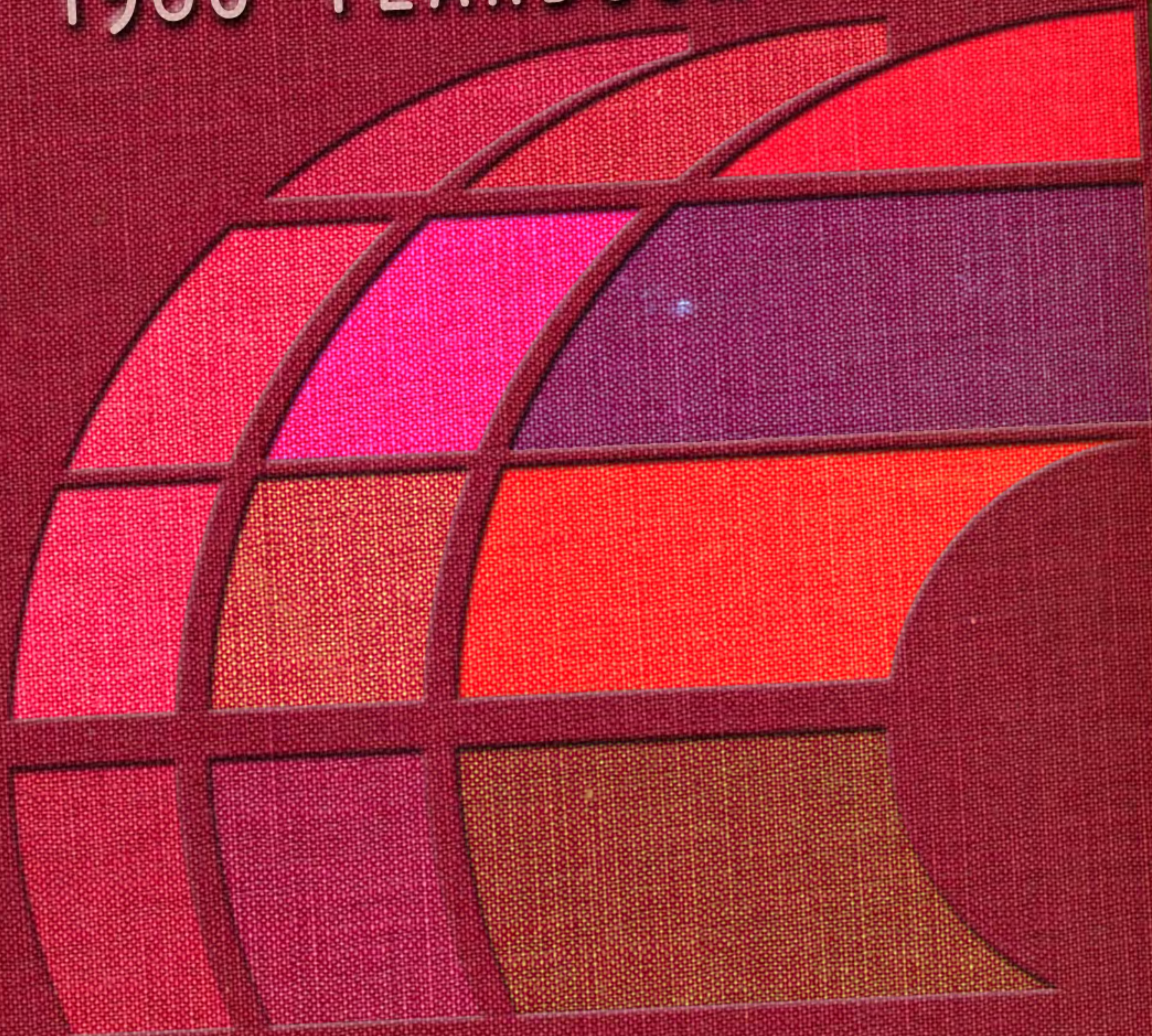


THE ATLANTA  
COACHING  
SUMMIT

1986 YEARBOOK



MARTEL  
insights





## A WORD FROM THE HEAD BOY:

Hey Martelians,

All I want to hear from you right now is: You already booked June 21st - 23rd for some serious business because you cannot afford to miss what's going down in Atlanta. This event will make all the difference in your bottom line..

**Be the zone, get pumped and max this out.**

Let me break it down to paint you a picture here...Atlanta's real estate market is hot (*I mean, guys, it's an investors paradise*) and we've got your **EVERYTHING** you need to get in on the action. From power team locals (*priceless connections in-person*) and flex day mayhem (*all about your needs*) to asset management essentials (*moolah man*), you're going to get the what-for to kick ass for the rest of the year.

**You'll Walk Away with Hard-Core Money Making Knowledge.**

Of course, it's not **ALL** work, there's a little play involved...Saturday night, we've got our 80's-theme networking party (*two words: Parachute Pants*). If you been to the last few Coaching Summits, you already know how incredible these new networking parties are for building that perfect blend of partnership opportunity and establishing relationships so get psyched to bust it in your fluorescent neon clothing (*don't act like you've never done it!*).

**Note to Plats:**

**We're starting on Wednesday Night @ 6pm and we've got a special classic American-inspired Bucket List adventure Thursday night.**

All in all, this is going to be an amazing event with seriously vital insights for your real estate business - don't miss out. **Remember:** these coaching summits are an essential aspect of your success so make it a priority.

See you in Atlanta!

-SM

**P.S.** If you haven't already (*whatever!*) you've still got time, RSVP with [paula@stevemartel.com](mailto:paula@stevemartel.com) today and get ready for pure awesomeness.



Steve Martel  
**Head Boy, 1986**



# OPTIMIZE YOUR PROFITS... AND HAVE A BLAST DOING IT!

If you want to know how to make more cash on your current holdings (or even just lay the groundwork so you're maxing out your cash flow from day one), this is the event for you. We're covering all the crucial Property Management details from lease agreements to property maintenance to bring you the best-kept trade secrets. You'll get Steve's personal rulebook to maximize your profits, and in true Martelian-style...

## YOU'RE GOING TO LOVE EVERY MINUTE OF IT.

From hiring and managing your power team to streamlined techno tool and reading statements, you don't want to miss a minute of this content. On top of the killer inside scoop, you'll meet local power team members, partake in flex day and party 80s style at our righteous networking extravaganza. Email [paula@stevemartel.com](mailto:paula@stevemartel.com) to reserve your spot now.

## PLATINUM EXCLUSIVE:

JUNE 19TH AND JUNE 20TH

The pre-event Platinum Exclusive starts on June 19th, registration starts at 5pm, and we're going to take it up a notch this time around so bring your game face. Atlanta is a goldmine of investment opportunity right now and you'll get a dose of how to navigate the like a boss. You'll get advanced level property management solutions to make more of your holdings and take in the Braves VS. Mets battle Thursday night...yeah, you don't want to miss this.

## MAIN EVENT:

JUNE 21ST, JUNE 22ND AND JUNE 23RD

The Atlanta 2013 Cash Flow Summit main event starts on June 21st (registration is at 8:30am) for 3 full days jam-packed with a treasure trove of essential property management. From flex day fun, power team members and partnership opportunities, you'll gain knowledge to take your success to new heights.' It really doesn't matter if Atlanta is your market or not (although if it is, we'll have resources that you're going to be very happy about), this is vital information you need to effectively manage your properties and ultimately, boost your bottom line. You'll find out how hire and manage your power team off-site, how to read through statements, how to leverage technology and more to increase your cash flow.

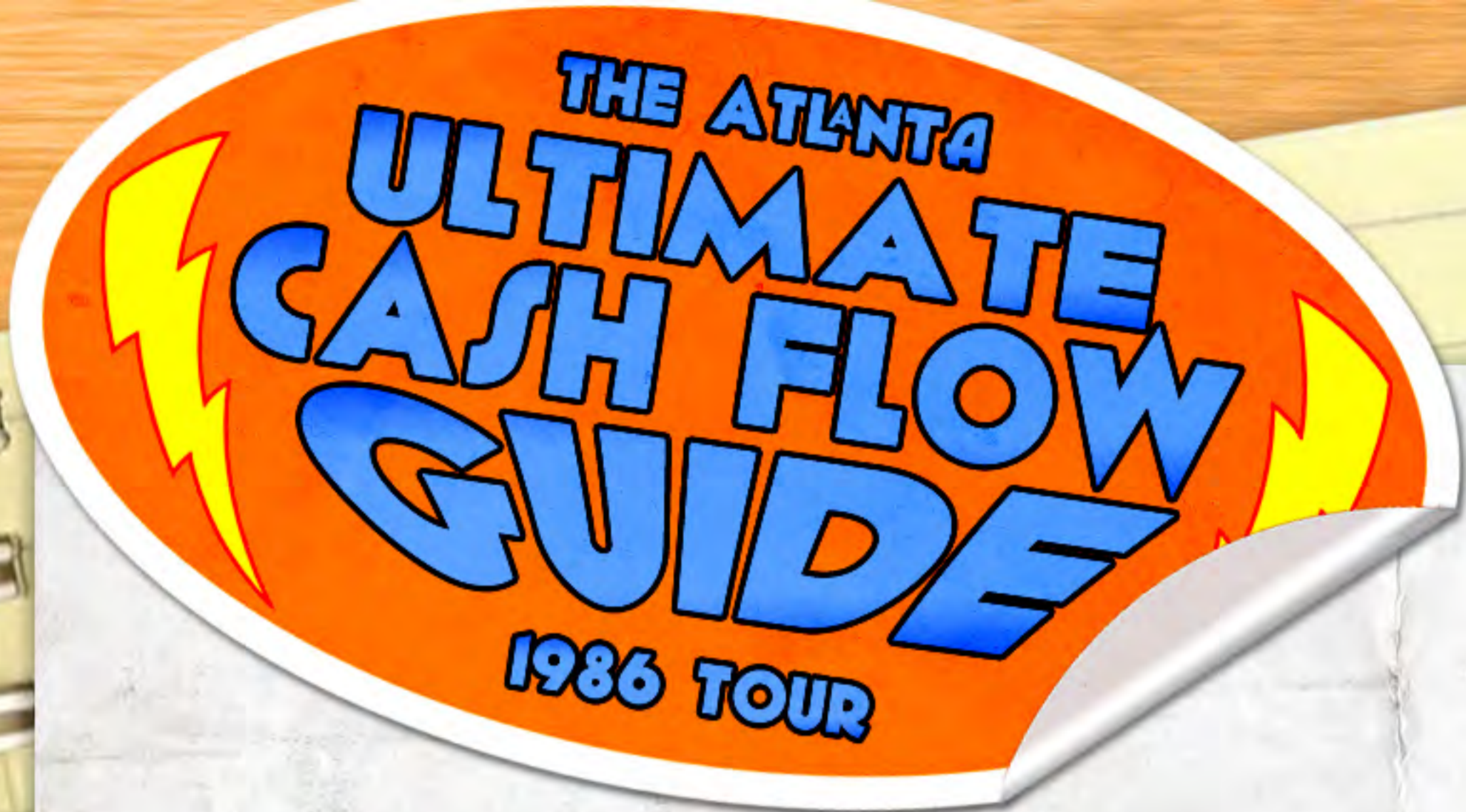
RSVP by email at [paula@stevemartel.com](mailto:paula@stevemartel.com) Today!  
Cor she'll hunt you down ninja-style - SIKE!

SPIRIT!: Seniors Katy Moore, Parver, Linda Daly, and Kristin Meredith in the 1986 SAA Martel Show.

BIGGEST  
PARTY  
EVER!







## PLATINUM EXCLUSIVE

**Wednesday, June 19th**  
Interactive Strategizing Session

**Thursday, June 20th**  
Advanced Asset Management  
All-American Bucket List Adventure

## COACHING SUMMIT MAIN EVENT

**Friday, June 21st**  
Flex Day Mayhem

**Saturday June 22nd**  
Property Management Systems  
Financial Property Methods  
Righteous 80s Bash

**Sunday June 23rd**  
Property Management Systems (Part 2)

Got questions? Email [paula@stevemartel.com](mailto:paula@stevemartel.com) for details, reservations and general information. Duh!

## PLATINUM MEMBERS BUCKET LIST



Thursday night, we'll be taking in an epic on-going battle between the Braves and the Mets for a dose of "American Hockey" and a night of fun before the main event. It's sure to be an epic game filled with friends, awesome junk food and (for those of you inclined – umm, I guess like all of us in this crowd) beer , so get ready to kick back and take in a classic battle of pure skill.



Paula, V., Bronwen G., Kelsie K., Amethyst S., Crystal C Heather D. Randee B., Steph M., Brittany K. Julie P.



MARTEL  
INSIGHTS

# YOU'RE INVITED

We all knew it was only a matter of time until our Righteous 80s-themed Saturday Night and it's going to be **TOTALLY RAD!** So, like, get ready to bust out the neon, big hair and Parachute Pants (*bonus points for anyone who has a SLAP IT bracelet*) and get ready to seriously rock out to some like totally amazing music, for real.

**WHAT:** Righteous 80s Bash  
**WHEN:** June 22nd at 8pm  
**WHERE:** Holiday Inn Banquet Hall  
**WHO:** Coolest Martelians (just saying...)

Our new networking platforms give you the best ever chance for that blend of fun and business to create strategic alliances so take advantage. More than a few partnerships flourished at the Casino Royale Gala in Vegas and part of that is because we all get the chance to be ourselves and really connect. Don't be shy to dress up as your favorite 80s icon (like Alf, MacGyver, yourself...whatever) and let loose! It's one of the best ways to click with people to build lasting relationships. Besides, how many more chances are you going to have to bust it 80s style?



Look at these  
radical photos from  
last time!

Are you going  
to Steve's party?  
 YES!  NO





# INFORMATION!



## Holiday Inn

Atlanta-Perimeter/Dunwoody  
4386 Chamblee Dunwoody Road  
Atlanta, GA

Impeccable service and superior accommodations are what you will enjoy at the full-service Holiday Inn Hotel in Atlanta. Situated off of I-285, just north of downtown Atlanta, the hotel is in the heart of the business, shopping and entertainment. They offer unrivaled service and comforts, including a Fitness Center, free Wi-Fi access, outdoor pool and free shuttle service within a five-mile radius of the property. At Bristol Bar & Grill, you can enjoy a hearty breakfast buffet or relax with a favorite cocktail. Bonus? The price is right at just \$91 (U.S.) per night, so make sure you RSVP with Paula to get your group rate.

Was voted one of the  
Top 10 Hotels in Atlanta!

Check out their  
YouTube video!



BON JOVI

## AIRPORT INFO

Hartsfield-Jackson Atlanta International Airport (ATL)  
2600 Maynard H. Jackson Jr. Blvd, Atlanta, GA 30354

Visit Airport Website:

<http://www.atlanta-airport.com/>





# Martel High School

## Summer 1986 Class Schedule

**IMPORTANT MESSAGE:** Martelian Coaching Summits are unlike any 'normal' business conference you've ever been to – they are fun, innovative, interactive and most of all, jam-packed with real time market insights. For that reason, this agenda is subject to change, to make the experience even more awesome, if that's possible. All attendees will be given notice of any changes upon arrival.

<b>Date:</b> Wednesday, June 19, 1986
<b>Topic:</b> Platinum Exclusive
<b>Classroom:</b> Centennial Ballroom

TIME	SUBJECT	TEACHER
05:00PM – 06:00PM	Meet & Greet Registration	
06:00PM – 09:00PM	Advanced Interactive Investment Strategizing	John/Steve

<b>Date:</b> Thursday, June 20, 1986
<b>Topic:</b> Platinum Exclusive
<b>Classroom:</b> Centennial Ballroom

TIME	SUBJECT	TEACHER
09:00AM – 04:00PM	Innovative Techno Savvy Property Management	John/Steve
05:30PM – 05:40PM	All-American Outing (Bus Pick-up @ Hotel)	
06:00PM – 07:00PM	Souvenir & Beer Shopping	
07:10PM – 10:00PM	Braves VS. Mets Baseball Game	

GO  
BRAVES!!  
mets  
suck!





# Martel High School

## Summer 1986 Class Schedule

<b>Date:</b> Friday, June 21, 1986
<b>Topic:</b> FLEX DAY MAYHEM
<b>Classroom:</b> Centennial Ballroom

TIME	SUBJECT	TEACHER
08:30AM – 09:00AM	Meet & Greet Registration	
09:00AM – 10:00AM	Welcome to Atlanta	Steve Martel
10:00AM – 10:45AM	Meet Your Atlanta Power Team	Power Team
10:45AM – 11:00AM	Coffee Break	
11:00AM – 12:00PM	Insider Scoop with Your Atlanta Power Team	Power Team
12:00PM – 01:30PM	Lunch	
01:30PM – 04:15PM	Market Resources with Your Atlanta Power Team	Power Team
04:15PM – 04:30PM	OPEN	
04:30PM – 05:00PM	OPEN	

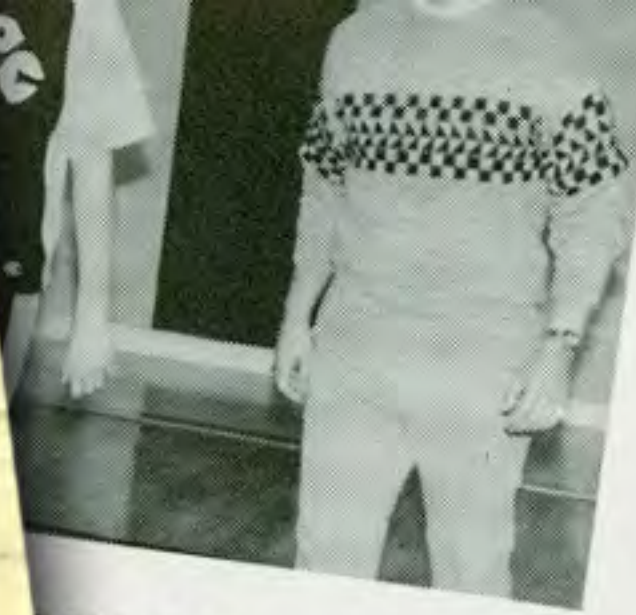
<b>Date:</b> Friday, June 21, 1986
<b>Topic:</b> FLEX DAY
<b>Classroom:</b> Ashford Room

TIME	SUBJECT	TEACHER
11:00AM – 12:00PM	Trade Secrets for Property Management	Gavin/Yoshi
12:00PM – 01:30PM	Lunch	
01:30PM – 04:15PM	Hard Won Wisdom of Off-Site Management	Gavin/Yoshi
04:15PM – 04:30PM	Coffee Break	
04:30PM – 05:00PM	OPEN	





Michael Jackson forever!



MARTEL insights

Martel Insights School District

# Martel High School

## Summer 1986 Class Schedule

<b>Date:</b> Saturday, June 22, 1986
<b>Topic:</b> Property Management
<b>Classroom:</b> Centennial Ballroom

TIME	SUBJECT	TEACHER
09:00AM – 10:00AM	Lessons Learned: Success Panel	Steve
10:00AM – 11:00AM	Fundamental Principles of Asset Management	John Dessauer
11:00AM – 11:15AM	Coffee Break	
11:15AM – 12:00PM	Off-Site Property Management	John Dessauer
12:00PM – 01:30PM	Lunch	
01:30PM – 03:30PM	Essential Insider Systemized Process	John Dessauer
03:30PM – 03:45PM	Coffee Break	
03:45PM – 05:00PM	High Profit Property Management	John Dessauer
08:00PM – 11:00PM	80's Righteous Bash	Martel Team

<b>Date:</b> Saturday, June 22, 1986
<b>Topic:</b> Mastery Breakout Session
<b>Classroom:</b> Ashford Room

TIME	SUBJECT	TEACHER
10:00AM – 11:00AM	Creative Market Opportunity 2013	Steve Martel
11:00AM – 11:15AM	Coffee Break	
11:15AM – 12:00PM	Real Estate Diversification	Steve Martel
12:00PM – 01:30PM	Lunch	
01:30PM – 03:30PM	Hot Market & Strategy Alignment	Steve Martel
03:30PM – 03:45PM	Coffee Break	
03:45PM – 05:00PM	Interactive Strategizing	Steve Martel





