

# San Diego Roofing Contractors' Association

Wednesday, March 15th, 2006

The Butcher Shop Steakhouse  
5255 Kearny Villa Road  
San Diego, CA 92123  
858-565-2272

March Lunch Meeting  
11:30 AM – 12:00 PM Check In  
12:00 PM Sharp, Luncheon & Program

## Featuring Ruben A. Estrada

Ruben A. Estrada is CEO and chief small business architect of Estrada Strategies, LLC, (ES) and founder of the ES CEO Club™ and the monthly online Executive ES CEO TELE CLUB™. He is the author of the forthcoming “6 Disciplines of Business”™ a practical book detailing the secrets behind the 6 Disciplines of Business,™ a must-read for the fledgling entrepreneur and for CEOs. Ruben’s expertise for rebuilding existing companies and for establishing new operations have made him a leader among entrepreneurs and CEOs of small businesses. His ability to develop and implement new market penetration and acquisition plans gives his clients the edge in growing their businesses. Using the 6 Disciplines of Business™, Ruben has helped many entrepreneurs realize their full potential. His many clients have realized significant increase in revenues, gross profits and net income. They have also learned how to develop and implement systems to improve performance throughout their companies. For more information you may visit [www.ESceoclub.com](http://www.ESceoclub.com).

The SDRCA is pleased to offer this educational program and have Mr. Estrada share his expertise with us. This is a rare opportunity to submit your questions to an expert on business consulting.

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*Gaslamp Insurance*

-----Keep upper portion -----Send lower portion-----  
SDRCA Lunch Meeting Reservation Due by Thursday, March 9th, 2006

Company: \_\_\_\_\_

Attendee: \_\_\_\_\_

Attendee: \_\_\_\_\_

Attendee: \_\_\_\_\_

Attendee: \_\_\_\_\_

Please fill in your amount

\_\_\_\_\_ Attendees at \$25.00 member price = \$\_\_\_\_\_

\_\_\_\_\_ Attendees at \$35.00 non-member price = \$\_\_\_\_\_

Total Price = \$\_\_\_\_\_

Check Enclosed     Credit Card listed below     Send me an Invoice     Use Advocate credits

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