

## **The PDA School**

*Subhead:* Unlocking the potential of your Palm

Why carry a laptop when you can carry a PDA?

That's the question Dave Pope of The PDA School asks his customers. "Most people use a PDA as little more than an electronic planner. People assume that a PDA is just a replacement for old-fashioned paper daytimers. They're amazed when I tell them everything else they can do, like storing documents, checking e-mail, and surfing the Web," adds Pope.

Imagine pulling a PDA from your pocket and printing a document with a single click. What if you could whip out your PDA and beam a PowerPoint presentation directly to a projector? PDAs are much more convenient—and impressive—than fumbling with cords and connectors on a laptop.

Dave Pope founded The PDA School earlier this year after learning just how underutilized PDAs are. "We customize our courses to meet individual needs," explains Pope. "We want to know how you work and live before we design a course for you. That way, we can address your specific needs rather than give you off-the-shelf training."

One of the more interesting PDA markets is stay at home moms. A "Palm for the Household CEO" course is designed for moms who are managing busy families. Rather than tracking activities on a huge calendar, moms learn how to put family and personal schedules on a PDA that they take with them. "Having information available wherever they are—at school, in the car, or at PTA meetings—makes much more sense," says Pope.

The PDA School offers full training on PDAs that use the Palm operating system, such as the Palm, Handspring, and Sony CLIE. Classes typically run from three to six hours and are held at the Brookwood Inn in Bushnell's Basin or onsite. Students practice common tasks—relevant to their needs—until they gain confidence. Then they learn all the things they can do with a PDA, where to get PDA accessories, and how to customize their PDAs further.

"Few people even install the third-party software that comes with their PDAs," says Pope. "That software, plus freeware you can download, are what add power to a PDA. I'm amazed that so many people still use PDAs only to check calendars and store names and addresses. There's so much more they can do."

Best of all, The PDA School supports its students for a full year after training. "We recognize that our students won't remember everything they learned in class. I often get e-mails from students asking if a PDA can do a certain task. I get right back to them with an answer," adds Pope.

The PDA School also offers intermediate and advanced classes for those who yearn to be PDA gurus. Some of the topics in his courses include learning the basics, tips and tricks, time management, and specialized information for students, parents, and sales professionals.

To broaden the scope of his classes, Pope works with Craig Maurer, an independent instructor. "Craig knows all about how to use PDAs with Microsoft applications, such as Word and Excel," says Pope. "Especially with business clients, he can tell them all the ways they can use a PDA to manage documents, spreadsheets, and presentations."

For people looking to buy a PDA, The PDA School is an authorized Palm reseller. They help people find the right PDA, software, and accessories for how they live and work. "Believe it or not, I get a fair number of fishermen who want to use their PDA as a Global Positioning System. With a free download and a Palm accessory, we can set them up so they'll never be lost on those back roads again," claims Pope.

"I consider myself a Palm evangelist," says Pope. "I hate to see people using only a handful of PDA features when they could be so much more organized and productive." Give Dave a call today at the PDA School, (585) 388-7256, to learn how you can make better use of this marvelous new technology.

### **Sidebar: Did You Know?**

- You can run PowerPoint presentations directly from your PDA
- Extensive freeware is available for PDAs, including maps and MP3 players
- Your PDA can be converted to a Global Positioning System

- You can create and edit Word and Excel files on your PDA
- You can use your PDS to download and read .pdf files and e-books

**Testimonial:**

“My Palm’s potential was overwhelming until David Pope of The PDA School helped me navigate efficiently and effectively. Now it’s in constant use!” – Victoria Ferren, V.P. at AM&M Financial Services, Inc.

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