



# Lunch & Learn

Thursday, April 16, 2009 • 11:30 am-1:30 pm  
HBA Reischman Auditorium • 799 White Pond Dr.



## “HOW TO SURVIVE (AND PROSPER) IN ANY ECONOMY”

Systems have made some great companies, McDonald’s, Walmart, FedEx. In order to market well, a business needs to have a marketing system. Learn what kind of things should go into the marketing system. Topics to be discussed:

- Marketing takes time • The many ways to market your business • The importance of having a marketing system • Variety leads to stability • Ways to market to current customers • Ways to market for new customers

### OUR PRESENTER: Kathy Jiamboi, President, Creativedge Marketing

*Creativedge Marketing’s specialty has evolved into the development and execution of marketing strategies utilizing the tool box of strengths they have built over the years in graphic design, promotions and tried and true marketing campaigns and strategies. Clients include those in B2B and B2C markets including home improvement, medical services, manufacturing, financial services, community centers, restaurants, hotels and information technology among others.*



### Registration Prices:

SMC/PRC Members: \$10

Non-SMC/PRC Members: \$15

*price includes lunch*

*brought to you by the SMC Programs Committee of the HBA Serving Portage & Summit Counties and the Professional Remodelers Council*



**Reservations are due by Tuesday, April 14.** *Uncancelled RSVPs/no-shows billed per HBA policy*

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

Address: \_\_\_\_\_ City/Zip/Phone: \_\_\_\_\_

SMC Member? \_\_\_\_\_ Check enclosed for \$ \_\_\_\_\_ or bill credit card below for \$ \_\_\_\_\_

VISA/MC #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_ CCV code/Billing Zip: \_\_\_\_\_

**PLEASE...RSVP to sharong@akronhba.com / online at www.akronhba.com or fax to (330) 869-5506**