



# Lunch & Learn

Thursday, November 12, 2009 • 11:30 am-1:00 pm  
HBA Reischman Auditorium



## WHAT DOES BEING 'GREEN' MEAN? PRACTICAL APPLICATIONS: PUTTING GREEN INTO PRACTICE

Join HBA President Elect, Lance Schmidt of F.G. Ayers Inc. and learn what products and principles consumers are looking for in actively living green.

Topics of discussion include:

- Environmental Marketing • How to work with an Educated Client
- How to Reduce Cost in your Business by Going Green • Evaluation of your Daily Operations to Save you Money..... and MUCH MORE!

**Limited table top spaces are available for providers of green products and services. Low Cost! Call the HBA for details.**



**Registration Prices:**  
SMC Members: \$7  
Non-SMC Members: \$12  
*price includes lunch*

*brought to you by HBA's Sales & Marketing Council Programs Committee*



**Take Advantage of our PRE-PAY Discounts!**  
*Save \$2 by pre-paying with cash, check (\$5/\$10) OR \$1 by pre-paying with credit card (\$6/\$11) on or before 11/9/09*

**Reservations are due by Monday, November 9.** *Uncancelled RSVPs/no-shows billed per HBA policy*

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

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

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

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

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

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