

## of Marketing in a Economy

**Don't let the pace of today's economy hinder your marketing energy!  
Operate smarter. Think both strategically and creatively. Be more resourceful.**

**DATE:** Tuesday, August 31, 2010, 8 to 10 a.m.  
**WHERE:** ABC – 651 Danville Dr., Orlando, FL 32825  
**COST:** \$25.00 ABC CFL/CFBE Members;  
\$30.00 Non-members (prepay required)  
**INSTRUCTOR:** Patricia A. Werner, CEcD  
Marketing Consultant

### LEARN

- The differences between public relations, advertising, marketing, and branding
- How to write press releases that will be published and read
- How to market your company through various media (marketing tools)
- Networking tips – The Dos and Don'ts

### Register Online

[www.abccentralfloida.com/seminars.shtm](http://www.abccentralfloida.com/seminars.shtm) Or  
Fax completed registration to (407) 629-0144

### For More Information, Call

(407) 628-2070

**Who should attend:** Employees involved in spreading the word about your company including non-marketing professionals, marketing professionals, people whose many hats include marketing and/or business development, upper management, marketing managers and coordinators/assistants. Every employee should be marketing your company.

### Patricia A. Werner, CEcD

Marketing Consultant

Pat has over 30 years of marketing, leadership and business experience. She has developed, implemented, and managed business development and marketing programs during her career. She led the Metro Orlando Economic Development Commission's Corporate Business Development team prior to her employment with WELBRO Building Corporation where she was Vice President of Community and Economic Development for the past seven years. She is a certified economic developer (CEcD), a 2001 Graduate of the Executive Management Institute and a 2002 Graduate of the Executive Leadership Institute at Rollins College. She is the Past President of Commercial Real Estate Women (CREW) Orlando, Past Chair of the Goodwill Central Florida Board of Directors and was the first woman President of the Florida Economic Development Council. Currently she is a Board Member on The CREW Network National Board of Directors.

Company: \_\_\_\_\_  ABC CFL Member  CFBE Member  Nonmember (prepay required)

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Student(s) (1) \_\_\_\_\_ (2) \_\_\_\_\_

(3) \_\_\_\_\_ (4) \_\_\_\_\_

### PAYMENT OPTIONS – Please select one:

Check enclosed  Sending check  Bill me (\$7 charge – ABC CFL members only)  Credit Card:  Visa  MC  AMEX P.O. # \_\_\_\_\_

### CREDIT CARD INFO – If paying by credit card, all below information is required:

Person's Name on Card: \_\_\_\_\_ Email receipt to this address: \_\_\_\_\_

Card# \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Card Code: \_\_\_\_\_ (AMEX: 4 digits on front of card or VISA/MC: 3 digits on back of card on signature line)

Statement address \_\_\_\_\_ Statement Zip Code \_\_\_\_\_

Signature: \_\_\_\_\_

Coupon enclosed \$ (coupon must be presented at time of registration or prior to date of seminar)

**Cancellation/Refund Policy:** Cancellations received three (3) business days (72 hours) before class will be accepted and a full refund will be issued. No refunds will be given for cancellations received later than three business days prior to this seminar; please send a substitute. No shows will be billed.

**Please MAKE CHECKS PAYABLE AND SEND TO:** Associated Builders and Contractors, Inc. – 651 Danville Dr. #200, Orlando, FL 32825