

General Membership Meeting



We Must ALL Be
SALES PEOPLE
in the Present Business Environment



Saturday, January 29, 2011

Held at: Business Team
2293 West 190th Street
Torrance, CA

Continental Breakfast and
Registration: **8:30 am**
Meeting: **9:00 am - 11:00 a.m.**

MEETING MODERATOR

JOHN ECKEARD

INTEGRITY PRESS

A panel of peers and industry experts, with working knowledge of the challenges facing our businesses today, will share activities and programs that are working for them and other small businesses in this difficult economy. Attend the meeting and discover what the panelists, and those that wish to share, have implemented including selling activities or programs that have or have not worked for them. The panel will address different ways to market your business and develop a business plan that includes mailings, web site enhancement, sales calls, networking activities, and goggling ideas and techniques. The meeting will introduce concepts in selling and marketing that are not traditional to our small businesses.

John Eckard, President, Integrity Press and the President of CABP will moderate a panel that includes Michael Druyen, CEO, Certified Printers; Leslie Groene, Groene Consulting; and Nancy DeDiemar, President, Printing Resources of Southern California.

RETURN THE REGISTRATION FORM BY MAIL or FAX (323) 724-2327 or contact Rose Dorado (323) 728-9500 ext. 231 to make reservations.

Don't Miss out on this timely and important meeting...register today!



REGISTRATION FORM

Yes! Sign us up for the CABP MEETING, **Saturday, January 29, 2011.**

Names _____

Company _____ Telephone () _____

Tab: (includes Meal and Presentation)

- CABP General Members = **\$25.00/person**
- Non-Members = **\$35.00/person**

Please Note: Cancellations made less than 48 hours prior are non-refundable.

- CABP Members _____ x \$25.00 = _____
- Non-Members _____ x \$35.00 = _____

Mail to: **PIASC/CABP**
5800 So. Eastern Ave., Ste. 400
Los Angeles, CA 90040
Attn: Rose Dorado

or FAX: (323) 724-2327

For more information,
call Doug Moore at PIASC: (323) 728-9500

- Check enclosed (Make Payable to PIASC/CABP) \$ _____
- Bill Company-(CABP Members Only)

Acct# _____