

## Business 2 Consumer Workshop Schedule

September 14, 2007 from 1:30-4:15 PM  
At Skagit County Fairgrounds


### On-site contact




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### Workshop Schedule Overview

Room Capacity	100	100	30
	Room A	Room B	Room C
1:30-2:15	<b>Customer Service</b> Porter	<b>Marketing for Maximum Impact</b> Cailloux	<b>Communicating Effectively</b> Beaugard
2:30-3:15	<b>Customer Service</b> Porter	<b>e-Marketing</b> Vandermuelen	<b>Strategic Marketing (in Spanish)</b> Morelli
3:30-4:15	<b>Marketing to Latinos</b> Panel	<b>Generational Marketing</b> Case/Cook	<b>Teambuilding</b> Beaugard

### Workshop Times and Descriptions – Friday 9-14-07

1:30-2:15		
<b>Room A</b>	<p><b>Customer Service: Increase Value to Increase Customer Loyalty</b></p> <p>Loyal customers mean increased profitability, but what will make your customers loyal? A shift is required from the traditional goal of customer service 'to make satisfied customers'. Today this is no longer a viable goal. If your intent is to expand your client base then the goal must be to create loyal customers. Simply put, the less loyal customers you have the more money you need to spend on advertising. The first step on the road to creating loyal customers is finding ways to raise your customers perception of value of your company and its services or products. Learn how in this information-packed workshop taught by Andy Porter, international business consultant and trainer since 1987.</p>	 <p>Andy Porter</p>

<p><b>Room B</b></p>	<p><b>Marketing for Maximum Impact</b></p> <p>Getting maximum impact from your marketing dollars requires strategic thinking. Discover an easy model to keep the big picture in mind. Take home some tools that will make every promotional decision a strategic decision. Learn to evaluate your current efforts and quickly make strategic marketing decisions for your unique business. Laura Cailloux, MBA is a former business owner and currently serves as the Director of Skagit Valley College's Business Resource Center.</p>	 <p>Laura Cailloux</p>
<p><b>Room C</b></p>	<p><b>Communicating Effectively: How to Get on the Same Page</b></p> <p>Good communication skills are vital to your success in business. Everyone has a preferred communication style. Learn to identify specific styles and recognize their differences. Increase your understanding of how to communicate successfully with your customer, employee, peer or boss.</p> <p>Pat Beaugard, M.S., is an Executive Coach, Consultant and Trainer with 25+ years experience in diverse industries. She teaches managers and employees how to be more effective.</p>	 <p>Pat Beaugard</p>
<p><b>2:30-3:15</b></p>		
<p><b>Room A</b></p>	<p><b>Customer Service: Building Long Term Relationships</b></p> <p>On the surface it seems so simple to build long term relationships with customers. Advertise what you have to deliver, be friendly, deliver what you promise. Then why does it ever go wrong? Why do some business/customer relationships disintegrate? We will discuss the ACER pyramid ; Attraction, Connection, Exchange, Relationships and how to use it to improve your relationships with customers, staff and business partners. This workshop can change the way you deal with people. Workshop taught by Andy Porter, international business consultant and trainer since 1987.</p>	 <p>Andy Porter</p>
<p><b>Room B</b></p>	<p><b>e-Marketing</b> <i>Waiting for text and photo</i></p>	<p>Peter Vandermuelen</p>

<p><b>Room C</b></p>	<p><b>Mercadotecnia para el Impacto Máximo</b></p> <p>Para alcanzar el impacto máximo de sus dólares de mercado, se necesita un plan estratégico. Descubra como evaluar sus estrategias corrientes y como crear un nuevo modelo más exitoso. El éxito de su negocio único depende en su habilidad de hacer decisiones sólidas basadas en un plan de mercado estratégico. Actualmente Dra. Diana Morelli es Directora del Programa para la Expansión y Retención del Negocio Latino en los Condados de Skagit y Whatcom. Desde el principio del programa en 2004, muchos diferentes tipos de negocios Latinos han recibido casi un millón de dólares en préstamos. Dra. Morelli ha tenido más de treinta años de experiencia como profesora y comerciante.</p>	 <p>Diana Morelli</p>
<p><b>3:30-4:15</b></p>		
<p><b>Room A</b></p>	<p><b>Marketing to Latinos</b></p> <p>Did you know that 25% of the population in Mount Vernon and Burlington is Latino? Is your business effectively reaching this growing population? Attend this panel discussion to learn about demographic trends and cultural issues that affect the buying patterns of Latinos. Avoid common pitfalls of businesses trying to reach the Latino market. You will leave this workshop with a list of key media resources and contacts to reach the Latino market.</p>	 <p>From left to right: Pedro Perez, Carlos Bejar, Rip Robbins, Eduardo Olguin. Not pictured: Navor Tercero</p>
<p><b>Room B</b></p>	<p><b>Generational Marketing</b></p> <p>How do you market your business to different generations? There are no fewer than four distinct generations represented in today's economy, and if you don't know how to effectively target your marketing to reach each of them, then you are missing out on potential profit. Join Carrie Case of Go Dig Corp and Amelia Cook, MBA of the Mount Vernon Chamber of Commerce for an insightful discussion of the Silents, Baby Boomers, Gen-Xers, and Millenials and how you can improve your message to reach each of them.</p>	 <p>Amelia Cook    Carrie Case</p>
<p><b>Room C</b></p>	<p><b>Teambuilding: A Tool to Leverage Talent</b></p> <p>Think teambuilding is just a rah-rah activity designed to make people feel good about the company? Think again. With collaborative teamwork you can leverage the talent in your business and impact the bottom line. Discover which characteristics help and hinder a team's success. Learn how appreciation drives collaboration.</p> <p>Pat Beaugard, M.S., is an Executive Coach,</p>	

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	<p>Consultant and Trainer with 25+ years experience in diverse industries. She teaches managers and employees how to be more effective.</p>	<p>Pat Beaugard</p>
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