

Associates Council and Remodelers™ Council present:

Creative Marketing Strategies for 2010

Hear from the various perspectives and experience of four expert panelists as they share creative and effective strategies in marketing your business with little or no cash outlay.

Networking and roundtable discussions will also provide opportunities to share ideas with fellow members for several take aways for strategies to enhance your marketing.



TIM GIRVIN

GIRVIN's Strategic Branding, an international consulting firm with local roots, focuses on marketing by aligning story, message and visualization to create powerful emotional resonance between audiences and brands. Girvin's built successful programs for northwest real estate, A&E, construction groups, international retail development and hospitality.



JOHN ERDMAN

For over 30 years, Erdman has helped thousands of career minded people reach their goals through instruction on enthusiasm, effective speaking, human relations, sales techniques, customer relation concepts, personal development, management methods and self-image psychology. His speeches have motivated thousands toward self-improvement and success.



LEN MCADAMS

McAdams is a well-known remodeler and long-time Master Builders Association member with over 40 years of experience building and renovating homes. He is a marketing fanatic and is often invited to speak on home improvement topics at home shows and service clubs.



LINDSEY MILLER

Miller is a Senior Project Lead at Spring Creek Group, a leading Pacific Northwest social media marketing agency. Spring Creek Group works with global brands, supporting marketing needs through online means. Miller previously spent three years with the Master Builders Association as manager for the Care Foundation.

DATE AND TIME:
Thursday, May 6, 2010
7:30 a.m. - 9:30 a.m.

LOCATION:
Bellevue Hilton
300 112th Avenue SE
Bellevue, WA 98004

REGISTRATION FEE:
\$25 MBA member
\$35 non member
(breakfast included)

After April 30, there will be an additional late fee of \$10 per person.



ONLINE REGISTRATION AVAILABLE AT WWW.MASTERBUILDERSINFO.COM!

LAST NAME FIRST NAME

COMPANY NAME

MEMBER I.D. #

PHONE E-MAIL ADDRESS

ADDITIONAL REGISTRANT(S): LAST NAME FIRST NAME FEE

LAST NAME FIRST NAME FEE

*Payment for total fees must accompany registration form.

TOTAL FEES*

Charge my: American Express MasterCard VISA Discover

CREDIT CARD NUMBER / EXPIRATION DATE / SIGNATURE

To register, fax completed form to (425) 646-5985 or by phone call (425) 451-7920 or e-mail events@mbaks.com
All event cancellations must be received by the Events Department at least 48 hours prior to the scheduled event. No event refund or transfers will be issued after that time.

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Become a sponsor!

Program Sponsor (one available) \$750

- Three minutes at the podium to address the attendees
- Opportunity to place literature or promotional items at each place setting
- One draped display table with tabletop sign
- Company logo in event promotional materials
- Company listing (including company name, tag line and phone number) in event program
- Acknowledgement from the podium and on signage at each table
- Two complimentary event registrations

Tabletop Display Sponsor (space permitting) \$250

- One draped display table with tabletop sign
- Company name, marketing tagline and phone number in event program
- Acknowledgement from the podium and on signage at each table
- One complimentary event registration

To become a sponsor, contact the Master Builders Association's Sales & Marketing Department at (425) 451-7920.