

YOU ARE INVITED TO THE WIFCA SPRING DINNER MEETING



CONNECT WITH YOUR AUDIENCE

FOUR STEPS TO SUPERCHARGE YOUR ONLINE MARKETING

This will be a "hands on" presentation for all attendees. You are encouraged to bring your sales and marketing team as well as your laptops, smart phones, or other mobile devices to access the internet.

Topics covered will include:

- Understanding Generational Buyer Interests
- Best Practices for Maximizing your Website Impact and Response
- How Online Networks Drive Increased Business and Sales
- Using Video to Connect With and Influence Consumers

We guarantee this presentation will provide you "real world strategies" that work. Don't miss it! **Increase your brand awareness, qualified lead generation, and SALES!**

Country Springs Hotel **Tuesday, May 6th, 2014**

2810 Golf Road >>Cocktails: 5:30 - 6:30 p.m.

Pewaukee, WI 53072 >>Dinner: 6:30 - 7:30 p.m.

Phone: 262-547-0201 >>Speaker: 7:30 p.m.

or 800-247-6640

Wisconsin Floor Covering Association is proud to host: **Deeatra Kajfosz**, President of Nalani Services, Inc.

Deeatra Kajfosz inspires business leaders to unite their marketing, sales, and operational structure with a focus on client interests for maximum profitability. A collaborative thinker, Kajfosz has introduced hundreds of business leaders to an innovative process of corporate growth through steady and sustainable improvement. As a distinguished business woman, she has been recognized as a top Women of Influence by TEMPO International and was the founding member of TEMPO Washington County, serving as the chapter President for four years.

Advance registration **\$35** for Members* and **\$45** for Non-Members*

*Admission will be an additional \$10 if purchased at the event.

Please RSVP by Wednesday, April 30 and return the bottom portion of this letter to Stu's Flooring 4820 W Loomis Rd Greenfield, WI 53220 Phone: 414.744.9400 Fax: 414.744.9237 Please contact Jodie with Stu's for any questions: jodie@stusflooring.com

Name: _____ Phone Number: _____

Address: _____

Member or Non-Member (please circle one) Number attending: _____ Total Amount Due: _____

Payment Type (check one): Visa Mastercard American Express Check

Credit Card Number (if paying via credit): _____ * Exp: _____

Signature: _____

*If you are using a credit card, please use your credit card billing address and ZIP code on this registration

If faxing credit card information, for security, please call Jodie to confirm receipt 414-744-9400

Make checks payable to the WI Floor Covering Association (WIFCA). Please let us know if you have any special dietary needs.

Business Name: _____ Contact Person: _____

Email Address: _____

Please contact Roger Hegg, Executive Director for membership questions.

Phone: 608.663.2525 Email: rogerh@greatlakesdistribution.com



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