



presents

Who Moved Their Cheese?



Surviving and Thriving in the Changing Marketplace

Tuesday, October 4, 2011

Spghettini Grill and Lounge
3005 Old Ranch Parkway
Seal Beach, CA 90740

Schedule:

5:30 pm – 6:30 pm Registration, cocktails and appetizers
6:30 pm – 8:00 pm Panel discussion

Join us for an exciting educational and inspirational meeting of the recently updated PIASC Sales Club.

Our first meeting will feature a panel of local print sales people who have not only “paid their dues” over the course of their careers but who have also successfully dealt with the obstacles, changes and pressure that all sales people have experienced over the last couple of years.

Your Investment: \$35 per Registrant
Value: Priceless

Who Should Attend: All new and seasoned sales people, CSRs, Sales Managers, Owners and Presidents.

Panel members include:

Maia Giordani	Doug Grant	Arleen Nunez
<i>Monarch Litho, Inc.</i>	<i>Westamerica Graphics</i>	<i>Dual Graphics</i>

You will learn from their first hand experiences:

- What they did when they lost their number one account?
- How they network and what tools they use on a regular basis
- What they did to “spice up” their existing image in the marketplace
- Do they text? Facebook, Twitter or LinkedIn? How do they communicate with customers?



REGISTRATION FORM:

Yes! Sign us up for “Who Moved Their Cheese” presented by the PIASC Sales Club on Tuesday, October 4th at Spghettini Grill and Lounge

Name: _____ Name: _____

Company: _____

Address: _____

City: _____ State/Zip: _____

Phone #:() _____ Fax #: () _____

Email: _____

Return to:
Rose Dorado
PIASC
5800 S. Eastern Avenue, Suite 400
Los Angeles, CA 90040

Phone or Fax registration to:
Phone: (323) 728-9500, Ext. 231
Fax: (323) 724-2327

Email registration to:
rose@piasc.org

or register online at: www.piasc.org

Fee: \$35 per registrant

- Bill the Company
- Check Enclosed

*Cancellation must be received within 48 hours of the program for refund.