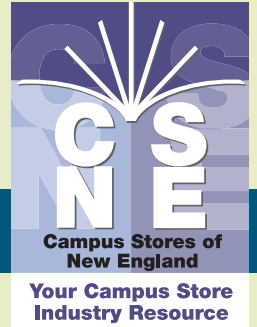
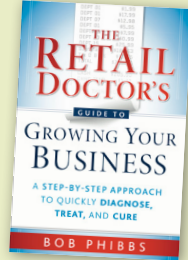


CSNE FALL MEETING

Thursday, October 14th, College of the Holy Cross, Worcester, MA



All attendees will receive a complimentary copy of *The Retail Doctor's Guide to Growing Your Business* by Bob Phibbs.



You Can Compete

Small businesses can thrive during the recovery period so seize the competitive advantage you need in today's retail environment! The Retail Doctor challenges you to think outside the proverbial box and learn how to apply old techniques with a better positive result. It's not about the economy – it's how you run your store and your employees. Learn about the four personalities and how their different requirements for happiness, how to sell your merchandise better and a dramatic demonstration of how presentation is everything! You'll be inspired to change the way you do business – and there's cake.

Merchandising for Sales

Do you know the nine types of displays and how each can be used to increase your average ticket? This visual presentation will show you the how to create, where to use and the "how to measure" success tips of the pros. Learn quick tips that can make the difference between "I'll take it!" and "I'll think about it!" including the best area for displays, traffic patterns and frequency of change.

- > Continental breakfast and lunch included.
- > For directions to Holy Cross visit: www.holycross.edu/directions. Parking available in the lot above the Hogan Campus Center at Holy Cross.
- > For overnight accommodations call the Hilton Garden Inn and ask for Connie Pion (508-753-5700) mention the Holy Cross function and you'll get a preferred rate.

Schedule

9:00 – 9:30 am	Registration & Continental Breakfast
9:30 – 10:30 am	You Can Compete
10:30 – 10:45 am	Break
10:45 – 11:45 am	Merchandise for Sales
11:45 am – 12:00 pm	Book Signing
12:00 – 1:00 pm	Networking Lunch
1:00 – 2:00 pm	Concurrent Round Tables: <ul style="list-style-type: none">> Budget Issues> Textbook Rental Programs> General Merchandise Issues
2:00 – 2:15 pm	Break
2:15 – 3:00 pm	College of the Holy Cross Bookstore Tour

Registration Form

First Name _____

Last Name _____

Title _____

Schools Served or Company _____

Store Name _____

Address _____

Phone _____

e-mail _____

Registration fee \$40 members \$60 nonmembers
After September 30th, add \$25

Dietary Restrictions _____

Check here if you have a disability and will require accommodations to participate, and call 978-250-9847

Check here if you do not want your contact information published on meeting handouts

Checks payable to Campus Stores of New England
6 Boston Road, Suite 201, Chelmsford, MA 01824 Fax (978) 250-1117

MasterCard/Visa # _____

Exp. Date _____