



AMERICAN COUNCIL OF ENGINEERING COMPANIES

Of Ohio,
SOUTHWEST OHIO REGION

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SPECIAL MEETING ANNOUNCEMENT

THE BUSINESS OF ENGINEERING

Relationship and Retention Strategies

Dr. Tom Hayes, Professor of Marketing at Xavier University

Half Day Seminar Sponsored by ACEC Southwest Ohio Region

*Wednesday, February 3, 2010 8:00 AM to 1:00 PM
Cincinnati Marriott North, West Chester, OH*

Mark Twain once said, "When you need a friend, it is too late to make one." This seminar highlights that success in business comes from long term relationships and satisfying the customers you have, not continuously chasing down new ones. Key relationship and retention strategies to help you succeed in today's tough business climate will be presented and discussed.

Please plan to join us for this energetic, interactive and informative session.

CONTINUING EDUCATION CERTIFICATES AVAILABLE - 4 PDH

Seminar Details

*\$75 ACEC SW Ohio Members
\$100 ACEC of Ohio Members
\$150 per person for Non-Members*

*Wednesday, February 3, 2010
7:30 am to 8:00 am Registration
8:00 am to 12:00 pm Seminar
12:00 pm to 1:00 pm Lunch*

Seminar Starts at 8:00 am Sharp!

About Our Speaker

Dr. Tom Hayes, Professor of Marketing at Xavier University

Tom Hayes is a Professor in the Department of Marketing at Xavier University where he has taught for the last thirty years. He co-authored a book with Philip Kotler entitled Marketing Professional Services, published in January 2001. He is a nationally recognized expert in services marketing, the marketing of higher education, and the development of ideas for new products and services, and consults in these areas on a national and international basis. Dr. Hayes sat on the Board of the Cincinnati Chapter of the American Marketing Association for ten years, including serving as its President in 1989-1990 and was voted Member of the Year for the period of 1991-1992.

REGISTRATION MUST BE RECEIVED BY JANUARY 28, 2010 TO CONFIRM YOUR SPACE

Reservations

Email your reservations to Brad Hyre at brad.hyre@hdrinc.com by close of business on Thursday, January 28, 2010. Payment for non-Region members is due no later than the day of the seminar. Make checks payable to ACEC Southwest Ohio Region and mail to Mark Rogge, Burgess & Niple, 312 Plum Street, Suite 1210, Cincinnati, OH 45202.