

## **Home Builders, Remodelers and Green Ideas Showcase**

### ***Business Conference***

Friday, April 9, 2010

10:00 a.m.-5:00 p.m.

Albuquerque Convention Center

The conference is free to exhibitors. Non-exhibitors pay \$29 per session or \$159 for all day.

All seminars in the Aztec room, first floor east side of center

### Presentation Schedule

**10:00-10:45 Full Brain Marketing** - DJ Heckes, [ceo@exhib-it.com](mailto:ceo@exhib-it.com), 505-828-0574

In Leadership Marketing Tips for Full Brain Marketing, DJ discusses six points covered in her book *Full Brain Marketing for the Small Business* that clarify how marketers can navigate the swift waters of change in marketing through strategy; focus on target market; development of a brand; bridging tradition, digital and social marketing; and using customer focus to build long-term relationships.

DJ Heckes is owner and founder of EXHIB-IT! Tradeshow Marketing Experts and author of *Full Brain Marketing for the Small Business*. From her beginning as a home-based businesswoman, through the perils of the Dot Com crash and the 9-11 catastrophe, DJ has weathered major challenges to build a successful business and now shares her insights.

**11:00-11:45 Kermit is Dead: How to Effectively Message in the Maturing Green Market.** - Carolyn Parrs, [carolyn@mindovermarkets.com](mailto:carolyn@mindovermarkets.com), 505-989-4004

Finding that it isn't so easy to be green, Carolyn will help today's green marketers today to effectively craft messages that communicate one's unique promise-of-value and values to a marketplace that become "jaded" green—people who are already suffering from green fatigue and confusion?

As a co-founder of Mind Over Markets, a dedicated green marketing communications company in Santa Fe, New Mexico, Carolyn has helped businesses and organizations tap into the green revolution and excel for over 10 years. She is also a frequent keynote speaker on the topic of green marketing and communications.

**1:15-2:00 How to Do 8 Hours Work in 2 Hours with Half the Mistakes and No Stress** - Liz Davenport, [lizdavenport@orderfromchaos.com](mailto:lizdavenport@orderfromchaos.com), 800-665-1408

The average person wastes more than 150 hours every year just looking for the stuff they need to do their job and everyone struggles with getting our work done despite constant interruptions. Liz reveals tips to help you save your evenings, weekends and sanity.

Liz Davenport is an international author and national speaker, and founder/president of [OrderFromChaos.com](http://OrderFromChaos.com) will show you increase your productivity while lessening your stress and find order instead of chaos.

**2:15-3:00 - How to get the Most of your Facebook Page** – Greta Weiner, [garbo63@comcast.net](mailto:garbo63@comcast.net) 505-250-2045

It's not true that if you build it they will come. In this seminar, Greta gives you tips and tricks on how to keep your page exciting, interactive and how to build your fan base. It even includes ideas of what to post when you think you've got nothing to say.

Greta Weiner is an experienced marketer with over 20 years of media experience in advertising, radio and television and with a web development company. For the past 10 years, Greta has worked with and watched the internet advertising, and now helps other to strategize social marketing, keyword advertising, search engine optimization, website architecture and design, e-commerce, and the intertwining of email, text, mobile and community.

**3:15-4:00 - Challenging Economy? – Beat It with 5 Low-Cost Direct Response Marketing Gold Mines** - Wayne Story, [wayne@marketingstrategiesrx.com](mailto:wayne@marketingstrategiesrx.com), 505-260-4663.

Today's businessperson must learn to sift through the facts and fictions about our economy and use that knowledge to acquire more customers. Wayne will reveal "5 Simple Low-Cost Marketing Methods" to implement in growing businesses, even during a challenging economy. He will also disclose a little-used tactic that can create a 200% plus increase in tradeshow ROI for his clients.

Wayne Story is president of Marketing Strategies Rx Ltd. in ABQ. Referring to himself as the Dr. of Direct Response Marketing, he is author of: *Knock Your Socks Off Marketing*.

**4:15-5:00 - The Simple System of Selling Seminar** – Rick Shoudt, [rick@igishows.org](mailto:rick@igishows.org), 505-269-2180.

There are only three steps to a making a sale. Learn from Rick how to pre-sell, get and hold your prospects attention, ask the right questions and ask for the order!

Rick Shoudt is a veteran of forty years in sales, sales management and training and he's condensed this three-hour training down to an action packed 45-minutes of practical how- to action steps to closing sales from leads generated at the Showcase.

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Reception to follow.