

October 2005

Highland Beach, Florida
October 7th-9th

A Changing Industry... The Opportunities We Must Create for Ourselves!

We had a full agenda and a highly focused meeting with considerable amount of time discussing the challenges and changes that are affecting our profession.

In addition to presenting new projects and reviewing the status of our current goals, we also examined a list of potential new members with the opportunity for feedback from each of our members on these laboratories, our group's demographics and what each of these laboratories can bring to the table.

We were pleased to have a great presentation to our group on the latest packaging options and trends.

We also unveiled the new Coaching for Service web site and discussed the future development of each group member's web site for their laboratories.



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(800) 252-6279



TOPICS WE COVERED:

- Buying a competitor's laboratory
- Using information technology for your delivery routes
- Cross selling & Up selling
- Summer promotion
- Pressable ceramics
- Trade relationships
- Preparing a disaster plan for your lab
- Insurance reviews
- Packaging presentation
- Web site development
- Product profiles
- Mailing lists