



*The Marketing and Public Relations
Society of Senior Housing and Service
Professionals*

Invites you to attend:

The Importance of First Impressions: Are your people ready?

Presented by:

**Lou Burgess, President of
Front Line Advantage**

When: Friday, September 19, 2008

Where: Dunwoody Village, 3500 West Chester Pike,
Newtown Square, PA 19073

Schedule: 8:30 AM Registration and Continental Breakfast
9:00 AM Program begins with a 10-minute break mid-morning
12:00 PM Luncheon
1:00 PM Program continues
2:00 PM Program concludes (time approximate)
Tour Dunwoody Village at conclusion of session (optional)

Application for 4 NAB credits has been completed by PANPHA and the MPRS.

Our speaker, **Lou Burgess** is a nationally known consultant and author with health care and senior housing clients in 46 states and Canada. His past experience as President and CEO of a major financial organization and co-founder of a computer software company attracted a client list that included Hewlett Packard, IBM, United Airlines and Federal Express. Lou Burgess is a recognized expert in transforming motivation and education into high level performance by staff members. The outcome of every Front Line Advantage presentation is a **written action plan** composed of practical ideas that will improve service, performance and quality of life. This program contains new and expanded material that will be valuable to all attending.

Fee for MPRS and PANPHA members is \$79 and includes meals, program materials and CEU credits. Those not-yet members will be assessed \$99 for the session.

Completed registration forms and your check payable to "Marketing & PR Society" should be sent *no later than September 8, 2008* to:

Jane Erikson, Treasurer
Marketing & PR Society
2459 Zell Court,
Hummelstown, PA 17036

Seating and parking are limited. Participants are encouraged to carpool whenever possible so we may include as many interested parties in this dynamic session as possible.

Session Description: A first impression is where the relationship with the customer begins—or where it ends. Are your people ready? Do they know what is expected of them? Have they been trained to do their job?

Master techniques to improve service and capture current opportunities falling through the cracks. Focus on details and speed up your response time. The differences are in the details—so start with a strong foundation and customer satisfaction, increased business and enhances revenue will follow!

Host Site for our September 19, 2008 program is —

Dunwoody Village
3500 West Chester Pike
Newtown Square, PA 19073-4168
Phone: 610-359-4438

Directions:

- From Philadelphia—Follow Route 3 (West Chester Pike) west from 69th Street area, 9 miles to Dunwoody Village.
- From Western suburbs—Follow Route 30 (Lancaster Avenue) east to Bryn Mawr Avenue and proceed 5 miles south to the Dunwoody Village entrance at the end of Bryn Mawr Avenue.
- From Route 476 (the "Blue Route")—take West Chester Pike/Route 3 exit and travel west on Route 3 to Dunwoody Village.

**Visitor parking areas will be clearly designated on campus.
Carpooling is strongly encouraged.**

We welcome your participation in this important training opportunity.



**Marketing & PR Society
of Senior Housing & Service Professionals**

**The Importance of First Impressions—
Are your people ready?
Friday, September 19, 2008**

REGISTRATION FORM

Name _____ Telephone (____) _____
Title _____ Email: _____
Organization _____ MPRS/PANPHA Member ___Yes ___No

Name _____ Telephone (____) _____
Title _____ Email: _____
Organization _____ MPRS/PANPHA Member ___Yes ___No

Name _____ Telephone (____) _____
Title _____ Email: _____
Organization _____ MPRS/PANPHA Member ___Yes ___No

COST:

Number of MPRS & PANPHA Members Attending: _____ @ \$ 79.00 = \$ _____

Number of Future-Members Attending: _____ @ \$ 99.00 = \$ _____

TOTAL DUE: \$ _____

Enclose check payable to: *Marketing & PR Society (by September 8, 2008)*

Mail check and registration form to: Jane Erikson, Treasurer
Marketing & PR Society
2459 Zell Court
Hummelstown, PA 17036

Reservations will be honored on a first-come/first-served basis. Seating and parking are limited; car pooling is encouraged. Refunds require 10-day notice prior to session. No telephone registrations please.

For further information please contact Elaine Kaiser at 610-359-4438.