



Special Complimentary Invitation

Marketing and Selling Strategies for Today's Economy.....and Beyond

**Friday, March 26, 2010
8:30 AM – 11:30 AM**

Location:

**William Paterson University
1600 Valley Road, Wayne, NJ 07470**

Refreshments Courtesy of:



Featured Speakers:

Welcome: Freeholder Terry Duffy, County of Passaic

Strategic Business Development

**Developing A Marketing Program That Works
Dr. Bill Healy, William Paterson University**

Holding Onto Your Existing Customers

**Techniques to Ensure Customer Loyalty and Success
James Devine, William Paterson University**

Social Networking to Grow Your Business

**Which Social Networking Sites Work Best – How to Get Started
Wendy Flanagan, Brand4Market**

**Please RSVP to the Passaic County Department of Economic Development:
973-569-4720 or ecodev@passaiccountynj.org**

Hosted By:

Passaic County Board of Chosen Freeholders

**Passaic County Department of Economic
Development**

**William Paterson University Center for Continuing and
Professional Education**

**William Paterson University Small Business
Development Center**

Passaic County Improvement Authority

Passaic Urban Enterprise Zone

Paterson Urban Enterprise Zone

North Jersey Regional Chamber of Commerce

Greater Paterson Chamber of Commerce

Wayne Economic Development Commission

Tri-County Chamber of Commerce