

THANK YOU FOR JOINING US TODAY!

Aerobics First

Mezza Restaurant

Mills

P9

PharmaChoice

Pierceys

Port of Halifax

Saint Mary's University

Simply Living

The Trail Shop

The Vault

Wines of Nova Scotia

Royal LePage Atlantic

trampoline
branding



RECESSION IS A STATE OF MIND

NOW THAT YOU'RE HERE, WE ARE GOING TO LET YOU IN ON A LITTLE SECRET... YOU CAN SPEND YOUR WAY OUT OF A RECESSION.

Or better still, spend to stay out of one. By the end of this seminar, we will have you convinced that there are other things to call this economic situation were in. Like what you ask? How about a re-strategizing period, or a market-evaluation opportunity.

The point is that these economic times are as bad or as good as you want them to be. It's easy to focus on the negative, but with a little bit of positive thinking and some useful knowledge under your belt, you can take this opportunity to re-connect with your customers and think about where your business should be heading into the future.

We have an impressive line-up of experienced industry professionals to fill you in on what's going on in retail today. So sit back, relax, and take in what I'll Buy That has to offer.

SCHEDULE

3:30 – 3:40 Mark Gascoigne – Welcome!

Every day we hear conflicting opinions on how the retail sector is doing and what's in store. Today we're going to share some stories, some secrets and some strategies that will help us all get through these uncertain times.

3:40 – 4:10 Christine James – RCC

The Retail Council of Canada is working hard to improve the retail sector in Canada. Christine James will inform you of RCC's services and fill you in on important government issues that will be affecting your business.

4:10 – 4:30 Survey Says

Mark will lead the group through a discussion based around the groups survey results last week.

4:30 – 4:50 Peter Korecki – Business not as Usual

The sales environment is changing at an alarming rate, and some businesses are thinking outside the box when it comes to their operations. Peter will fill you in on some of these practises and how they can improve your business.

4:50 – 5:20 Don Khoury – Non-verbal Communication

It's amazing what can be said without saying anything at all. Through a series of fun and informative exercises, Don will demonstrate how important non-verbal communication is to connecting and engaging with your customers.

5:20 – 5:30 Closing Thoughts

5:30 – 6:30 Social in Beer Institute

BIOGRAPHIES

Christine James:

Christine James is a Halifax-based consultant who provides management services to a variety of Associations in Atlantic Canada and beyond. She is a Certified Association Executive, with experience in event planning, government relations, stakeholder and media relations, communications, and executive management. As a consultant for Pathfinder Association Management, Christine is the Director of Government Relations for the Retail Council of Canada's Atlantic Office. She is a Past-President of the Canadian Society of Association Executives (CSAE) - Trillium Chapter, and is a current board member of the Nova Scotia Chapter of CSAE.

Peter Korecki:

For 10 years Peter Korecki has been the President and CEO of Pierceys Home Building Supplies. Formally the VP of Operations and later the VP and General Manager, Peter and his team have transformed a struggling three location business to a thriving 5 location business, picking up some national recognition along the way. Peter is the Chair of Education, Scholarships and Bursaries for the Atlantic Building Supply Dealers Association, as well as a newly appointed Board Member of the Cobequid Community Health Centre.

Don Khoury:

Don Khoury knows what makes people tick. An expert on communications in the workplace, he specializes in working one-on-one with companies to develop a variety of key skills, including team building and strategic planning, peer leadership and the translation of non-verbal communication. Don's presentations have helped many organizations realize their true potential by making the most of their resources. Their people.