



How to Survive a Brutal Recession

Don't Just Survive – Thrive

We'll share techniques that work in good times and bad; real-life examples of how to identify recession proof market segments, ensure employee loyalty and longevity, have company values and culture reflect your own, and get significant help from your channel partners.

-
- February 3, 2009, 11:30 to 1:30 over lunch
 - Reservations are needed
 - ERA Members will be billed \$30
 - Non members: \$40 with your reservation
 - Allow 48 hours for cancellations
 - It is not necessary to be an owner
 - Sponsored by the ERA Educational Trust
 - CPMR? Earn CEU credit

Attending: _____
(person) (email address)

From firm: _____
(company)

Directions:

Cypress Courtyard By Marriott

5865 Katella (at Valley View) in Cypress, CA

2.3 miles east of 605 freeway on Katella

1.5 miles north of 405 or 22 freeways via Valley View

What Is an Owner's Forum?

Owners and managers gather around a lunch table to discuss a topic of interest, with a moderator to keep us focused. Attendance is limited to 24 so everyone can participate. Not a seminar, there is no presenter, reps know a lot. Everyone wants to attend. No one

knows our business like those who are in it.

Dennis McGillis
ERA Southern California
949-551-5200 phone
949-551-1162 fax
949-533-7211 cell
mcgillis@erascal.org
www.erascal.org