



PRESIDENT'S TRIP REPORT
January – April 17, 2009

- I attended a joint meeting of the North Oakland and Rochester chapters. I had the privilege of awarding the Affiliate of the Year and Member of the Year to the North Oakland Chapter. The speaker was from Dale Carnegie and she was very uplifting and information. Very enjoyable. I reconnected with members I have not seen in a long time. Thanks for inviting me.
- I went to the Summit-Marketing to Women in Chicago in March. Yes, I was upset with the registration fee feeling it was too high. Once I arrived and walked into the Networking Reception my feelings began to change. The food was delicious (dinner) and I met many new friends. We then jumped into cabs and headed for a reception the Illinois State Chapter hosted for attendees. It was held in the community room of a condominium high-rise on the south shore. Our view was the Field Museum and Lake Michigan. Once again the food was delicious, wine was being poured and everyone was networking.

Saturday morning we enjoyed a full breakfast, and Becky Hill welcomed all of us to the Summit. Our first speaker was Vickie Austin speaking on Women Who Mean Business. She explained to us we need to have a Posse and who that should include. People that you can refer business to and they can refer back to you (accountants, attorneys to mention a couple). Our next speaker was Marilyn Moats Kennedy on Cross Generational Marketing to Women. I could not write fast enough. For those of us that went to Leadership Training Academy in Chicago last August, she was our speaker there as well. We had a luncheon speaker Marti Barletta on *Gendertrends-The perfect answer for building sales & profit*. She was very informative.

Next, we had a choice of 3 learning labs; I selected "Marketing for Referrals" by Nancy Farkas, our Regional VP. Great information. Done for the day.

Sunday we had a continental breakfast and a choice of 3 learning labs. I attended "Single and buying: Today's growing demographic" by Jo Kenney from Atlanta, Ga. I have a copy of her Power Point Presentation if you would like it, send me an e-mail and I will forward it to you.

After a refreshment break we ended this conference with a presentation by Jim DeLizia on "Where it all comes together". We worked as a group at our table and shared our thoughts. Then it was over.

This was the best money I have spent in years and time well spent. I encourage all of you to save some money; if they offer a Summit in 2010, attend. It is a business write-off.

- Next I went to Salesfest in Frankenmuth hosted by Saginaw Valley and Flint chapters. This was 5 hours of Con Ed ladies and gentlemen. Very informative but I must admit it was a long day. One of the speakers duplicated much of a speaker I heard in Chicago on Cross Generational Marketing talking about trends in the future. For example the Baby Boomers and Millennials will migrate back to neighborhoods or downtown. They want to walk to the library, restaurants, local grocery store to mention a few things.
- Today (4/14/09) I visited the Birmingham-Bloomfield Chapters monthly luncheon. They had a nice turnout and I met a lot of new people and reconnected with some familiar faces from the past. The speaker was an attorney that went through the Short Sale Process. It was very informative and he answered several great questions after his presentation. I met briefly with the Pres. Susie Mocerri and President Elect James Cristbrook to see what the State Chapter can do for them.