



**LOVELAND CHAMBER OF COMMERCE
AND VISITORS CENTER**

5400 Stone Creek Circle, Loveland, CO 80538 | Phone (970) 667-6311 | Fax (970) 667-5211

PRESS RELEASE – FOR IMMEDIATE RELEASE

**Loveland Chamber of Commerce Taps International Marketing Expert and Speaker
Adrienne Zoble for 3-Part Marketing Series Beginning Dec. 13**

LOVELAND, Colo. – Nov. 29, 2011 – The Loveland Chamber of Commerce, the driving force for business in Loveland, has tapped international marketing consultant and speaker Adrienne Zoble, with Adrienne Zoble Associates, Inc. for a three-part marketing series. The series will begin with the presentation, “The Best Use of your Marketing Dollars” on Dec. 13. Zoble brings more than 34 years of national marketing experience to Loveland Chamber of Commerce investors. All sessions will be from 7:30 – 9:00 a.m. at the Loveland Chamber of Commerce, 5400 Stone Creek Circle.

“The majority of our investors are small businesses looking to maximize opportunities through the visibility, connections, education and advocacy that the Chamber has to offer,” said Brian Willms, president/CEO of the Loveland Chamber of Commerce. “Marketing education, especially by someone with Adrienne’s international success and direct approach, is exactly what our investors are looking for.”

Session Overviews

“The Best Use of your Marketing Dollars” – Tues. Dec. 13, 2011

Every year owners of small and growing businesses waste billions (that’s with a “b”) on marketing that doesn’t seem to work. Talk about frustration! No wonder marketing gets such a bad rap. Which strategies should you avoid, and which should you embrace? Which strategies show the fastest results and cost the least? After all, in marketing it’s not what you spend, but how you spend it.

“On Generating Referrals” – Tues., Jan. 17, 2012

Did you know there are more than 100 categories of people who move through your personal and business lives? How many of them know who you are and what you do? Approximately how much of your business do you generate via referral? If it’s less than 50%, you’re marketing hard, not smart. Learn how to increase your closing rate to at least 75%. Create an outside, unpaid sales force that says great things about you at every opportunity; you don’t even have to provide office space, a desk, computer, phone, fax or an expense account. How cool is that? It’s 2012 and time for your marketing to pay off.

“Easy Market Planning” – Tues., Feb. 21, 2012

If you could save up to 85% on your marketing costs, how interested would you be? You can with a Marketing Plan, you know. Unfortunately, too few owners of small and growing businesses recognize the need for one. No, you don’t need a long, uninterrupted block of time to write a Marketing Plan. And no, your Marketing Plan doesn’t have to be at least 60 pages with fancy pie charts and graphs. Learn how to describe what’s gotten you to where you are today. What’s worked not so well? What’s worked better? What are three key goals you can set for the next six to twelve months? And how are you going to achieve your goals?

MORE....



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Price

Note to attendees: Each seminar in the series has a separate entry fee. The fee to attend each seminar is discounted if all three are purchased in advance of the Dec. 13 educational.

Discounted Rates: Chamber investors who pre-register for two sessions in advance will pay \$42 per session and investors who pre-register for all three sessions in advance will pay \$35 per session. Non-Chamber investors who pre-register for two sessions in advance will pay \$62 per session and non-Chamber investors who pre-register for all three sessions in advance will pay \$55 per session. There will be a \$5 discount for 2 attendees or more from the same company whether they attend one, two or all three sessions.

Per Session Price w/out advance registration: The price per seminar without any discount is \$49 Investor - \$69 Non-Investor. The two or more from the same company \$5 discount still applies.

Registration is preferred due to space. Please RSVP to the Loveland Chamber of Commerce online at www.loveland.org and click on the calendar, email info@loveland.org or call 970-667-6311.

About the Loveland Chamber of Commerce

Founded in 1902, the Loveland Chamber of Commerce is northern Colorado's "driving force for business." Comprised of over 700 local companies, the chamber offers a vast array of educational and networking programs to help its investors, both large and small, gain the skills and resources necessary to thrive and prosper in today's economy. As a founding member of the Northern Colorado Legislative Alliance (NCLA), the chamber also serves as an advocate for business, working on behalf of entrepreneurs to lead and influence local, state and federal policy on issues affecting the unique interests of business in Northern Colorado. For more information on the Loveland Chamber, please call (970) 667-6311 or visit www.loveland.org.

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