



May 11th, 2010

Handlery Hotel
950 Hotel Cir N.,
San Diego, CA 92108

5:30 p.m. – Networking

6:00 p.m. – Program

Members- \$35,

Non-Members - \$40

***Does tweet make you think of birds?
Is blog just another four-letter word?
Do you think viral is an illness?
If you answered yes to any of these
you need to COME JOIN US...***

**PRESENTATION BY
ARTHUR SCHWARTZ**

- **The new age of marketing in the electronic era and how we can use it in the construction industry**
- **The importance of marketing through different types of electronic media**
- **The advantages of Twitter, Blogging, Facebook, and Linked In**



The founder of [Techno Power Marketing](#), Arthur Schwartz, translates today's overwhelming world of technology into actions you can take to reach your business and career goals. Arthur can see your particular needs from his multi-faceted perspective as a manager at small start-ups to \$1 billion dollar companies, a CRM consultant and trainer, and a passionate social media-marketing aficionado. Arthur has 30 years of expertise in marketing, sales, technology, and training. He has conducted training programs and consultations for over 20,000 business professionals across 45 states. In both his sales role and as a national seminar leader, Arthur has won numerous awards, developed sales people into successful professionals, and established new company sales records. His strengths lie in his ability to create trust and rapport with people through "hands on" coaching and a high tech, high touch approach so you can stay on top of your business.

RSVP Deadline: Friday, May 7th, 2010

Please send in your reservation to Kerri Neumann – Fax: 858-513-9499 Email: kneumann@nealelectric.com

Name _____

Member Guest

Name _____

Member Guest

Company _____

Meal Preference: Apricot Pork Loin Chicken Piccata Tortellini Romana