As a local manufacturer, chances are you're seeking... more customers... more profit... improved cash flow... Have you mastered what it takes to be a successful niche marketer?

The morning of Wednesday, June 15th, 2005, HTR’s MEP Team is presenting a high-impact workshop that will help you grow your business:

**Target Marketing for Manufacturers**

In this workshop, you will learn the difference between shotgun marketing (where every customer is equal) and successful, target (niche) marketing. You will learn how to focus your marketing effort on your most valuable customers for real results. You will discover the “secrets” of creating long-term relationships with customers that value your company’s distinctive capabilities. You will also uncover the hidden value in competitive intelligence.

**Wednesday, June 15, 2005: 7:30am – 12 noon**  
(Refreshments will be served)

$150 - 1st Person  
$50 for Additional Person (limit 1)  
*To Register: Call 585-327-7921 today!*

Join us for this important seminar at:

Lennox Tech Enterprise Center  
150 Lucius Gordon Drive  
West Henrietta, New York 14586

High Tech Rochester  
150 State Street, 4th Floor  
Rochester, New York 14614-1307

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