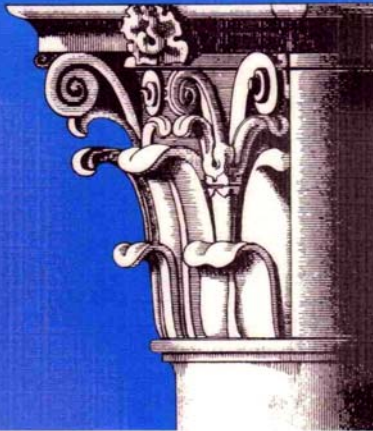




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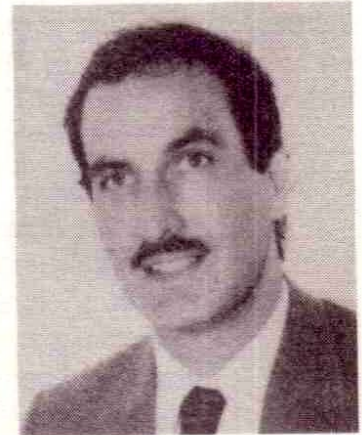
Caesars Palace
Las Vegas, Nevada
February 21-24

8:30 a.m. - 10:00 a.m.

Mining The Marketing Gold In Your Files

Jeffrey P. Davidson will instruct on using your files for client-centered marketing.

Regalium West (SA)



Jeffrey P. Davidson

Jeff P. Davidson is the author of 12 books, including: *Marketing on a Shoestring*, *Getting New Clients*, and *Marketing Your Consulting and Professional Services* (John Wiley & Sons, Somerset, NJ 08873); *Avoiding the Pitfalls of Starting Your Own Business* (Walker & Co., 720 Fifth Ave, NYC 10019); *Blow Your Own Horn* (AMACOM, 135 W. 50th St., NYC 10020); *Marketing to the Fortune 500* and *The Achievement Challenge* (Dow Jones-Irwin, 1818 Ridge Road, Homewood, IL 60430).