



## **KNOWING THE RIGHT CLUBS TO HAVE IN YOUR MARKETING BAG: WHAT CLUBS ARE IN YOUR MARKETING BAG?**

*Tuesday, May 18 2010 • 5:30–8:00 pm  
The Federal Reserve Bank  
7<sup>th</sup> and Arch Streets  
Philadelphia, PA  
\* Voluntary \$10.00 Donation at the Door\**

**Golfers know that recent changes in technology and rules have made many clubs in their bags obsolete. One small change in the design of the groove on the face of golf clubs prompted Jim Furyk, one of the world's leading golfers, to say that he would have to retool every club in his bag.**

**Do you have the right clubs in your marketing bag for today's game?**

- Pitfalls to avoid – successes and failures
- Do traditional tools like advertising, direct mail and trade shows still work?
- How can public relations help to grow your business?
- Is the buzz around social media for real? What's next?
- How do you effectively draw traffic to your blog?
- Should you blog?
- Are you a thought leader?
- Does your value proposition stand up competitively?

**Join our panel of experts to learn how to retool your marketing clubs and enter the winner's circle.**

### **BECOME A FRIEND OF THE FORUM**

**For over 25 years, the Forum has helped entrepreneurs achieve their dreams.  
Now, you can be part of that mission by becoming a Friend of the Forum.**

**Friends are a special group of companies and individuals who support the Forum through donations.**

**As a Friend, you will receive special recognition on our Website and Program Handouts, a special "Friends Name Badge" for our networking meetings, and a discount on any of the EFGP's paid events.**

**There is a SILVER LEVEL (\$100) or GOLD LEVEL (\$250) opportunity to become a FRIEND.**

**If you are interested, please contact Irv Safra at [safra.efgp@verizon.net](mailto:safra.efgp@verizon.net)**

## MODERATOR / PANELISTS:

**Jaine Lucas, Moderator, Executive Director of Temple University's Innovation and Entrepreneurship Institute (IEI)**, the #5 ranked entrepreneurship program in the US, and Mid-Atlantic Diamond Ventures (MADV), the region's only year-round venture program for early-stage technology and life science ventures. During her career, Ms. Lucas has worked for and with start-ups and Fortune 1000 companies across many industries in strategic, creative and general management roles. Prior to Temple, she launched and provided strategic marketing and operations leadership for a start-up company targeting female sports fans. At Sunoco, she led brand management for over 4,500 gasoline and 800 convenience stores, including launching and managing the company's NASCAR sponsorship, one of the largest and most complex programs in professional sports. Ms. Lucas also managed brand marketing/communications, credit card sales, customer service, and directed the operations of the Sunoco private label credit card center. Ms. Lucas also served as global communications leader with GE Plastics, and operated an award-winning boutique-marketing firm, Lucas & Partners. Her prior agency experience includes The Weightman Group (Philadelphia) and Chiat Day (New York) where she developed integrated marketing programs for large national clients. Her agency work earned numerous awards for creativity and effectiveness from the NY One Club of Advertising, Addys, BMA Bell Ringers, Art Director's Club of Philadelphia, Most Memorable Ads and more. She is a member of the board of directors for the Mid-Atlantic Capital (MAC) Alliance; the Entrepreneurs Forum of Greater Philadelphia; and the America-Israel Chamber of Commerce; and is a member of the University City Science Center Community Charter Committee. She is an advisory board member for the Fox School of Business' MBA and iMBA Consulting Practicum, and a member of Temple's Intellectual Property Advisory Committee. Ms. Lucas is a member of the Forum of Executive Women, the Greater Philadelphia Senior Executive Group and Women Inventing Next (WIN). Ms. Lucas holds a MS in Analytical Chemistry from the University of Illinois and graduated summa cum laude and with University Honors in Chemistry from Fairleigh Dickinson University.

**Jose Palomino, Panelist, President of g2m Group, Inc., and Author of "Value Prop."** g2m Group helps business owners, mid-market CEOs and Fortune 1000 marketing teams take ideas, products and services to market with greater consistency, speed and impact. g2m Group's Value Prop System is an integrated and strategic marketing platform focused on developing value propositions for entering new markets and maximizing revenues in current ones. With over twenty years' leadership experience in technology and service sectors, Jose is a proven strategist, dealmaker and presenter. He has held management, technology, sales and marketing positions at Yankee Group, Market Systems International, Tandem Computers and Clearpoint Group—working with industry leaders including IBM, Accenture, Unisys, SAP, General Motors, Chase and Citicorp. Jose combines tactical creativity, strategic orientation, marketing savvy and technical acumen to deliver insights, leadership and results. In his book, workshops and coaching, Jose makes this strategic marketing methodology practical and immediately usable - teaching how to implement the Value Prop System to market products and services as *I<sup>3</sup>: Innovative, Indispensable, and Inspirational*. Jose holds an MBA from Villanova University, where he serves as President of the Executive MBA Alumni Association. He also serves on the board of The Entrepreneurs' Forum of Greater Philadelphia and is a Vistage International Speaker and Member.

**Matthew Ray, Panelist, Co-Founder and Principal of ChatterBlast Media.** Before dreaming up marketing and monitoring strategies for CBM, Matthew crafted public relations and communications strategies for both The Philadelphia Film Society and TLA Entertainment Group. As the Director of Media Relations, Matthew started fires, spread them, and put them out – sometimes all in a one day! While manipulating traditional channels, Matthew also helped develop a groundbreaking social media plan for both organizations that lead to increased web traffic, greater regional exposure and increased customer satisfaction and retention. Prior to this position, Matthew was a writer for HX Media, as well as the editor of the group's Philadelphia magazine and blog. Matthew's background in public relations and communications also includes medical publishing, political campaigns and freelance blogging. In every endeavor, he strives to deliver his client's message with wit, accuracy and maximum exposure. Matthew is a proud alumnus of Temple University where he studied journalism, public relations, advertising and political science.

**Paul Wesman, Panelist, Paul Wesman Corporate Communications,** has been writing, editing and consulting for corporate and not-for-profit organizations, consultancies, and individuals since early 2000. The projects he's worked on have included books, articles, marketing and branding strategy, communication planning, white papers, technical reports, marketing collateral, and website content. Recently, Paul has assisted a large law firm with its internal communication strategy, as well as with revamping its marketing communications. He has been involved in the rebranding of a construction company and a real estate development firm, and the selection of a public relations agency for a large not-for-profit during a major change initiative. Paul has ghostwritten and/or edited four business books, which the clients use to position themselves and their practice in the marketplace. Topics covered in Paul's writing have included business relationships, sales, marketing, communications, branding, teaming, project management, downsizing, talent management, and assessment. For seven years, Paul was director of corporate communications at Right Management Consultants, a global HR consulting firm now part of Manpower, Inc. He wrote articles, speeches, and other communications for senior management, directed international survey research projects, produced related marketing materials, and edited company publications. Paul received a Master of Arts degree in communication studies from Emerson College, Boston.

**David Neff, Panelist, Founder of Neff Associates.** In 1987 David Neff founded Neff Associates, a full service advertising, public relations and branding firm, serving a wide array of clients (national and local) from various industries. David's strategic planning and direction for his clients has helped him grow the agency from a local firm to an agency of regional and national prominence. In its 20-year history, Neff Associates has garnered a host of national and regional industry awards of excellence. The agency continues to gain recognition for its talents and achievements through an ever-expanding client base. David Neff grew up in Penn Valley, Pa., and graduated from The William Penn Charter High School in 1978. He graduated from Ithaca College in 1982 with a B.S. in Business Management and Marketing. David was inducted into the *Philadelphia Business Journal's* "40 under 40," Marquis *Who's Who in the East* and Marquis *Who's Who in Advertising*. Neff Associates was also recognized for three years in the *Philadelphia Business Journal* Wharton Small Business Development Center's *Philadelphia 100*. The agency has garnered over 40 awards both nationally and regionally since 2000 for excellence in advertising and public relations. David believes that the combination of strategy and creativity is the hallmark of everything at Neff Associates, whether applying it to the branding process, unique PR initiatives or crafting media strategies. David now resides in the Rittenhouse Square neighborhood of Center City Philadelphia, and enjoys spending quality time with his wife Jenine, son Harrison, two daughters Dana & Stephanie, and his two golden retrievers.

The Entrepreneurs' Forum of Greater Philadelphia, Inc. is sponsored by members of the corporate, professional and investment community. The Forum serves as a focal point to help individuals and early stage companies develop, grow and prosper in the nine-county Philadelphia area. We do this by providing information, resources, counsel and services in addition to networking opportunities. For additional information about the Forum, or to be added to our mailing list, call 215-640-3339.

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# 2009–2010 Event Calendar

Unless otherwise noted, meetings will be held at the Federal Reserve Bank, 100 North 6th Street, Philadelphia. Networking from 5:30 to 6:30 PM. Program from 6:30 to 8:00 PM.

<b>August 11, 2009</b> The Piazza at Schmidts	<b>Entrepreneurs Forum Networking Reception</b> 2 <sup>nd</sup> Street and Germantown Avenue, Philadelphia
<b>September 17, 2009</b> (Thursday)	<b>Turning to Government-Assisted and Other Non-Traditional Financing</b> <b>Moderator:</b> Kevin Greenberg, Flaster/Greenberg
<b>October 29, 2009</b> (Thursday)	<b>“Creating a Company of Business People Through Open Book Management”</b> Partnering with Penn State Brandywine <b>Moderator:</b> Eric Bergstrom, Penn State Management Development
<b>November 10, 2009</b>	<b>“Book Your Biz”</b> <b>Moderator:</b> Kevin Daum, Author
<b>December 8, 2009</b>	<b>How to Grow Your Business With Search Marketing the RIGHT Way</b> <b>Moderator:</b> Wil Reynolds, SEER Interactive
<b>February 25, 2010</b> (Thursday)	<b>Canceled Due to Weather</b> <b>Rescheduled:</b> for June 2010
<b>March 17, 2010</b> (Wednesday)	<b>Cleantech Companies to Watch</b>
<b>April 13, 2010</b>	<b>The New Talent Dynamic: Building the Right Team is Critical for Success in the Decade Ahead</b> <b>Moderator:</b> Alan J. Kaplan, Kaplan & Associates, Inc.
<b>May 18, 2010</b>	<b>Knowing the Right Clubs to Have in your Marketing Bag</b>
<b>June 8, 2010</b>	<b>Health IT and the Entrepreneur</b>
<b>August 10, 2010</b>	<b>Entrepreneurs Forum Networking Reception</b> <b>Location:</b> TBA

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## 5 MINUTE FORUM

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TBA

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