

PLEASE JOIN US FOR THE APRIL BUSINESS EDUCATION PROGRAM:

All that... and a bag of chips

{or lessons learned about sales and marketing from nightly dinners with a potato chips salesman}

No doubt about it, no matter what you're selling, this is a challenging market. **Are you seeking to motivate or rediscover your inner salesman? Engage your entire team in support of marketing efforts?** Join us for this special presentation designed to inspire Chamber members at a time when the art of salesmanship is more important than ever.

"All that and a bag of chips" is based on a true story of Hank (HJ) Miranda, who traveled the roads and back roads of Connecticut for four decades, delivering chips, snacks and friendship to enterprises of all sizes. From weekend hot dog stands, to national grocers, every sale was about the relationship not the register, and dinner every night was about the stories of the lives he touched.

Join Hank's youngest daughter, Maria Miranda, for a compelling tale about this humble man, who set national sales records and sold millions in potato chips...one bag, one handshake, at a time.

Wednesday, April 15, 2009

Holiday Inn of Norwich

8:30 a.m. to 11:30 a.m

CONTINENTAL BREAKFAST WILL BE SERVED

\$35 for members | \$50 for nonmembers

Registration required, visit www.chamberect.com

or call 860-464-7373.

Cancellation Policy: Notice must be given at least three business days prior to the event. No shows or those unable to cancel by 4/13/09 will be billed. To cancel, please call the Chamber at 860-464-7373. A \$5 fee will apply to all walk-ins.

ABOUT THE PRESENTER: Maria Miranda is Creative Director and Founder of Miranda Creative, Inc., an award-winning strategic communications firm, located in Norwich, serving clients throughout New England. Maria is currently writing a book about her father's unique story which is the basis for this presentation. For more information visit mirandacreative.com.



CHAMBER of COMMERCE
EASTERN CONNECTICUT

39 King's Highway, P.O. Box 726 | Gales Ferry, CT 06335
Telephone: 860-464-7373 | Toll-free: 866-274-5587 | Fax: 860-464-7374

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