



California Inland Counties American Marketing Association

Learn better networking skills!

Don't miss CICAMA's July luncheon on
Thursday, July 19th!

Connect the Dots Networking



"How to get more by promoting yourself less and doing more for others."

July's CICAMA program will focus on perfecting your networking skills and getting more by promoting yourself less. Networking is one of the most powerful marketing tools. In fact, the opposite of networking is not working.

Your network translates into your net worth and is a low-cost but high-return business building strategy. It can change your business development from cold calling to relationship selling, yet most people don't really know how to network. They treat it as a casual and passive activity and don't maximize its benefits. Hank Blank will show you how to build a large and powerful network that will lead to numerous referrals and build a passive income flow.

Hank will cover the following topics in his powerful networking presentation:

- What Networking Isn't
- Common Mistakes People Make in Networking
- Benefits of Networking
- How to Build 2000 Contacts in One Year
- Where and How to Network
- How to Follow Up and Stay Top of Mind

Mark your calendar and reserve your spot for the July Luncheon now!

DATE: Thursday, **July 19, 2007**

TIME: Networking, 11:30 am - 11:55am. Lunch/Presentation, 12:00 - 1:30pm.

LOCATION: Victoria Club at 2521 Arroyo Drive, Riverside

Please indicate your lunch preference; either the luncheon salad or deli sandwich. If no lunch choice is made the salad will be reserved for you. *The dress code for the Victoria Club is business casual/professional and denim attire is not allowed.*

Cost: \$25 (members), \$30 (first time attendees), \$40 (non-members) and \$15 (collegiates). Price includes lunch.

Please RSVP before Friday, July 13th to (951) 274-7414 or e-mail cicama@marketingpower.com.

[Visit the CICAMA blog for more information....](#)

Did you miss June's luncheon?

The Crucial First 100 Days of a New CMO

June's CICAMA program focused on the crucial first 100 days of a new Chief Marketing Officer (CMO).

Our presenter was Scott Hamilton, co-founder and Senior Partner of Allign, a company that has developed and introduced a unique proprietary process, AllignMaps© that bridges leadership vision, "brands" organization goals and accelerates team/individual performance for extraordinary results.

If you would like to receive the presentation material from this speaker, please e-mail a request to cicama@marketingpower.com.

email: cicama@marketingpower.com

phone: 951 274-7414

web: <http://www.cicama.marketingpower.com>

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California Inland Counties American Marketing Assoc. | P.O. Box 1674 | Riverside | CA | 92502-1674