



Membership Meeting

This NJLCA Meeting is approved for (2) NALP Landscape Industry Certified CEU's.

*We encourage non-members to attend (1) complimentary NJLCA membership meeting to learn more about the value of membership, including free monthly meetings, vendor discount programs, our health benefits plan, great networking opportunities and much more. Non-members are contractors or vendors who have never been members of the NJLCA.

To become a member, call (201) 703-3600 or visit www.njlca.org.

Date & Time



Thursday, August 10th
6:00 pm - 9:00 pm

Location



Storr Tractor
3191 US Highway 22
Branchburg, NJ 08876



Sponsor



Affinity Federal Credit Union
www.affinityfcu.org



Schedule

6:00 - 7:00 Dinner and Networking
7:00 - 7:15 NJLCA Business
7:15 - 8:45 Presentations
8:45 - 9:00 Closing remarks & Raffle

Register Now



(201) 703-3600



gwoolcott@njlca.org
<http://bit.ly/NJLCA-Storr17>

WE HELP YOUR BUSINESS GROW



Local Marketing Made Simple

Speaker: Michael Fleischner



Michael Fleischner will be speaking about the power of effective local marketing. Discover how to leverage your marketing investment, both online and offline, to acquire new customers and grow your business!

During this presentation, you'll learn:

- The most powerful method for promoting your business online
- How to leverage a small marketing budget effectively
- Online strategies for building your business reputation
- A simple method for optimizing your business for mobile search
- And much more...

Plus join Storr Tractor on a tour of their facility and learn about exciting equipment that can help you get the job done!

Important: Due to limited space, you must pre-register for this meeting and vendors/associates may only have one representative per company.

About Our Speaker:

As an entrepreneur, marketer, and author, Michael Fleischner has worked with a variety of businesses in the Education, HR, and Technology sectors to improve marketing effectiveness and results. He is the Founder of Big Fin Solutions, a marketing consulting company as well as Lizard Local, providing local marketing services to small business. Michael currently serves as the Senior Vice President of Marketing for Caliper, based in central New Jersey and has appeared on the TODAY Show, ABC World News, Bloomberg Radio, and featured in USA Today. During his career, Michael has effectively improved marketing performance for leading brands and authored a variety of marketing related books. Michael is also the immediate Past-President for the American Marketing Association of New Jersey.

