



2012 Annual Convention

Sunday, February 26, 2012

Holiday Inn Airport I-35W
Bloomington, Minnesota

9:30 a.m. - **Registration/Continental Breakfast**
10:00 a.m. - **Annual Meeting**

- Industry Updates

Presented by Federated Insurance

- Social Media Made Simple

Presented by Jeff Ferrazza, Constant Contact

Find out what everyone's talking about and the latest information on social media tools, tips, tricks, and happenings.

12 noon - **Lunch - Pizza Buffet (Or Lunch on Your Own)**

Featuring the Professional Design Contest Winners

1:00 p.m. - **We Can't Wait For Customers, Go Get Them!**

Presented by Brad Huisken, IAS Training

Jewelers can no longer sit back and wait for customers to come to them. Leading Jewelers today have to create business. Brad will lead participants through a fun and motivational seminar on how salespeople can build their individual businesses and thus grow the business of the entire store. Learn how salespeople can get more people coming into the store than ever before, how to sell more to the people already coming into the store and how to sell more to the people you are already selling. Most believe the goal when a customer walks in, is to make a sale - when the real goal should be to make a friend. Learn how to increase your personal trade, repeat business and referral business through building relationships with your customers. As much as 80% of a jewelry stores business comes from 20% of it's' customer base. The name of the game is to constantly increase your customer base.

- Engagement Marketing

Presented by Jeff Ferrazza, Constant Contact

People have a perception of your business every time they interact with your brand. How can social features drive new business? Learn what you need to do to leave a lasting impression.

Sponsored by:



Store Name _____
 Address _____
 City/State/Zip _____
 Attendee Names: _____

- REGISTRATION -

Sunday Seminars:

_____ Members: \$25.00 each for 1 st & 2 nd attendees	\$ _____
_____ FREE for all additional attendees from same store	\$ N/C _____
_____ Non-Members: \$35.00 each	\$ _____
_____ Lunch - Pizza Buffet @ \$15.00	\$ _____
_____ Check Payment (payable to MN/ND Jewelers)	
_____ Credit Card Payment:	TOTAL DUE: \$ _____

<input type="checkbox"/> Discover	Account Number _____	Exp _____
<input type="checkbox"/> American Express	Cardholder Name _____	S/C _____
<input type="checkbox"/> VISA	Signature _____	Zip _____
<input type="checkbox"/> MasterCard	Fax to: 320-253-3324	

Mail to: MN/ND Jewelers Association; P.O. Box 6192; St. Cloud, MN 56302-6192

Registration Deadline: February 20, 2012. No refunds after that date!

Direct Questions to: MN/ND Jewelers at 800-544-6416 or
info@MN-NDjewelers.org

HOTEL INFORMATION:

Holiday Inn Airport I-35W
1201 W. 94TH St.
Bloomington, MN
Phone: 952-884-8211

Room Rate: \$79.00 (2 Queen or 1 King)
\$129.00 (2 room Jacuzzi Suite)
Block Name: MN/ND Jewelers Association
Block hold ends February 18, 2012