

Surviving The Worst Downturn In Homebuilding History...

A Lesson In Using CRM To Gain Market Share In A Recession

Event Info:

When: Wednesday, June 8,
2011. **Registration
begins 11:00a.m. Seminar
begins at approx.
11:30am and adjourns
between 1:00 and 1:30pm
depending on questions.**

Where:

OCLC Inc.
6565 Kilgour Pl. (previously
Frantz Rd.)
Kilgour Building - enter from
the East, turn toward the
cafeteria, and we are in the
private dining room.
Free parking is available

Fee:

Free for the first guest from
each member company
\$10/additional attendee from
each member company
\$20/non-members
Pre-registration assists us in
keeping our costs down, and
provides a more accurate
count for seating and lunch.
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www.atp-ohio.org

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Friends and Guests of ATP,

Whether you're new to the workforce, or an experienced manager, you know that sometimes the best lessons are learned from our peers. That's why we're excited to present an in-depth case study and discussion for our June Seminar.

We'll be sticking with the lunch-and-learn format, and there will be lots of networking opportunities as well. Our special guest will be Ron Frissora, CIO of M/I Homes. We all recognize that the past few years have not been kind to the home sales industry, and to new homebuilders in particular.

Through this difficult time, M/I Homes has not only survived...but thrived. In fact, the company has gained market share in every division. Their secret weapon? According to Ron, it's effective use of CRM (customer relationship management) tools and technology.

Ron's presentation promises to be thought-provoking and informative, and it will be exciting to see how we can translate M/I's success to our own organizations. As telecom and I/T professionals, we're often on the edge of CRM, so gaining a better understanding of its benefits is a wise career move as well.

Plan now to join us and take away information you can put to use right away. We look forward to seeing you!

Sincerely,

Laura Engle
ATP President, 2011

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