

## PA Food Merchants Association and PA Convenience Store Council



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### Grow Your Business In Difficult Times

Looking for that one great idea to help bring in more profits and re-energize your business during this difficult economic climate? Get new marketing and merchandising ideas; learn when it's a good time to expand, and how to save money and operate your business smarter at the "Growing Your Business During Difficult Economic Times" seminar on May 20 in Harrisburg.

Bernie Ellis, executive vice president of marketing and merchandising for Associated Wholesalers, Inc. (AWI), will offer his expertise on reworking areas of your store to cut costs and attract more customers. He will also share information on how AWI utilizes its frequent shopper card to market to its customers.

Bob Gorland, Matthew P. Casey & Associates, will speak about market analysis for remodels, new stores, and acquiring stores for sale. He also will discuss remodeling and customer spotting — how stores draw business vs. just spending on advertising and potentially wasting money.

Mike Unruh of the Shippensburg University Small Business Development Center (SBDC) will explain how the centers can assist retailers with financial issues, training and other issues impacting the bottom line. In addition, another SBDC representative will share information on energy grants available to small business and explain how to apply for them to upgrade your store.

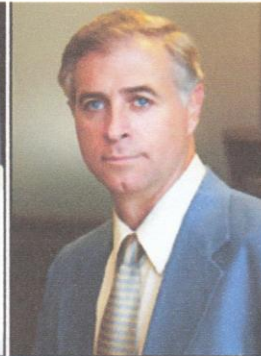
Dan Comfort of Comfort Electric Utility Consulting will explain how cost segregating a new building can provide significant tax savings for businesses.

Following a short presentation, the panelists will be available to answer audience questions. "Growing Your Business During Difficult Economic Times" is scheduled for May 20 from 3 to 4:30 p.m. at the Harrisburg Hilton.

A registration form is provided in this issue of the Hotline or visit our web site at [www.pfma.org/2009conference](http://www.pfma.org/2009conference) or call Jamie Overmiller at 800-543-8207.



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