

WINTER 2009/WSN 24

2009 BUSINESS TRENDS:

- Marketing and new business development top the list of concerns in the New Year (North Star Marketing Survey, December 2008)
- Many companies see the recession as an opportunity to trump competitors ("Outsmarting the Competition," Business Week, April 2008)
- Marketing anxieties are similar across all industries and all states ("Forecasters share predictions for economy's outlook in 2009," USA Today, Dec. 2008)



HAPPY HOUR

A MARKETING SEMINAR WORTH GETTING UP FOR!

Please join us for our first
Happy Hour seminar,

Marketing on the Rocks:

5 Tips for Surviving a Down Economy

See back for details.

Looking forward to 2009 – I have hope.

It will not be easy and will not be for the weak at heart, but I do believe it will be a year that will bring us all closer together - a year that will unite us in an effort to see each other through these tough times.

We are developing a seminar series that will bring business people together to share knowledge and ideas. It is our small way of saying, "we can do this – if we look out for more than just ourselves." I encourage you all to attend our seminars and do everything you can to support one another in business over these next months.

I have faith that one day we will talk about what a trying time 2009 was and how much we learned about ourselves and our community – and how we couldn't be prouder that we all got through it together.

With faith and hope,



April Williams McCrory
President & Visionary

COMPANIES WHO ADVERTISED AGGRESSIVELY DURING THE LAST RECESSION
INCREASED THEIR POST-RECESSION MARKET SHARE 2.5 TIMES THE AVERAGE!

- CARR REPORT, AUG 13, 2001

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Happy Hour: The One-Hour Seminar Worth Getting Up For!

Join us for North Star Marketing's first Happy Hour seminar,
Marketing on the Rocks: 5 Tips for Surviving a Down Economy.

We know that great things happen when brilliant minds come together. That's why we've decided to get business people, like you, together to discuss ways to survive the down economy by thinking differently about your marketing strategies. Our goal is for you to leave with ideas and encouragement to trump the competition in 2009!

When: Wednesday, February 11th, 8am to 9am

Where: North Star Marketing

Cost: \$25.00 per person

Continental breakfast will be served.

Visit www.fortheloveofmarketing.com to learn more about the seminar and for driving directions. There are 12 seats available; first come first served. Email northstar@fortheloveofmarketing.com or call 401-294-0133 to register today!

Look forward to seeing you there!
The North Star Team

www.worldsmallestnewsletter.com

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