

Registration is only a click away!



Register & Pay Online at [www.mrcpa.org](http://www.mrcpa.org)  
(click on Course Schedule)

or

e-mail contact information to  
[pat.felise@mrcpa.org](mailto:pat.felise@mrcpa.org)

or

**Fax Your Registration / Mail Payment to**

Pat Felise (610-758-6069 phone)  
MRC

125 Goodman Drive  
Bethlehem, PA 18015  
610-758-4716 (fax)

Name \_\_\_\_\_

Title \_\_\_\_\_

Telephone \_\_\_\_\_

E-Mail \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

Web Site Address \_\_\_\_\_

**Method of Payment:**

\$495 Check Enclosed Payable to MRC

Credit Card:  AE  MC  VISA

Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

*Facilitator Profile*

**Susan Kennedy**

Director of Marketing  
Manufacturers Resource Center

Susan has over twenty years of marketing and planning background in the utility, banking, automotive, paper, health care, and food industries. She has worked for three Fortune 500 companies including Procter and Gamble, Ford Motor Company and Champion International Corporation. She has extensive background developing marketing / strategic plans, building sales functions, developing creative marketing materials, conducting market research and developing new products and services. Susan has a BS in Mathematics from Kutztown University, an MA in Mathematics from Penn State and an MBA in Marketing from Xavier University. In addition, she is a graduate and certified teacher of the Philip Crosby Quality Program.

**Directions to MRC**

**From East or West via Route 22**

Follow Route 22 to Route 378 (South only). Continue 3.2 miles; as you approach bridge over Lehigh River, stay in right lane and go thru light at end of bridge. Proceed thru next 3 traffic lights (in left lane); continue South on 378 up a long, steep hill. Go thru light at top of the hill; at next light, turn left on Seidersville Rd. (this road turns into Hickory Hill Rd.); continue for 1.6 miles. At the stop light, turn left on Mountain Dr. Goodman Campus will be on the right. Turn right onto Goodman Drive (sign says Rauch Field House, Stabler Arena, Manufacturers Resource Center and Ben Franklin Technology Partners). Continue past Rauch Field House, Stabler Arena and thru traffic circle; proceed straight for approx. 100 more yards. Building is on left. Electronic entry required. To gain admittance, press black button on call box, left of front door.

# Business Innovations Growth Network 2009-2010

Think "BIG" with

## BIGNet

for

**CEOs, Owners, Presidents  
Business Development Managers  
VP Sales & Marketing  
Other Marketing & Sales Personnel**

Manufacturers  
Resource Center



*The future belongs to organizations that passionately embrace an innovation mindset.*

**Join the MRC  
BUSINESS INNOVATIONS  
GROWTH NETWORK**

Today's successful companies grow their revenue base, differentiate, and stay competitive by initiating strategic changes and launching new products. In a peer group setting, host experts will teach you how to propel your organization to success. Hear entrepreneurial ideas that will drive process improvements and product development. Learn best practice marketing strategies that increase profitability and market share.

Monthly sessions:  
3<sup>rd</sup> Thursday each month  
2:30 – 4:30 PM at MRC  
off site visits: 12:30 p.m. - 4:30 p.m.  
125 Goodman Drive  
Bethlehem, PA 18015  
Cost: \$495/company  
(Members may send up to three employees to each session)

**What Are the Benefits to You and your Firm?**

- Gain new ideas from experts
- Learn more cost-effective methods
- Share ideas for reducing costs and utilizing new techniques
- Gain insights into developing new products and innovations
- Improve your company's image

**WEDNet Approved Firms  
May Be Eligible For Funding**

**What Is the Program?**

*Feature topics and presenters*

For expanded information on the topics, go to [www.mrcpa.org](http://www.mrcpa.org) and click inside the Resource News scrolling bar.

Facilitator:

**Susan Kennedy**

Director of Market Development  
& Communications  
Manufacturers Resource Center

**Thursday, October 22, 2009**

**Public Relations/Press Releases/  
Better Publicity**

"Better Position Your Company  
for a Stronger Image"

James Harper, Adjunct Professor,  
Public Relations  
College of Business & Economics  
Lehigh University

**Thursday, November 19, 2009**

**Strategic Total Rewards**

"How to Pay, Protect, & Recognize Employees"

Gregory Chajnacki  
Human Resource Manager, NA  
Taminco, Inc.

**Thursday, December 17, 2009**

**Customer Satisfaction Surveys**

"Conduct, Analyze & Interpret Survey Results  
for Customer & Product Information"

David Livert  
Assistant Professor of Psychology  
Penn State, Lehigh Valley

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**Thursday, January 14, 2010**

**Courageous Customer Retention**

"It's Not for Cowards"

Steve Coscia  
Coscia Communications, Inc.

**Thursday, March 11, 2010**

**Internet Marketing**

"How to Improve Your Website for More Hits"  
(includes Social Media Usage)

Gary Barnes  
Internet Business Consultant  
Delaware Valley  
Industrial Resource Center

**Thursday, April 22, 2010**

**Lead Generation**

"Improve Marketing Outreach"

Christopher Scafario  
Marketing Manager  
Delaware Valley  
Industrial Resource Center

**Thursday, May 20, 2010**

**New Product Development Workshop**

"Innovate for New Product Development"

Ravi Chitturi, PhD  
Assistant Professor Marketing  
College of Business & Economics  
Lehigh University

**Thursday, June 10, 2010**

**Patents, Trademarks, & Copyrights**

"How to Protect Your Product Names,  
Trademarks, & Innovations"

Wendy Koba, Esq.  
Springtown, PA