

# ASI Education San Diego Schedule at a Glance COURSE OFFERINGS BY TRACK

## MONDAY, APRIL 2

Time	Distributor Success	Million-Dollar Sales	Marketing
<b>Sponsored by Fields Mfg., <i>asi/54100</i></b>			
8 a.m.-8:30 a.m.	<b>How to Get the Most Out of Your Trade Show Experience</b> • Matthew Cohn, ASI   <b>San Diego Ballroom A</b>		
8:30 a.m.-9:30 a.m.	<b>SALES</b> <b>Ad Specialty Crash Course: Your Ultimate Guide for Success</b> <b>INTERACTIVE 1</b> • David Blaise, Top Secrets of Promotional Products Sales	<b>Win Appointments with Real Decision-Makers</b> <b>INTERACTIVE 1</b> • George Ludwig, GLU Consulting	<b>Pump Up Your Marketing with Multimedia Campaigns</b> <b>ADVANCED 1</b> • Heidi Thorne, Thorne Communications
9:45 a.m.-10:45 a.m.	<b>MARKETING</b> <b>Build a Hard-Hitting Marketing Plan Today</b> <b>INTERACTIVE 1</b> • Kathleen Booth, Quintain Marketing	<b>Selling to the Subconscious: Tripping Mental Triggers That Make People Buy</b> <b>ADVANCED 1</b> • David Blaise, Top Secrets of Promotional Products Sales	<b>ASI Exclusive Research: What Buyers REALLY Think About the Products You Sell 1</b> • Larry Basinait and Dave Vagnoni, ASI
11 a.m.-Noon	<b>SALES</b> <b>Powerful Prospecting: Double Your Results in 30 Days*</b> <b>INTERACTIVE 1</b> • David Blaise, Top Secrets of Promotional Products Sales	<b>Say Good-Bye to Traditional Selling – and Watch Revenues Soar</b> <b>INTERACTIVE 1</b> • George Ludwig, GLU Consulting	<b>Rock Your Referrals and Double Your Sales 1</b> • Rosalie Marcus, The Promo Biz Coach™
12:15 p.m.-1:15 p.m.	<b>MARKETING</b> <b>Distributor Success Lunch: Sell to the Industry's 5 Biggest Markets*</b> <b>INTERACTIVE (Ticket required) 1</b> • Tim Andrews, ASI, and Panel	<b>Noon-1:15 p.m. Test Your Listening Skills &amp; Become a Super Sales Sleuth</b> (Feel free to bring your own lunch to this session) <b>INTERACTIVE 1.5</b> • Nicole Rollender and Dave Vagnoni, ASI	<b>Chicago</b>
1:30 p.m.-2:30 p.m.	<b>SALES</b> <b>10 Ways to Win Clients for Life</b> <b>INTERACTIVE 1</b> • David Blaise, Top Secrets of Promotional Products Sales	<b>You're the Expert: Attract Clients, Build Your Reputation and Grow Your Business</b> <b>INTERACTIVE 1</b> • Barbara Sanfilippo, High Definition People®	<b>20 Budget-Friendly Ideas to Build Business Now 1</b> • Mark Graham, RIGHTSLEEVE.COM
2:45 p.m.-3:45 p.m.	<b>SALES</b> <b>Reel in the Big Fish: Close Bigger Deals Now</b> <b>INTERACTIVE 1</b> • Rosalie Marcus, The Promo Biz Coach™	<b>Forget PowerPoint: Be Strategic, Advise Your Clients, Win the Sale</b> <b>INTERACTIVE 1</b> • Barbara Sanfilippo, High Definition People®	<b>Proven Ways to Invigorate Your Brand and Increase Sales</b> <b>ADVANCED 1</b> • Don Mennig, ASI
4 p.m.-5 p.m.	<b>SALES</b> <b>Transform Yourself Into a Promotional Expert</b> <b>INTERACTIVE 1</b> • David Blaise, Top Secrets of Promotional Products Sales	<b>Please Stop Talking! Powerful Listening Skills Workshop to Really Hear Your Customers</b> <b>INTERACTIVE 1</b> • Barbara Sanfilippo, High Definition People®	<b>Google, Apple and Zappos: Copy Their Marketing Secrets</b> <b>ADVANCED 1</b> • Mark Graham, RIGHTSLEEVE.COM
5 p.m.-6 p.m.	<b>Women's Networking Reception: 10 Ways to Grow Your Contact List</b> Hosted by Nicole Rollender, ASI, and Jamie Watson, Certified Marketing Consultants <b>INTERACTIVE</b>  <b>1</b> <b>Chicago Room</b>		


Sponsored by  
Bam Bams, *asi/38228*

**#** = Indicates the number of points you will receive toward your ASI Certification.

\* For free admission to the Distributor Success Lunch, you must attend the 11 a.m.-Noon session within this track.

Visit [www.asishow.com/education](http://www.asishow.com/education) for complete education descriptions and speaker biographies.

ASI Education will be held at the San Diego Marriott Marquis & Marina on Monday, April 2.

Social Media Marketing	Hands-On Technology Training	Supplier Clinics	ASI Product Training
<p><b>San Diego Ballroom C</b></p> <p><b>Leverage Social Media for Huge Sales Success</b>  <b>INTERACTIVE 2</b>                      • Mark Graham, RIGHTSLEEVE.COM, and Panel</p>	<p><b>Presidio</b></p> <p><b>Create High-Quality Vector Artwork Today: Adobe Illustrator for Beginners**</b>  <b>INTERACTIVE 2</b>                      • Michael Crawford, Crawford Creative Group</p>		<p><b>Rancho Santa Fe 3</b></p> <p><b>Grow Your Sales Exponentially with ESP Web 2.0 1</b>                      • Jeremy Chacon, ASI</p>
		<p><b>Torrey Pines 1</b></p> <p><b>The Catalog Doctor: A Private Critique with ASI's Catalog Pro</b>  <b>INTERACTIVE 1</b>                      • Tom Auger, ASI</p>	<p><b>Rancho Santa Fe 3</b></p> <p><b>Own Your Customers with ASI SmartSales CRM by Oracle 1</b>                      • Dan Dienna, ASI</p>
<p><b>San Diego Ballroom C</b></p> <p><b>5 Powerful Online Marketing Tactics That Generate Results</b>  <b>INTERACTIVE 1</b>                      • Kathleen Booth, Quintain Marketing</p>	<p><b>Presidio</b></p> <p><b>11 a.m.-12:30 p.m. Pump Up Your Clients' Logos: An Advanced Guide to Adobe Illustrator**</b>  <b>INTERACTIVE 1.5</b>                      • Michael Crawford, Crawford Creative Group</p>		<p><b>Rancho Santa Fe 3</b></p> <p><b>Promote Your Company Online with LogoMall 1</b>                      • Rob Watson, ASI</p>
<p><b>San Diego Ballroom C</b></p> <p><b>Double Your Email Campaign Responses 1</b>                      • Don Mennig, ASI</p>	<p><b>Presidio</b></p> <p><b>Start Editing Today with CorelDRAW's Basic Tools***</b>  <b>INTERACTIVE 2</b>                      • Jay Busselle, Digital Art Solutions</p>	<p><b>Torrey Pines 1</b></p> <p><b>Create an Effective, Integrated Marketing Plan 1</b>                      • Colin Graf, ASI</p>	<p><b>Rancho Santa Fe 3</b></p> <p><b>Grow Your Sales Exponentially with ESP Web 2.0 1</b>                      • Jeremy Chacon, ASI</p>
<p><b>San Diego Ballroom C</b></p> <p><b>Ready, Set, Blog! Get Started Today</b>  <b>INTERACTIVE 1</b>                      • Kathleen Booth, Quintain Marketing</p>		<p><b>Torrey Pines 1</b></p> <p><b>10 Things You Should Do Now to Make More Money 1</b>                      • Andy Cohen, ASI, and Top 40 Supplier Panel</p>	<p><b>Rancho Santa Fe 3</b></p> <p><b>Own Your Customers with ASI SmartSales CRM by Oracle 1</b>                      • Dan Dienna, ASI</p>
<p><b>San Diego Ballroom C</b></p> <p><b>Turbo-Charged Marketing: Smartsites, QR Codes and Messaging</b>  <b>INTERACTIVE 1</b>                      • Kathleen Milbier, Skinit</p>	<p><b>Presidio</b></p> <p><b>Next-Level Graphics: Use CorelDRAW to Create Stunning Visual Effects***</b>  <b>INTERACTIVE 1</b>                      • Jay Busselle, Digital Art Solutions</p>	<p><b>Torrey Pines 1</b></p> <p><b>Protect Your Clients and Your Company: Product Safety Made Simple</b>                      (Refreshments provided; distributors welcome)  <b>INTERACTIVE 1</b>                      • Leeton Lee, ETS Express </p>	<p><b>Rancho Santa Fe 3</b></p> <p><b>Promote Your Company Online with LogoMall 1</b>                      • Rob Watson, ASI</p>































\*\*It is required that you bring your own laptop to this session. CS4 (with most current updates) is strongly recommended; CS2 and CS3 versions are acceptable, though some instructions may vary.

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**All one-hour sessions are worth one point toward your ASI Certification.**

# ASI Education San Diego Schedule at a Glance POWER SESSIONS

## TUESDAY, APRIL 3

7:45 a.m.-8 a.m.	<b>Coffee Klatch</b> (coffee and doughnuts)  San Diego Ballroom-Marriott Hotel		
8 a.m.-9:15 a.m.	<b>Sell It Now! Suppliers Tell You How...</b> • Moderated by Matthew Cohn, ASI  San Diego Ballroom-Marriott Hotel		
<b>EXHIBITS OPEN 9:30 A.M.-5 P.M.</b>			
<b>Time</b>	<b>Sponsored by Targetline, asi/90640</b>		
11 a.m.-Noon	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <b>MILLION-DOLLAR SALES</b>  <b>Close That Sale: Learn Proven Negotiation Tactics</b>                       • Don Sanders, Don Sanders Marketing/SellPromoProducts.com                      Booth #630                 </td> <td style="width: 50%; vertical-align: top;"> <b>MARKETING</b>  <b>Network Like a Pro: Grow Your Connections in One Month</b>                       • Kathleen Booth, Quintain Marketing                      Booth #330                 </td> </tr> </table>	<b>MILLION-DOLLAR SALES</b> <b>Close That Sale: Learn Proven Negotiation Tactics</b>  • Don Sanders, Don Sanders Marketing/SellPromoProducts.com Booth #630	<b>MARKETING</b> <b>Network Like a Pro: Grow Your Connections in One Month</b>  • Kathleen Booth, Quintain Marketing Booth #330
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12:15 p.m.-1:15 p.m.	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <b>MILLION-DOLLAR SALES</b>  <b>"How I Closed a Six-Figure Deal": Case Studies from Successful Reps</b>  <b>INTERACTIVE</b>                       • C.J. Mittica, ASI, and Panel                      Booth #630                 </td> <td style="width: 50%; vertical-align: top;"> <b>BUSINESS-BUILDING STRATEGIES</b>  <b>10 Proven Ways to Increase Your Bottom Line</b>                       • Jamie Watson, Certified Marketing Consultants                      Booth #330                 </td> </tr> </table>	<b>MILLION-DOLLAR SALES</b> <b>"How I Closed a Six-Figure Deal": Case Studies from Successful Reps</b> <b>INTERACTIVE</b>  • C.J. Mittica, ASI, and Panel Booth #630	<b>BUSINESS-BUILDING STRATEGIES</b> <b>10 Proven Ways to Increase Your Bottom Line</b>  • Jamie Watson, Certified Marketing Consultants Booth #330
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1:30 p.m.-2:30 p.m.	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <b>MILLION-DOLLAR SALES</b>  <b>Secrets of Power Conversion: Turn Total Strangers Into Paying Clients</b>  <b>ADVANCED</b>                       • David Blaise, Top Secrets of Promotional Products Sales                      Booth #630                 </td> <td style="width: 50%; vertical-align: top;"> <b>MARKETING</b>  <b>Your Brand in Cyberspace: Create a Killer Online Presence</b>  <b>ADVANCED</b>                       • Jake Krolick, ASI                      Booth #330                 </td> </tr> </table>	<b>MILLION-DOLLAR SALES</b> <b>Secrets of Power Conversion: Turn Total Strangers Into Paying Clients</b> <b>ADVANCED</b>  • David Blaise, Top Secrets of Promotional Products Sales Booth #630	<b>MARKETING</b> <b>Your Brand in Cyberspace: Create a Killer Online Presence</b> <b>ADVANCED</b>  • Jake Krolick, ASI Booth #330
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2:45 p.m.-3:45 p.m.	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <b>MILLION-DOLLAR SALES</b>  <b>How to Sell \$100,000 Every Month</b>                       • Don Sanders, Don Sanders Marketing/SellPromoProducts.com                      Booth #630                 </td> <td style="width: 50%; vertical-align: top;"> <b>MARKETING</b>  <b>Become a PR Powerhouse and Generate Big Buzz</b>                       • Heidi Thorne, Thorne Communications                      Booth #330                 </td> </tr> </table>	<b>MILLION-DOLLAR SALES</b> <b>How to Sell \$100,000 Every Month</b>  • Don Sanders, Don Sanders Marketing/SellPromoProducts.com Booth #630	<b>MARKETING</b> <b>Become a PR Powerhouse and Generate Big Buzz</b>  • Heidi Thorne, Thorne Communications Booth #330
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5 p.m.-6 p.m.	<b>Celebrate San Diego Reception</b>  Registration Lobby		
5 p.m.-6 p.m.	<b>ASI Canada Reception</b>    15B-Convention Center		
6:30 p.m.-9:30 p.m.	<b>Gala Celebration at Belo Nightclub</b> (TICKET REQUIRED)		

Noon-2:30 p.m. Marriott Marquis & Marina, Rancho Sante Fe 2   
  
**An invitation-only program for top executives within the advertising specialty industry, led by Warren Greshes, Speaking of Success.**

## WEDNESDAY, APRIL 4

8 a.m.-8:15 a.m.	<b>Coffee Klatch</b> (coffee and doughnuts)  San Diego Ballroom-Marriott Hotel		
8:15 a.m.-9:15 a.m.	<b>Michael J. Fox Keynote: Always Looking Up: The Adventures of an Incurable Optimist</b>  San Diego Ballroom-Marriott Hotel <i>Co-sponsored by Warwick Publishing Co., asi/95280</i>		
<b>EXHIBITS OPEN 9:30 A.M.-3:30 P.M.</b>			
<b>Time</b>	<b>Sponsored by Targetline, asi/90640</b>		
11 a.m.-Noon	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <b>SOCIAL MEDIA MARKETING</b>  <b>Develop a Social Media and Online Presence to Build Your Brand</b> <b>ADVANCED</b>                       • Heidi Thorne, Thorne Communications                      Booth #630                 </td> <td style="width: 50%;"></td> </tr> </table>	<b>SOCIAL MEDIA MARKETING</b> <b>Develop a Social Media and Online Presence to Build Your Brand</b> <b>ADVANCED</b>  • Heidi Thorne, Thorne Communications Booth #630	
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3:30 p.m.-4 p.m.	<b>Closing Celebration</b> (Passport to Winnings Drawing held at 3:45 p.m.) Registration Lobby 		

ASI Education is going green. Session handouts will be available on *The ASI Show Mobile Application* two weeks prior to the show. Go to [www.asishow.com/sandiego](http://www.asishow.com/sandiego).

Visit [www.asishow.com/education](http://www.asishow.com/education) for complete education descriptions and speaker biographies.