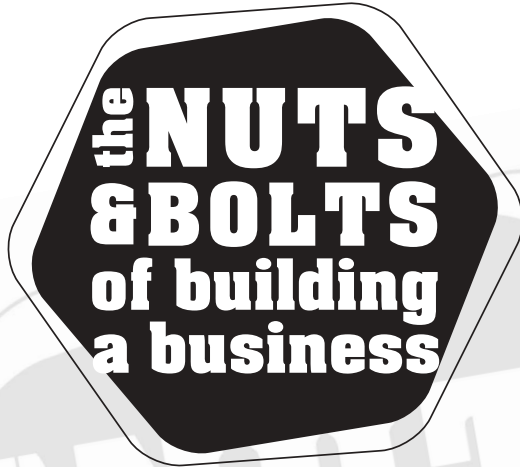


“Nuts & Bolts” is a comprehensive series of classes to help **build** and **improve** your business. Whether you’re just starting a business or have been in business for a while, choose from any of the classes listed for an informative talk from Maui’s business community.



SERIES	MARKETING
PLACE	American Savings Bank Conference Room in the Maui Mall
TIME	11:30 am to 1pm (unless noted otherwise) Please brown bag
FEE	\$5.00 Chamber Members, \$10.00 Non-Member
CONTACT	Call 871.7711 to sign up.



Brand Strategies

WHEN: March 31, Thursday

SPEAKER: *Saedene Yee-Ota*

Saedene was schooled at Art Center in Pasadena and worked in Northern California and Chicago before starting her own business, Sae Design on Maui. She will discuss what it takes to develop a good brand, misconceptions of the “logo,” basic steps to analyze your brand or future brand and how to build it so that it works for your company.



Advertising Budgets

WHEN: April 7, Thursday

SPEAKER: *Susan Hernandez*

Most recently with her own company, Media Related Services, Susan brings over 20 years of professional experience in advertising, marketing, public relations, and artistic talent to the Catapult team. She holds a degree in Retail Merchandising and Marketing.



Marketing Plans/Goal Setting

WHEN: April 14, Thursday

SPEAKERS: *Michael Moore & Lynne Woods*

Do you want to grow your business? Who is your market? How do you get to them? Join Michael Moore, Marketing Director of Old Lahaina Luau and Lynne Woods, President of the Maui Chamber of Commerce for a fireside chat on the “How To” of building your business through goal setting and a Marketing Plan.



Growing a Business through Marketing

WHEN: April 21, Thursday

SPEAKERS: *Darlis and Daniel Smith*

Many people think of advertising as the key marketing tool to grow a business. In their presentation, Daniel and Darlis will challenge attendees to take a step back and evaluate basic marketing elements of their businesses or products, particularly image and positioning, to make sure a strong foundation exists before utilizing advertising. They will also share tips on selecting a design firm and getting the most from advertising, promotions and public relations efforts.



Co-sponsored by American Savings Bank

“Nuts and Bolts” is a Business Education Series organized by the Maui Chamber of Commerce. If you’re not a member already learn about the Chamber at www.themauiwebsite.com

CALL 871.7711 TO SIGN UP