



“How Marketing Metrics Can Save Your Job and Your Company” is focus of October 11th BMA Event for SoCal Marketers

BMA Members May Bring a Guest Free!

In response to tough economic times, the SoCal Business Marketing Association (BMA) is pleased to present its 2001-2002 season kick-off meeting on Thursday, October 11, 2001. Intended to give area marketers guidance in how to examine, measure and take advantage of major successes in marketing, and how to examine, measure and dispel major mistakes, this highly informative and dynamic event will feature keynote speaker and marketing expert Ron Wilbur, CEO of Luminor, and co-author of a soon-to-be-released book on marketing metrics. Wilbur's presentation will also show how best to communicate results to your company's executive management.

Included in the program is an interactive networking session and buffet dinner sponsored by exhibit design firm, DisplayWorks, of Irvine. Members of the SoCal BMA may bring a guest *free* to the event and all area marketers, BMA members or not, are strongly encouraged to attend.

Ron Wilbur has been a featured speaker on advertising and marketing topics to audiences of up to 1,500, for organizations such as the BMA and the AeA (formally the American Electronics Association), and has provided consulting services to marquee corporations such as Sony, Alcoa, Hewlett-Packard, Microsoft, the former USWest and Allied Signal, and many others. During his 18 years as the CEO of Luminor, Mr. Wilbur has helped clients earn billions of dollars.

Event Information:

Location: DisplayWorks, Event Sponsor
6489 Oak Canyon, Irvine CA, 92618-5202

Date/Time: Thursday, October 11, 2001
5:30 - 6:15 p.m. registration, networking, tour
6:15 - 8:30 p.m. dinner, program & keynote

Event Web page: <http://www.socalbma.org>

Cost and Registration: BMA Members: \$35.00; plus members may bring a guest free; guest name must be designated. Non-members: \$45.00.

Cancellations must be made 24 hours in advance or you will be charged. Visa, MasterCard & AMEX accepted. To register, call 909-975-5641, or e-mail lpurrington@salesupport.com

The Business Marketing Association is the nation's leading trade association for business-to-business marketers and marketing communicators. Members receive networking benefits, peer support, and the opportunity to participate in events attracting important industry speakers and attendees.

For more information on SoCal BMA, e-mail christel@prowrite-pr.com, or go to www.socalbma.org. The BMA national web site is found at www.marketing.org.

BMA Business Marketing
Association
Southern California