



# WA 2010 Fall Meeting

October 5 - 6, 2010

## The Westin Baltimore Washington Airport - BWI Baltimore, Maryland

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Register now for the WA Fall Meeting! Visit the Events Section at [www.wallcoverings.org](http://www.wallcoverings.org) to download the registration form and to review meeting details. The special WA room rate is only \$139.00! Call the Westin Baltimore at 443.577.2300 or visit the WA registration page online for accommodations.

***Room reservations and registration forms must be submitted by Sept. 20, 2010.***

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### **Featured Speakers**



#### ***Bob DeStefano***

DeStefano is an internet marketing pioneer with over 15 years of experience helping companies generate leads and . As president of SVM E-Business Solutions, a leading online marketing agency, DeStefano has worked with a wide variety of companies, from Fortune 500 companies to small family-owned businesses, to help them leverage online marketing to produce bottom-line results.

Founded in 1995, SVM creates websites and online marketing solutions that help business-to-business companies achieve business-building results, including: generating sales leads, creating new revenue sources, strengthen relationships with customers, improving sales force productivity, and much more.



#### ***Dennis Collins***

As president of Tech Image, an award-winning technology public relations firm, Collins is responsible for the supervision and management of the agency and its financial performance. He provides clients with strategic business planning, messaging development and thought leadership publicity campaigns, and developed the firm's innovative messaging matrix approach and media coaching platform. Collins has 30 years of client and agency marketing communications experience.

Collin's presentation "Using Social Media to Improve Service and Sales" will address the two top questions heard from business owners. Why should I do this? and How do I start? A five-step planning process and several examples will be presented in this interactive session. Armed with that, you will be able to pragmatically look beyond the tools and determine the potential of these new communications channels for your own business goals.

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