



15660 Midwest Road, Suite 205  
Oakbrook Terrace, IL 60181

PRESORTED  
FIRST-CLASS MAIL  
U.S. POSTAGE  
PAID  
LOMBARD, IL  
PERMIT NO. 286

## FALL SEMINAR

**Southern California  
Coin Laundry Association**  
[www.socalcla.com](http://www.socalcla.com)



# Hands-On Advertising and Marketing Tools and Tips

*Thursday, September 10, 2009*

# Southern California Coin Laundry Association Thursday, September 10, 2009

## Hands-On Advertising and Marketing Tools and Tips

*Two special guest speakers will join us to share their expertise on advertising and marketing for the owners of coin laundries.*

**Michelle Comer, Director of Marketing and Communications for the Coin Laundry Association, will join us from national headquarters in metro Chicago.** Michelle will be speaking on how the CLA assists store owners with direct marketing and website development via the new resources on [planetlaundry.com](http://planetlaundry.com) & existing resources on [coinlaundry.org](http://coinlaundry.org).

**Our keynote speaker will be Michael Floyd, President of Continental Girbau, Inc., and 2009 CLA National Chairman.** Mike will be joining us from corporate headquarters in Wisconsin to personally present his popular presentation on marketing and advertising for laundromat owners, with specific takeaways for you to use in your store immediately.

Mike and Michelle will then join local store owners for our interactive Q&A panel discussion.

### Agenda:

5:00 – 5:45 PM .....Dinner & Networking  
5:45 PM .....Michelle Comer  
6:45 PM .....Michael Floyd  
8:00 – 9:15 PM .....Store Owner Panel & Q&A

### Cost:

PRE-REGISTER BEFORE 9/4/09: IF YOU DO NOT PRE-REGISTER:  
\$30 Members / \$45 Non-members \$35 Members / \$50 Non-members

*Admission INCLUDES buffet dinner,  
free parking and door prizes!*

### Payment:

Pay via cash or check at the door (you do NOT need to pre-pay when you register).

### NEW LOCATION:

Carson Community Center  
801 East Carson Street  
Carson, California 90745



**PRE-REGISTER ONLINE  
BEFORE 9/4/09 TO SAVE \$5.00!**

Online: [www.socalcla.com](http://www.socalcla.com)

Email: [beverly@socalcla.com](mailto:beverly@socalcla.com)

