



# LUNCH & LEARN

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## Understanding Your Market & Marketing Concepts

June 14, 2017  
12:00 PM to 1:15 PM

**COST:** \$5.00/person for lunch

**LOCATION:** JARI Center for Business Development  
160 Jari Drive (Richland Township)

**PRESENTER:** Dr. Randy Frye  
Saint Francis University

### This session will review the following topics:

- Acquire knowledge about what constitutes the marketing process
- Create a marketing strategy that wins over and retains customers
- Develop a marketing plan that enables you and your firm to differentiate yourself from others and to gain a competitive advantage

# Understanding Your Market & Marketing Concepts

Wednesday, June 14, 2017 12:00 pm – 1:15 pm

JARI Center for Business Development  
160 Jari Drive, Johnstown, PA

## REGISTRANT INFORMATION

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Contact Name \_\_\_\_\_

## PARTICIPANTS (Please use a new form for additional participants)

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

## PAYMENT INFORMATION

# of Participants \_\_\_\_\_ x \$5.00 = \$ \_\_\_\_\_

**This form is considered your invoice.** Payment should be made prior to the day of the event to reserve your seat.

Checks are to be made payable and mailed to:

**JARI, Attn: Lauren Brewer, 245 Market Street \* Suite 200, Johnstown, PA 15901.**

**Note: No shows and cancellations after June 13th, will be billed for any seats that you had reserved that we were unable to fill.**

**Please RSVP by Tuesday, June 13, 2017 to Lauren Brewer**

Phone: (814) 535-8675 / Email at [lbrewer@jari.com](mailto:lbrewer@jari.com)

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least 2 weeks in advance by contacting Michele Clapper at 814.262.8368.