



## **PERSONALITY DIMENSIONS WORKSHOP**

This 3 hour workshop is for people who want to have Fun! You will have an opportunity to appreciate each other's way of learning and working. This session will allow you to learn more about your own personality and temperament and find out why you "click" with some people and not with others.

As well, you will be able to learn more about your own Strengths, Interests, and Stressors that will help you on your journey to success.

### **Trish's BIO**

Trish McNamara has a diverse background in public, private and not-for-profit organizations.

Trish was employed with the Alberta Government working with various Cabinet Ministers at the Alberta Legislature for four years. She brings with her a combined 14 years of working in the education and training sector which included 7 years as Dean of Clarke College and 6 years operating her own company as a project manager, trainer and business consultant.

Trish benefited from her experience working with Women and Rural Economic Development (WRED) for 5 years in various roles as a Network Coordinator, WRED Trainer and Regional Development Manager.

Trish was also pleased to serve for ACTEW as a Regional Content Liaison for the Southeastern Ontario region for the Constellation Project. As well Trish was an advisory member for EntreWomen.

Trish is the Manager at the Employment & Education Centre in Brockville which is a not-for-profit organization that has been in operation for 21 years and has the Job Connect Program, HRSDC Employment Assisted Services, Summer Job Services, Credit Counselling, Youth Employment Assistance Headquarters, and now the Women's Centre.

November 28, 2006



## **PRACTICAL MARKETING TO INCREASE YOUR PROFITS!**

You will learn:

- Your USP - Unique Sales Proposition - can it be more effective?
- Low cost marketing with the most impact on your bottom line
- Marketing & Technology - are you up-to-date with e-mail marketing, PPC (low cost, targeted Pay per click ads) and SEO - Search Engine Optimization?
- The two most important words to ask yourself before you write your next marketing blurb

Bring your sales & marketing challenge and get some solutions!

### Patti's BIO

Patti Pokorchak has an MBA in Marketing and over 25 years experience in sales and marketing in three countries. Self-employed since 1992, Patti has started four companies and her motto is "if I can be a farmer, than anyone can be anything they want to be. BUT, they do need some basic business sense to be successful." She loves to share her sales and marketing experience and knowledge with others. Patti's experience has been at companies such as IBM and Siemens as well as a number of startups with limited marketing budgets. She combines marketing expertise with proven sales skills to create a practical marketing plan for success.

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