

The Northern California Chapter of HSMAI invites you to join us for  
**How To Grow Your Business  
in Tough Times...**



With the bust of the dot-com bubble and the harsh new reality of business, the old line of, "Here Today, Gone Tomorrow" has been replaced with a new one... "Here Today, Gone Today!" In a time when B2B now means 'back to reality', businesses that don't adapt will lose ground faster than ever! Participants will leave this program with an increased awareness and understanding of what it takes to increase sales and profits in today's tough Bay Area economy!

***Here's 5 things participants will learn:***

- Two little known ways of securing tons of new business
- Secrets of keeping your clients and customers
- How to out-run, out-fox and out-flank your competition
- A simple way to reach your sales goals faster
- How to grow profits in your department--- not just sales!

*Jim McCraigh is the founder and principal of Business Growth Strategies. As former COO of American Restaurant Partners, Jim's experience includes several successful turnarounds, as well as launching a number of profitable new ventures. His company helps organizations develop and implement breakthrough strategy for clients in the US and Canada.*

**Tuesday, June 17, 2003**

11:30am Registration & Networking • 12:00pm Lunch & Program

**At Hotel Valencia**

**355 Santana Row, San Jose, CA • (408) 551-0010**

[www.hotelvalencia.com](http://www.hotelvalencia.com)

**Admission: \$35 - Pre-paid \$45 - Non-Members & Walk-ins**

RSVP by Friday, June 13th to [hsmainc@yahoo.com](mailto:hsmainc@yahoo.com), online at [www.hsmainc.com](http://www.hsmainc.com) or fax your reply to (408) 395-3730. **ALL NO SHOWS WILL BE BILLED.... No cancellations accepted after Noon on Friday, June 13th** For more information, call the Hospitality Sales & Marketing Association Int'l. Northern California Chapter at (408) 395-3765.

*Mark your calendars...meetings held the 3rd Tuesday of each month.*

*Space donated by*

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HOSPITALITY SALES & MARKETING ASSOCIATION INTERNATIONAL  
[www.hsmai.org](http://www.hsmai.org)

SILICON VALLEY / SAN JOSE  
**Business JOURNAL**