



HOSPITALITY SALES & MARKETING ASSOCIATION INTERNATIONAL

NORTHERN CALIFORNIA CHAPTER

The Northern California Chapter of HSMIA invites you
to join us for

The Platinum Rule:

Treat Other People the Way They Want to be Treated!

1. Learn the four basic personality styles presented by Dr. Tony Alessandra in his book *The Platinum Rule*
2. Ascertain your own primary and secondary style
3. Learn tools and techniques for recognizing other people's styles
4. Discover how to "flex" or adjust to other people's styles
5. Utilize that flexing to communicate more effectively, increase your sales, create better teams, and reduce tension and conflict

This workshop is designed around Tony Alessandra's book *The Platinum Rule*. The entire focus will be on how to communicate across styles so as to increase understanding and likelihood of better teamwork. Many times it is not *what* you say but *how* you say it that makes the difference.

Brad Warren, MA, owner of Bradley K. Warren and Associates, Inc., has been a seminar leader and business coach for more than 20 years. As a coach, he specializes in working with entrepreneurs and sole proprietors, enhancing their productivity and effectiveness through support, structure, and accountability.

Tuesday, February 17, 2004

11:30am Registration & Networking

12:00pm - 1:30pm Lunch & Program

at San Jose Marriott Hotel, 301 Market St., San Jose

www.sanjosemarriott.com

\$35/ Members • \$45/Non-Members & Walk-ins

RSVP by Friday, February 13, to hsmainc@yahoo.com, online at www.hsmainc.com or fax your reply to 408.732.2628. ALL NO SHOWS WILL BE BILLED...No cancellations accepted after noon on Friday, February 13. For more information call the Hospitality Sales & Marketing Association Int'l. Northern California Chapter at 408.218.3919.

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

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