



PROFESSIONALLY TRAINED • CREATIVELY INSPIRED

SCHEDULE

**Sunday
October 17, 2010**

3-6pm: Free Business class for Members
6-9 pm: Membership Appreciation Party & Food

**Monday
October 18, 2010**

8am: Registration
8:30: MNPPA Special Meeting pertaining to bylaws
9 am: Lori Nordstrom program
Noon: Awards Luncheon
1:45: Lori Nordstrom presents
5 pm: conclusion

Hotel Information:

Kahler Grand Hotel
20 SW Second Ave,
Rochester, MN 55902
1-800-533-1655

Room Rate: \$79.00

*Mention the MNPPA when making your reservation

**Fall Seminar
October 18, 2010
with Lori Nordstrom**

MNPPA Active Members.....\$49

(Includes Northern Light) Free Sunday Business Class & Party. Monday programming, Awards Luncheon, & Door Prize Drawings. *Price increases to \$75 at the door.*

MNPPA Associate, Life, Students & Non-Resident Members.....\$25

Includes Free Sunday Business Class & Party. Monday programming, Awards Luncheon & Door Prize Drawings. *Price increases to \$75 at the door.*

Non Member.....\$99

Includes Sunday Business Class & Party. Monday programming, Awards Luncheon & Door Prize Drawings. *Sunday Business class only is \$25.*

Register before September 1, 2010 and be entered in a drawing for a \$200 2011 MAIPP Scholarship

Please indicate below if you will be attending the Sunday programming. Contact Nicole at 877-397-3241 or nicole.bugnacki@gmail.com if you have questions or have special dietary requirement. ** Full attendance will be necessary to receive a MNPPA CFM credit.

**2010 Northern Light — MNPPA Fall Seminar
Register Online at www.mnppa.com**

Name:	Member #:	MNPPA Status						Amount:
		Active	Associate Non-resident	Student & Life Member	Affiliate	Non-Member	Sunday Add.	\$0.00
1. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
2. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
3. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
4. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____

Send to:
MNPPA Office
PO Box 567
Ironton, MN 56455
Fax: (763) 390-0296
Visa & MasterCard
Discover

Name: _____
Studio Name: _____
Address: _____
City, State & Zip: _____
Phone: _____ Email: _____
Credit Card #: _____ Exp. Date _____
V Code (3-4 digit code) _____ Billing Zip: _____

MNPPA Fall Seminar presents:



Lori Nordstrom

Monday, October 18, 2010

9 a.m.- noon and 1:45-5 p.m.

Kahler Grand Hotel

20 SW Second Avenue, Rochester, MN 55902

507.280.6200

sponsored by: WHCC

whcc

Hear Lori's down-to-earth and candid story - and why she knows if she can do it, you can, too! Lori believes there is no "right way", only "your way". She will help you to discover methods that fit your own personality. Use your strengths as well as your perceived weaknesses to build your business from the core - who you really are. Lori will open up possibilities for discovering your uniqueness and how to market that uniqueness to the right market and in the most effective ways.



In her program, Lori will cover the following topics :

Larson Enterprises

- + develop your studio image
- + market in the most powerful ways at no cost - to only the right client
- + pricing strategies that will allow you to raise your prices without feeling like you might just dig a hole and climb in!
- + work with your client to maximize every sale.
- + set goals, schedule and prioritize to get a handle on your workflow
 - + Identifying your ideal client
 - + Effective branding
 - + Establishing your product line
 - + Pricing for maximum profits
 - + Reaching your ideal clients
 - + Consultations & pre-selling
 - + Shooting for your product line
 - + Projection sales
 - + Fulfilling orders/ presentation
 - + Getting referrals

