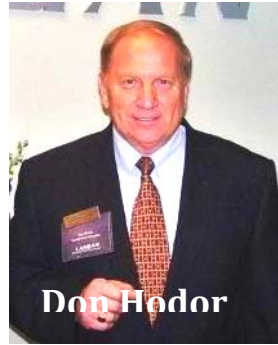


You're invited to the Southpointe – Marcellus Shale Chamber Seminar.  
**Are you ready to fight for your share of the Marcellus Shale gas/oil market?**



Don Hodor



Andy Birol

*Don Hodor will be challenging Author, Andy Birol with some “gloves on” questions for no-nonsense answers on how to create business growth in the Marcellus Shale Industry!*

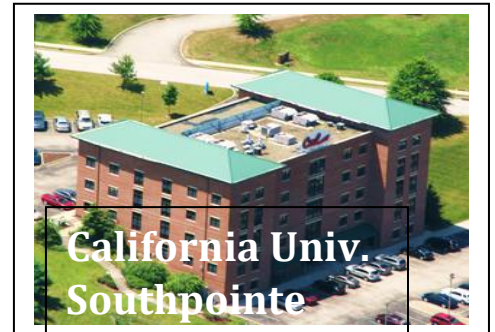
Tired of hearing the same old marketing steps we have all heard before? In a candid interview, Don Hodor challenges, Andy Birol to give the ‘bottom line’ on the most efficient steps to penetrating the lucrative Marcellus Shale Gas and Oil Markets. In this no nonsense round of questions, we draw out the inner secrets and apply them to our own business. This is not a lecture or power point (drawn out presentation), but a ‘challenge match’ of questions, ideas and audience participation.

**What:** Marcellus Shale Sales ( marketing faceoff )

**When:** October 26, 2011 9 AM to 12:30 PM

**Where:** California University, Southpointe Campus, 135 Technology Drive, Southpointe (Canonsburg), PA.

**Why:** It's time we all move forward and get on the Marcellus Band Wagon! Bring your tough questions for Some revealing answers.



California Univ.  
Southpointe

Investment Fee Members \$75 \_\_\_\_\_ Non-members \$95 \_\_\_\_\_ Fax to 412-291-1773

Company Name \_\_\_\_\_

Person attending \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Credit/debit Card Number \_\_\_\_\_

Exp Date \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_ Code on back \_\_\_\_\_ Zip Code \_\_\_\_\_

Southpointe / Marcellus Shale Chamber of Commerce, 125 Technology Drive, Canonsburg, PA 15317  
[www.southpointe.net](http://www.southpointe.net) [seminar@southpointe.net](mailto:seminar@southpointe.net)

## Andy Birol, Short Bio/Intro

Andy Birol is the founder of Birol Growth Consulting. He helps business owners create profitable growth by growing their Best and Highest Use®. He has helped more than 450 businesses increase their sales by \$500 million. Andy's is quoted in the WSJ and NYT, the author of five books and a frequent expert on news shows. He facilitates and presents workshops worldwide on Best and Highest Use and profitable growth for small business owners and has traveled and worked in 65 countries and all seven continents. Since relocating to Pittsburgh with his wife Joan and daughter Margo, Andy has graduated from Leadership Pittsburgh, appeared on WPXI's Region's Business Show and TEQVibe, become a columnist for eTEQ and Pittsburgh Business Times and spoken to a dozen local business groups.

## What you will learn . . .

1. Understand, agree on and communicate your firm's Best and Highest Use and product/service features, benefits and advantages to resolve customer pain or create opportunity
2. Define, quantify and target a niche of buyers assuming reasonable market penetration of a sizable, addressable market
3. Devise a simple growth strategy reflecting a clear understanding of buyer behavior
4. Develop and execute thoughtful, practical and cost-effective sales and marketing tactics
5. Build and manage through a practical budget and timeframe for implementation by accountable individuals
6. Be disciplined to capture feedback and perform analysis of results that are reported on time and with transparency

## IS THIS FOR YOU?

The Marcellus opportunity isn't turning out to be all things to every business. How and when your business can and will benefit from this lifetime opportunity takes careful focusing of your business and pinpointing the best opportunities and customer to target. When good products and services are properly created, well marketed, and sold smartly, profitable Marcellus growth happens. And when actions and results are integrated, companies keep more of what they make. Doing so requires great teamwork of a great organization where everyone works towards a common goal.

It's very difficult for organizations without growth goals to share responsibility for creating profitable and sustainable growth.

Despite "everyone's" best efforts, why do 50% of manufacturers, distributors or wholesalers fail to thrive? Because they have not determined what traits are common to seizing the day when a large opportunity arises.

Growing Your Marcellus Business will address these six key opportunities to help ensure your business grows through and because of the natural gas boom.

## Who should attend?

If you are an owner, CEO or leader of your business, bring your C-Level executives and join Andy and Don on October 26<sup>th</sup> from 8:00 - 12:30 Pm at California University, Southpointe Campus building, 135 Technology Drive, Canonsburg, PA 15317