



Distance Learning Event #2-07, "Selling Your Community to Retailers"

Selling a city to retailers is a challenge for most communities. No longer can a community expand the resources on marketing and selling without a plan or a major focus. The retail industry has focused on new technologies, geographic information systems and consumer spending data to revolutionize retail location decisions.

This session will focus on the development side of retail and how this key part of the process fits into redevelopment. You will learn of techniques that can be implemented immediately which have been used by successful communities and redevelopment agencies in the face of aggressive competition.

This Distance Learning session is presented by Buxton, the retail industry's largest provider and #1 expert in customer analytics solutions. Buxton's has over 1,200 clients, include The Container Store, California Pizza Kitchen, New Balance, Casual Male, FedEx/Kinko's as well as over 250 communities nationwide.

Speaker: Amy Wetzel, VP Western Region, CommunityID, Buxton

Take this opportunity to learn how to sell your community to retailers and to ask questions of a retail marketing expert about the latest technologies for assisting in that process!

There will be one opportunity to attend this informative session, as follows:

"Selling Your Community to Retailers"

Wednesday, April 18, 10:30 a.m. – noon

This is a **web-based seminar**, an on-line event conducted over the Internet using a hosted Web-conferencing service to conduct live, interactive meetings, events, and training. Multiple individuals may participate at each registered site using a projected screen image and a speakerphone for just one registration fee. The registration fee for this event is \$85.00 for CRA member sites; \$95 for non-member sites. Attending sites will also be asked to pay the cost of the toll call needed to join the concurrent audio conference call.

Equipment needed:

Computer with Internet access (high speed preferable)

Telephone

Register by:

1. Using the on-line registration process at CRA's web-site: www.calredevelop.org
2. Completing the following registration form and e-mailing it to Judy Jennemann at jjennemann@calredevelop.org or
3. By faxing it or mailing to Judy at 916-448-9397

Your confirmation message by return e-mail will include instructions for logging onto the web-based conference and for entering the concurrent conference call. You will also be sent by e-mail, Word-document versions of the Powerpoint slides for your use in note-taking.

Registrants for this session who have not previously attended a CRA Distance Learning event will be afforded the opportunity to attend a free, introductory session on the preceding day to get comfortable with the logon procedure and participating in an on-line session.

Check below the sessions you want to attend:

There will be one session on Wednesday, April 18, 2007, 10:30 a.m. – noon _____ (DL#2-07)

Free Introductory session on Tuesday, April 17, 10:30 – 10:45 a.m. _____ (DL#1-07)

NAME: _____ TITLE: _____

Agency/Company Name: _____

Address: _____

Work phone: _____ Fax: _____

E-Mail (Required): _____

Registration fee is \$85 for this event (CRA members) or \$95 (non-members).

Charge my credit card (AMEX___; Visa:___; M/C:___)

Name on Card: _____

Credit Card No: _____

CSC# (on back of card) _____

Expiration date: ___/___

Signature: _____