

**JOIN US on**  
**November 14, 2008**

**Sheraton Harrisburg-Hershey**  
**Harrisburg, PA**

*Gobble up some Valuable Knowledge with one of our November Sessions!*

**DON'T MISS...** *this rare opportunity to network with over 35 Charter Members and attend the Election of Board & Officers!*

**SESSION 1 ~ Guerilla Marketing Tactics**

Guerrilla Marketing is a powerful, and potentially highly profitable strategy, often discussed but rarely used effectively. Guerrilla Marketing promotes using energy and creative ideas rather than spending big dollars on "traditional advertising".



Please join Chris DeMeo in this seminar as we explore the concept and implementation of Guerrilla Marketing tactics.

Anyone responsible for top line revenue production can benefit from this session. Please be prepared to share ideas, have some fun and hopefully gain some real world knowledge. This seminar is potentially valuable for Hospitality Sales and Marketing Professionals and any other organization operating on a tight budget. Get out of the office and open up your creative mind.

**Chris DeMeo** is the owner of Hospitality Services Network. He has over 20 years experience in sales and marketing in the hospitality industry. He is an active PASAE board member and has chaired the Summer Outing Committee for the past 4 years. Hospitality Services network is a full service marketing company located in Lancaster PA. Please visit [www.hospitalityservicesnetwork.com](http://www.hospitalityservicesnetwork.com) to find out more about their services. Please feel free to inquire about fall special offers.

**SESSION 2 ~ Discipline and Termination**

*Part of a continuing Human Resources Series....*

In February, Karen Young brought us HR and the role it plays in an effective organization. In May, she taught us how to improve our interviewing skills. In September, she covered orientations and evaluations, further expanding the HR scope. In this session, Karen will wrap up the HR circle with her expertise in Discipline & Termination, covering the following:

- Why do they do that?
- You don't have to be a nag
- Don't sugarcoat reality
- It's OK to say "You're Fired"



Walk away with a define process for disciplining and a good list of questions to ask yourself before you decide to terminate someone.

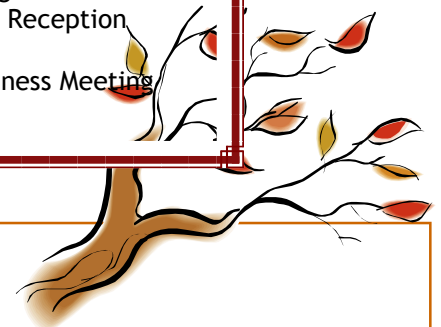
**Karen Young**, founder and President of **HR Resolutions**, has been involved in personnel and human resources for nearly 20 years. Her background includes in-depth experience in distribution, service and manufacturing organizations on the East Coast.

**AGENDA**

- 8:30 a.m. Registration & Continental Breakfast
- 9:00 a.m. Sessions begin
- 11:30 a.m. Networking Reception
- 12:30 p.m. Lunch
- 1:00 p.m. Annual Business Meeting
- 2:00 p.m. Wrap Up



**Try our Quick & Easy online registration at [www.pasae.org](http://www.pasae.org)!**

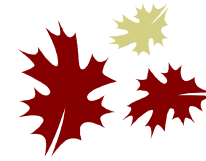




# PASAE Professional Development Series - November 2008

Friday, November 14, 2008 ♦ Sheraton Harrisburg Hershey

4650 Lindle Road ♦ Harrisburg, PA 17111 ♦ Ph. (717) 558-4610



8:30 a.m. Registration & Continental Breakfast ♦ 9:00 a.m. Sessions ♦ 11:30 a.m. Reception ♦ 12:30 p.m. Lunch

(<http://www.starwoodhotels.com/sheraton/property/area/map.html?propertyID=1995>)

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City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Check if you wish to have your credit card receipt emailed to you

Do you have any special dietary/accessibility needs?  Yes  No

If so, please List attendee name(s) & describe: \_\_\_\_\_

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VISA  MASTERCARD  AMEX  DISCOVER EXP. \_\_\_\_\_

ACCT # \_\_\_\_\_

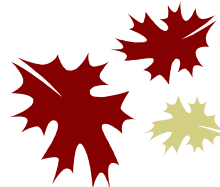
## **TRY OUR EASY ONLINE REGISTRATION at [www.pasae.org](http://www.pasae.org)**

### **MAIL COMPLETED REGISTRATION TO:**

PASAE  
777 East Park Drive  
Suite 300  
Harrisburg, PA 17111

**FAX TO:**  
(717) 232-4550

**QUESTIONS:**  
(717) 232-4500



### **PRICING PER PERSON    MEMBER    NON-MEMBER**

**FULL CONFERENCE**                    \$55                    \$70  
(Continental Breakfast, Professional Development session & Lunch)

**MORNING SESSION**                \$40                    \$45  
(Continental Breakfast & Professional Development session)

**LUNCH ONLY**                                \$30                    \$40

**TOTAL ENCLOSED**                    \_\_\_\_\_                \_\_\_\_\_

\*Please keep a copy of this completed form for CAE/CMP credit

*Please indicate which session you will attend:*

Guerilla Marketing

HR: Discipline & Termination

### **RAKE in the savings by REGISTERING ON-TIME!**

Registrations received less than 48 hours prior to the event add \$5.00. Payments received after the day of the event add \$5.00. **Cancellations** must be received in writing. No refunds for cancellations received less than 48 hours prior to the event.

