



HOFSTRA UNIVERSITY

presents a

**FREE**

Operation Downtown Seminar

## ACHIEVE THE WINNING EDGE

Tuesday, November 18, 2008

8-10 a.m.

Hofstra University Club, David S. Mack Hall, North Campus  
(PLEASE NOTE LOCATION CHANGE.)

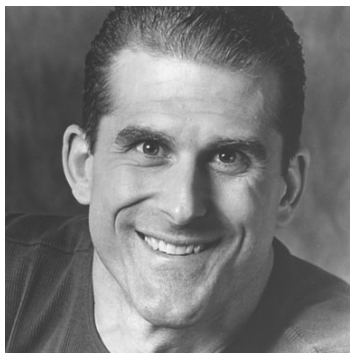
**Welcome:**

**Charles J. Fuschillo, Jr.**

*New York State Senator*

**Richard V. Guardino, Jr.**

*Vice President for Business Development, Hofstra University*



**Speaker:**

**Scott Nicholson**

**President and Founder of Xtraordinary Home Products, Inc.**

Mr. Nicholson started the Bohemia-based company in 2006 and grew gross revenue 800 percent in just one year. He prides his company, which develops, manufactures and markets kitchenware and houseware products, on dynamic innovation and developing cutting-edge products that WOW his customers. Most recently, Xtraordinary Home Products, Inc. launched the industry's most exciting and innovative bakeware line – Slice Solutions baking pans – which sold out in a record three minutes on QVC. Clients include Avon, Bed Bath & Beyond, Costco, Kmart, Linens 'n Things, and Wal-Mart. His recently published book, *The Seeds of Achievement*, is a "roadmap" on how to obtain success, prosperity and life harmony.

**Participants will learn how to:**

- Carve a niche for customers
- Develop innovative strategies
- Review overhead and modify expenses
- Create unique and compelling products
- Satisfy customer service needs

**A continental breakfast will be served.**

*Seating is limited; reservations are required.*

**R.S.V.P. BY TUESDAY, NOVEMBER 11, 2008.**

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**SPONSORED BY:**

Hofstra University's Scott Skodnek Business Development Center and New York State Senator Charles J. Fuschillo, Jr.

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Scott Skodnek Business Development Center  
250 Hofstra University  
Hempstead, New York 11549-2500

First Class Mail  
U.S. Postage  
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Hofstra University

**DIRECTIONS TO HOFSTRA UNIVERSITY CLUB  
DAVID S. MACK HALL, NORTH CAMPUS**

From Eastern Long Island: Take Northern State Parkway West to Meadowbrook Parkway South (exit 31A) or Southern State Parkway West to Meadowbrook Parkway North (exit 22N). Proceed on Meadowbrook Parkway (Route 24) west to Hofstra, approximately 1.5 miles. Turn right at traffic light before second pedestrian bridge onto North Campus. The Hofstra University Club is on your right; at the first stop sign, turn right into parking lot.

From New York City: Take the Long Island Expressway East to exit 38, Northern State Parkway, to Meadowbrook Parkway South (exit 31A) or take Southern State Parkway East to Meadowbrook Parkway North (exit 22N). Proceed on Meadowbrook Parkway to exit M4 (Hempstead Turnpike). Follow Hempstead Turnpike (Route 24) west to Hofstra, approximately 1.5 miles. Turn right at traffic light before second pedestrian bridge onto North Campus. The Hofstra University Club is on your right; at the first stop sign, turn right into parking lot.

