



HOFSTRA UNIVERSITY.

presents a

FREE

Operation Downtown Seminar

STRATEGIES TO MAKE CUSTOMERS RAVING FANS

Wednesday, May 14, 2008

8-10 a.m.

Room 246, Scott Skodnek Business Development Center
Joan and Donald E. Axinn Library, South Campus

Welcome:

Charles J. Fuschillo, Jr.

New York State Senator

Richard V. Guardino, Jr.

Vice President for Business Development, Hofstra University



Mr. Ferro (right) and Ty Pennington, host of ABC's Emmy-winning show *Extreme Makeover: Home Edition*.

Speaker:

Sal Ferro

President and CEO, Alure Home Improvements

Mr. Ferro transitioned from general manager to president and CEO, and was voted National Remodeler of the Year. Alure Home Improvements has been featured seven times on the Emmy-winning show *Extreme Makeover: Home Edition* and will also appear on the season finale in New Orleans, scheduled to air Sunday, May 18, 2008, on ABC at 7 p.m. Mr. Ferro was also recently honored with a Forbes Enterprise Award for visionary practices and achievements.

A continental breakfast will be served.

Seating is limited; reservations are required.

R.S.V.P. BY WEDNESDAY, MAY 7, 2008.

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Name _____ Company _____

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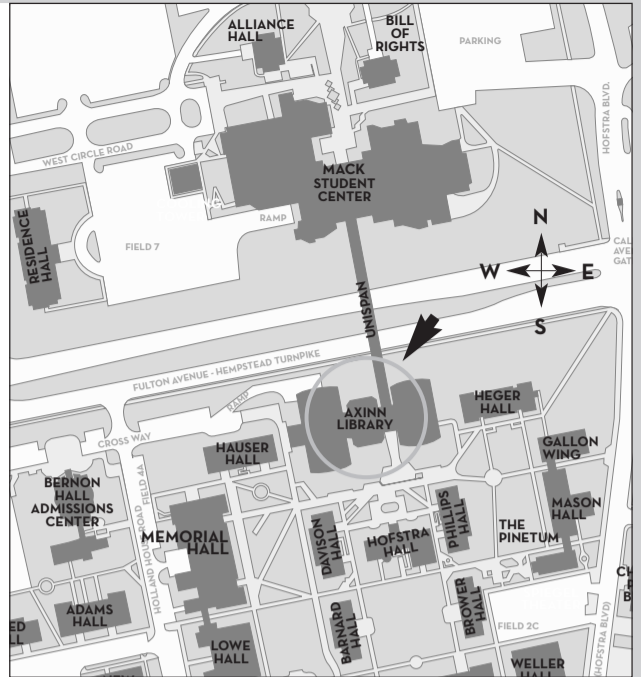
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Hofstra University's Scott Skodnek Business Development Center and New York State Senator Charles J. Fuschillo, Jr.

**DIRECTIONS TO:
HOFSTRA UNIVERSITY'S SCOTT SKODNEK
BUSINESS DEVELOPMENT CENTER**

Southern State Parkway to Meadowbrook Parkway North, or Northern State Parkway to Meadowbrook Parkway South. Meadowbrook Parkway to Exit M4 (Hempstead Turnpike, Route 24). Follow Hempstead Turnpike west to Hofstra (approximately one mile). Turn right at third traffic light (before Unispan, second pedestrian bridge). Turn left at second stop sign. Park in parking field on right. Walk into Mack Student Center, over the Unispan, and enter the Axinn Library on your right. Take elevators (on the left) to the second floor. Turn right when exiting elevator. Room 246 is the first room on the right.



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HOFSTRA UNIVERSITY.

Scott Skodnek Business Development Center
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