



HOFSTRA UNIVERSITY

presents a

FREE

OPERATION DOWNTOWN SEMINAR

HOW TO WIN AND KEEP CUSTOMERS AS RAVING FANS

Tuesday, November 30, 2010
8-10 a.m.

Hofstra University Club, David S. Mack Hall
North Campus

Welcome:

Charles J. Fuschillo, Jr.

New York State Senator

Richard V. Guardino, Jr.

Vice President for Business Development, Hofstra University

Speaker:

Sal Ferro

President and CEO, Alure Home Improvements

Sal Ferro started his career with Alure Home Improvements in 1989 as a production manager. After serving in production, sales, and general management roles, he became part owner in the 1990s and president in 2002.

Mr. Ferro recently led Alure on its eighth project for ABC's *Extreme Makeover: Home Edition* in East Setauket, New York, which aired October 3, 2010.

Sal Ferro, one of the most respected leaders in the home improvement industry, and Alure Home Improvements, one of the most successful remodeling companies in the country, have received numerous accolades, including being named National Remodeler of the Year by *Professional Remodeler* magazine. In May 2010 Mr. Ferro was named to the *Long Island Press* Power List of the 50 most influential Long Islanders. The key, according to Mr. Ferro, is a commitment to superior customer service.



Mr. Ferro will discuss skills to:

- Expand customer base through social media
- Address customer concerns
- Exceed expectations
- Utilize social media to gain customer feedback
- Develop a vision
- Create raving fans

A continental breakfast will be served. Reservations are required; seating is limited.

R.S.V.P. BY TUESDAY, NOVEMBER 23, 2010.

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Name _____ Company _____

Address _____

Phone _____ E-mail _____

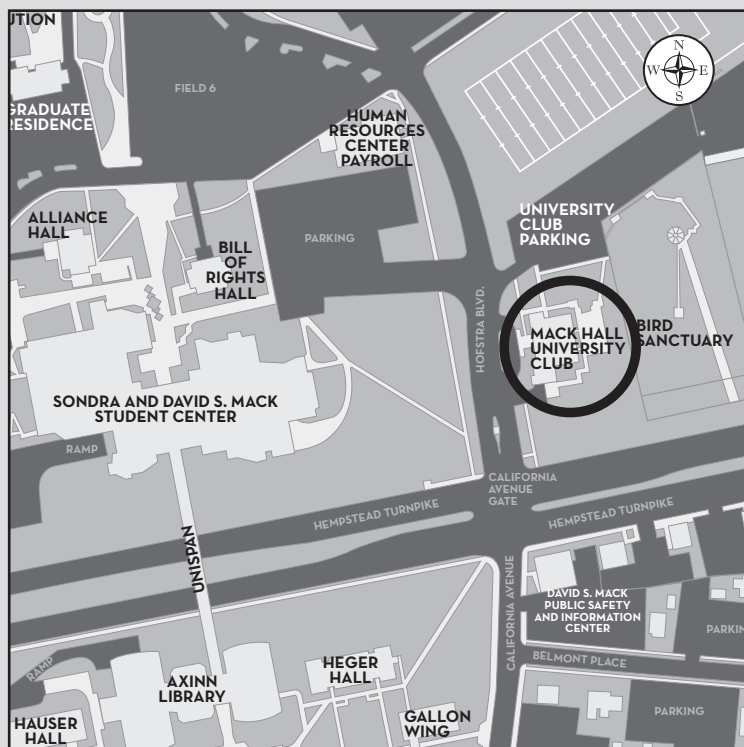
SPONSORED BY:

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

Directions to the Hofstra University Club David S. Mack Hall, North Campus

From Eastern Long Island: 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 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.

From New York City: Long Island Expressway East to exit 38, Northern State Parkway, to Meadowbrook Parkway South (exit 31A), or 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.



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

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PRIDE AND PURPOSE