

8TH ANNUAL
AMENITY COMMUNITIES
MARKETING SUMMIT

DO NOT LET THIS ECONOMY HOLD YOU BACK!...It's time to **LEAP** forward

OCTOBER 18-20, 2009 • Marriott Resort & Spa, Hilton Head, SC

Go to: www.MSInc.com for Registration and Hotel Reservation Information



Learn Marketing methods, including guerilla tactics to move existing inventory

Exchange best practices and ideas with other pros

Adapt to new lead generation technology

Position yourself for success during the upcoming recovery

Learn + Exchange + Adapt + Position

Featured Speakers

Terry Weaver, President, Marketing & Sales Institute



- 25 years marketing consultation and sales training in luxury communities
- Author of best selling book...Secrets of Selling from Real Estate Masters
- Member - Urban Land Institute, National Speakers Association
- Topic - *Experiential Marketing - It's All About the Ether*

Jim Taylor, Vice Chairman, The Harrison Group



- One of the country's most respected and fastest growing marketing firms
- Expert in branding, future forecasting, customer acquisition and retention
- Advisor to many of world's leading companies, such as Disney, Mercedes Benz, Coca Cola, Microsoft, etc.
- "Marketer of the Year" by Brandweek
- His teachings and writings focus on future technology, trends in business, branding and wealth marketing

Michael Notartomaso, President of The Hilton Head Group



- 30 years experience in resort and community development
- Primary focused disciplines: marketing, strategic planning, product development, financing, construction, and operations
- Member of Urban Land Institute, America Resort Development Association and National Golf Foundation

Learn + Exchange + Adapt + Position

OPINIONS



Mike Nortartomaso, Developer
Charles Adams & Terry Weaver

The Marketing Summit is a great resource for developers wanting to stay on the leading edge of connecting with their prospects in today's market. MSI and the HHG are the best at putting it all together...**Kevin Hines, Ex. VP/GM ~ River Landing**

We've never missed a Marketing Summit and with this market, we can't wait to get there!
- **Ed McMullen, VP Sales & Marketing, Emerald Grande**

It shouldn't take a recession to remind us that things can change in an instant in our business. I can't think of anything more valuable, timely and pertinent than the Marketing Summit.
- **Randy Banks, President/Developer, Mountain Air Country Club**

Our team always picks up very profitable ideas at The Summit. In this current market, we can't afford to miss it!
- **John Reed, President, Reed Development Co.**



Mountain Air

2009 Showcase Community Mountain Air Country Club, Burnsville, NC

Randy Banks, President and developer of Mountain Air
Donna Haynes, Marketing Director, President of Heartbeat Marketing
Ken Maxwell, VP of Sales, Mountain Air

Learn + Exchange + Adapt + Position

Bill Gates once stated, "I've always seen Microsoft only two years away from being out of business". This same "healthy fear" that prompted new ideas, has been used by Randy as well, keeping Mountain Air an industry leader. He and his fine team will openly share what has worked well over these last 20+ years, how "valleys" have been overcome, what new approaches they are embracing and why they are so optimistic about the future.

YOU CAN'T AFFORD TO MISS THIS KNOWLEDGE

Breakout Session Examples Led by Top Marketing and Industry Pros

- Social Network Marketing: Future of things to come?
- Value of Print in a Digital Age
- Search Engine Optimization - Getting your fair share of web surfers
- Product Types the Market is Demanding
- Real Estate Evolution....Be a leader in it!
- New Psychographics of our Buyers - Dealing with it effectively!
- Building Urgency in a Stagnant Market
- Golf Club Membership Programs: Attraction, Retention, Survival
- Leverage Social Media to Generate Leads
- And Much More!!



PLUS - Numerous Marketing Resources to Help With an Effective 2010 Marketing Plan

Learn + Exchange + Adapt + Position