



Northwood
Machine Manufacturing Company
www.northwoodmachine.com

Is Proud to Sponsor
this industry event!

Stone Industry Education

April 15th—Elk Grove Village, IL
(hosted by MS International)

Business Success for Fabricators – Marketing Your Company in Today's Business Environment

What makes fabrication companies successful? That is the entire focus of this event. This event is broken into two parts:

Morning Session - What makes fabricators successful?
Attend and gain insight into these operational issues:

- Analyzing the cost of doing business
- Benchmarks for financial performance
- Diversifying your operations

Afternoon Session - What makes fabricators successful?
Attend and gain insight into these marketing issues:

- Positioning your company online so it dominates google searches
- Getting your advertising directly to consumers
- Streamlining your marketing and advertising effort
- Discussions about brand identity & much more

Limited Class Size—Register Today!
Great Networking—Great Instruction

**Just
\$99**

Registration Includes

Lunch, Networking Reception, \$25 MIA Bookstore Credit & much more

Special Offer

Register 3 people and the 3rd registration is free after two paid registrations of \$99/each.

Networking

The most important reason to join this industry event! Network with other fabricators. Spend face-to-face time with suppliers to discuss your needs for the upcoming year.

Brought to you by:



MARBLE
INSTITUTE
of America

&

Stone
World

Visit www.stoneworld.com/miaeducation to register.

Northwood Machine Mfg. Co., 11610 Commonwealth Dr., Louisville, KY 40299—(502) 267-5504
If you would like to be removed from our fax list, please contact us at robbie@northwoodmachine.com

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By attending this event, you will gain the following insight:

- **Analyzing the cost of doing business.** Learn more about how adjustments to your operating cost affect your ability to competitively price your product.
- **Benchmarks for financial performance.** Learn how your company compares to other fabricators (note: you'll obtain executive summaries of both the 2007 and 2009 fabricator financial benchmarking surveys produced by the Profit Planning Group on behalf of the MIA). A great resource to review with your accountant and management team.
- **Discussion on diversifying your operations.** Obtain tips to expand your current offering of products and services.
- **Equipment needs.** Just look at the sponsor list — many of these companies will be attending the seminar. Spend time face-to-face time discussing your needs with them at this event.
- **Showcasing techniques and tips for templating, fabrication, and installation.** You are bound to pick up a handful of ideas of other fabricators attending the event — well worth the price of admission.
- **Marketing your company.** Learn more about:
 - Positioning your company online so it dominates google searches
 - Getting your advertising directly to consumers who are ready to buy
 - Streamlining your marketing and advertising efforts with proven solutions & much more
 - Discussions about brand identity & much more.
 - Join the discussion about how to position your company and your product with architects, designers, and homeowners.
- **Value of being an MIA accredited natural stone fabricator.** Learn first hand from the instructor and how becoming an accredited shop can impact your business.
- **Networking.** The most important reason to join this industry event!

For a complete agenda go online to:

www.stoneworld.com/miaeducation



Join your industry peers at this event!

Event Site:

M S International, Inc.
901 Greenleaf Avenue
Elk Grove Village, IL 60007
Phone: (847) 758-0556 www.msistone.com

Host Hotel:

Holiday Inn - Elk Grove Village
1000 Busse Road, Elk Grove Village, IL 60007
Phone: (847) 437-6010

What others are saying:

I attended this event in Houston in March and I want to thank you for a great event. I have many years of experience in the industry and yet the seminar still showcased many new ideas we can implement in our company! I'm excited about the upcoming Houston event and the seminar topics chosen.

- Tommy Schlitzberger
Schlitzberger Stone Designs, Inc.