

FOR IMMEDIATE RELEASE

Contact: Dan Sassenberg, Communications Coordinator, Minnesota AMA Office
phone: 651-917-6241; email: dsassenberg@nonprofitsolutions.com

MINNESOTA AMA SEPTEMBER MONTHLY MEETING

Rebranding the Bachman's Experience

Speaker Paul Bachman, Vice President Marketing
and Store Operations for Bachman's

If you thought your rebranding experience was difficult, think of the difficulties when the business involves the following: your own family, a Twin Cities business icon, and a company that has been developed over 120 years.

Join us on September 11, 2007, to hear Paul Bachman, Vice President Marketing and Store Operations for Bachman's, discuss the problems, potential solutions and the results of a major rebranding and the nurturing of a brand strategy in a retail channel.

Date & Time

Tuesday, September 11, 2007
7:30 – 8:00 AM: Registration & Networking
8:00 – 9:00 AM: Program
9:00 – 9:30 AM: Q&A / Meet the Speaker

Location

Bachman's Floral Home and Garden Center
6010 Lyndale Ave. S
Minneapolis, MN 55419

Cost

Member \$25
Guest \$50
Student \$15
(walk-ins add \$10 to the prices above)

Register at www.mnama.org; call the AMA Minnesota office at 651-917-6241 or email office@mnama.org with any questions.

###