

HERITAGE COURT ASSISTED LIVING & MERKLER CONSULTING PRESENT...

# The **WOW!** FACTOR Super Seminar

## Take Your Senior Business to the NEXT LEVEL & BEYOND for 2010!

### Who Should Attend?

RCFE'S Both Large  
& Small

Admins. of Both  
SNF Administrators  
In-Home Care Owners  
Community Service  
Inside Marketing

Anyone who wants to  
Increase Their Senior  
Business for 2010!

### HOW TO REGISTER:

Thursday, January 21, 2010  
12:00–4:30 PM (Promptly)  
Heritage Court Assisted Living  
275 Garnet Way  
Upland, CA 91786

### REGISTRATION FEE

**\$49 PER PERSON—ADVANCE**

**\$59 PER PERSON @ DOOR**

INCLUDES WORKBOOKS, LIGHT  
SNACKS AND COFFEE.

To RSVP: Email Darlene Merkler:  
merklerdarlene@hotmail.com  
or call (951) 741-0622.

Only 40 Total Seats are Available  
for This Powerful Workshop.

**CALL NOW!**

**ONE TIME ONLY!!**

Are You Struggling with your Senior Business?  
Do you need to do MORE in 2010 to keep & retain  
residents or clients?

### FIVE PHENOMENAL SPEAKERS TO WOW YOU!



#### Reece Franklin, YOUR WOW FACTOR COACH

Reece will teach you How to put the WOW in your business, so that when people come to your RCFE or deal with your in-home care, they say “WOW, I’ve got to have them !!”



#### Darlene Merkler, YOUR REFERRAL COACH

Darlene is the owner of Merkler Consulting, a full service referral agency located in Redlands. She specializes in helping families find the right facility for their loved ones.



#### Ray Salem, YOUR EMAIL COACH

Ray is Co-Owner of ACE Email Marketing, He is an expert on email & text marketing & will teach you how to build an on-line presence for maximizing your facility or business.



#### Vince Perez, YOUR FACEBOOK COACH

Vince is the founder of Referral Exchange Network, & partner with Ray Salem in ACE Emarketing. He has taught hundreds how to use Facebook & Social Networking to gain that competitive edge.



#### Lorine Stoikowitz, YOUR TRANSITION COACH

Lorine is the Corporate Consultant for Gentle Transitions, a full service agency handling the details of moving seniors from their homes to AL or independent senior living facilities. Lorine will explain how to use transition agencies to offer your clients support.