



Economic Development  
**ALLIANCE**

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For More Information:

Greg Prestemon, President & CEO

Scott J. Drachnik, VP Business Development & Marketing

636-441-6880

**Next Alliance Training at Old Hickory Golf Club on Thursday, February 8**  
**“Strategies to Build Leads and Customers” with Dale Carnegie Seminars**

ST. CHARLES COUNTY, MO --- “Strategies to Build Leads and Customers” featuring Dale Carnegie Seminars will be the next Alliance training program offered by the Economic Development Center (EDC) of St. Charles County on Thursday, February 8 at Old Hickory Golf Club, #1 Dye Club Drive in St. Peters.

Sign-in, networking and breakfast buffet for this four-hour workshop begin at 7:30 a.m. Instruction starts at 8 a.m. and the program will conclude by 12 noon. The instructor will be Michelle Rogers, a regional manager and certified trainer with Dale Carnegie – St. Louis.

New leads and new customers are the life blood of many organizations. This seminar will help participants in planning and organizing the lead process, maximizing effectiveness in meeting new people, growing your organization and meeting your mission. Topics will include going outside your comfort zone, cold calling, warm calling, going outside your comfort zone and leveraging current relationships to create new relationships.

Alliance members may attend the four-hour February 8 event for free. The general public is also welcome and admission is \$125 per person. Advance registration is required and going on now. Continuing education credit will be awarded to attendees.

Annual memberships in the Alliance are still available and start at \$875.

The deadline to sign-up for this informative sales seminar is Friday, February 2. To register or for more information about the Alliance, please e-mail [rsvp@edcsc.com](mailto:rsvp@edcsc.com) or call 636-441-6880 ext. 221.

The Alliance 2007 series is sponsored in part by 90.78 KWMU-FM.

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