

## Attendees Remarks

"The lighting session alone was worth the cost."

"I feel re-energized and excited about tackling our "problem windows" and merchandising areas, instead of that ho-hum feeling that it's time to change our displays again."

"This class will tie up any loose ends you have from lack of training or inexperience in this area."

"I had no confidence before and now I do."

"I got my moneys worth every day. The computer information I got was very helpful. I am able to teach our people how to talk with our customers."

"Since I do not own a store yet, I found that by attending I have saved myself a considerable amount of money, specifically in lighting, window, store display and design (layout)."

"The Malley School is a great service to those in the Candy Industry."

"This week was action packed, and done extremely well! Although it is tiring, I wouldn't change or remove any aspect of this learning process."

"Malley's School has been extremely beneficial to me. To have the opportunity to see the inner workings of such a successful company has been fantastic. Everything I have learned is valuable information."

"I feel that I have learned to bring attention to areas and items that I didn't know what to do with before."

"Malley School of Merchandising will give valuable insight to even the most successful business person. Coming to the Malley School of Merchandising was the best business decision I could ever have made."

# Malley School of Merchandising

**Sunday, May 18 through Friday, May 23, 2003**

**Meet the gurus of the merchandising world in one session**

## **Tom Catanese**

"The Godfather of the Gift Industry", 4 1/2 hours, one-on-one.  
Gift basket design and creation, mark ups and profit/advertising & promotion.

## **Elaine Gonzalez**

Learn how to make chocolate creations that will produce interest and sales. From the very simple to the complex, make your store look cutting edge! Four hours, one-on-one with a celebrity known for her ability to teach and inspire. She is a treasure in our industry in United States, Mexico and Spain.

## **Mary Beth Gotti**

Does your store look dull? Do your chocolates look lifeless? Are you using the correct lighting? General Electric's World Center, Nela Park, Manager of the Lighting Institute will teach about light and color and it's effect on your chocolates. She played a key role in the re-lamping of New York's Statue of Liberty.

## **Cleveland's Best**

### **Dick Blake**

An educator for those in the service industry. His book, "Courtesy Pays Big Dividends" is used as he teaches at corporations such as McDonalds, Cleveland Clinic, and the Ritz Carlton. He teaches 5 Star service excellence, in a uniquely humorous dynamic approach.

### **Steve Goldscher**

Has served the retail trade for over 30 years consulting on interior design, displays, new product development, fixturing and merchandising.

### **Herman LoPresto**

Forty-one years of Visual Merchandising. Energetic, creative use of "what have you" for professional window design and in store displays. Designs for movies, plays and business spoofs. He has designed products and every phase of store planning.

### **Ron Newell**

Enjoys a formidable reputation for conceiving and producing in-store displays and windows and backdrops for business, stage plays and social venues. Ron is a writer, director, actor, set builder and teacher.

### **Rosemary Tomola**

"Tomola Theories" teaches the creative use of space and materials using flowers, twigs, color and other decorative enhancers. She has owned and operated a successful floral shop and now assists many companies in floral development.