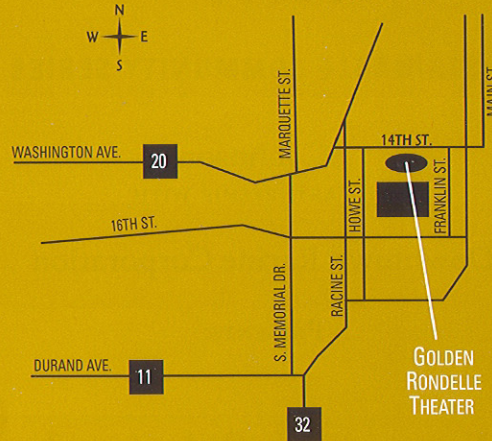




The Downtown Racine Corporation will be the leader in the continued economic, aesthetic and recreational revitalization of downtown and its neighborhoods. We will be proactive in the retention of existing business. We will facilitate new developments by promoting public/private investments and partnerships, and working cooperatively with the other economic development organizations.

In all that we do, we will communicate effectively with our members, partners, many diversified neighbors, and the public at large.

Downtown Racine Corporation is a non-profit agency for the development and revitalization of the Downtown Racine Area.



#### THE GOLDEN RONDELLE THEATER

1525 Howe Street • Racine, WI 53403  
(262) 260-2154

#### DIRECTIONS

The SC Johnson Golden Rondelle Theater is located on the corner of 14th and Franklin Streets on Racine's south side. There is off-street parking directly east of the building.

#### FROM MILWAUKEE OR CHICAGO

Take I-94 to the Highway 20 exit. Drive East on Highway 20 (also called Washington Avenue). Approximately 8 miles from I-94, Highway 20 curves to the left. Do not follow the curve. Instead, continue driving East onto 14th Street. The Golden Rondelle is three blocks ahead.

EXTR09386605



## *Increasing Sales and Profits by Becoming a Destination Business*

— Jon Schallert  
President, The Schallert Group, Inc.

*November 3, 2005*



## PRESENTATION OVERVIEW

Most independent businesses that fail today would not have to close if they had adapted to easily recognizable marketplace changes and focused on becoming consumer destinations. It's an oversimplification to say that all small Mom and Pop businesses are doomed because of superstores, or because of the proliferation of malls throughout the country.

The challenge for any business today, regardless of its location and surrounding demographics, is to create such a compelling offering that it is repeatedly visited by consumers. For a business to be a true destination, it must also be able to draw customers from other cities and towns, miles away, past other larger, more dominant competitors.

Jon Schallert's sessions teach independent business owners how to turn their businesses into consumer "destinations".

## SUSTAINABLE COMMUNITY SERIES

SC Johnson  
IN PARTNERSHIP WITH

Downtown Racine Corporation

PRESENTS:

## *Increasing Sales and Profits by Becoming a Destination Business*

Thursday, November 3, 2005

5:30 - 7:00 PM  
Doors open at 5:00 PM

RSVP  
(262) 260-2154

Program Location:  
THE GOLDEN RONDELLE THEATER

1525 Howe Street, Racine, WI 53403  
(262) 260-2154  
email: Rondelle@scj.com

## JON SCHALLERT

*President, The Schallert Group, Inc.*

Jon Schallert is a nationally-recognized speaker, marketing consultant, and expert on creating consumer destinations. As President of The Schallert Group, Inc., he speaks to thousands annually on competitive marketing strategies that increase customer traffic, sales, and profits.

Schallert's strategies and techniques provide real-world advice that comes from the thousands of on-site consultations that he has conducted with entrepreneurs around the country. Schallert frequently consults with cities, downtowns, shopping centers, retail chains, and franchises on how to successfully apply the "Destination Business" principles he developed.

Schallert is the only consultant in the country to receive the "Top Motivator" Marketing Award from Potentials Magazine. He is a member of the National Speaker Association, the International Downtown Association, and the National Main Street Network.