

## **Whittemore Re-Appointed to SURFACES '10 Education Advisory Council**

*By C.B. Whittemore*

*Dated: May 19, 2009*

*Christine Whittemore, chief simplifier of Simple Marketing Now LLC, has been re-appointed to the SURFACES 2010 Education Advisory Council which reinforces the value of "All-in-One" show and education program theme.*

Kinnelon, NJ – Christine Whittemore, chief simplifier of Simple Marketing Now LLC, has been re-appointed to the SURFACES 2010 Education Advisory Council. The Education Advisory Council guides and shapes the Education Program for SURFACES, the only trade show to bring together in one location every aspect of the flooring industry once a year in Las Vegas, NV. The focus of SURFACES '10 will be "All-in-One."

"The All-in-One theme for SURFACES '10 captures the unique aspect of the show. It is the only venue to bring together all in one place retailers, installers, inspectors, manufacturers and designers involved in the flooring industry. It is also the only show of its kind to offer participants all in one place the range, quality and relevance of knowledge and learning that the Education Program offers," says Dana Teague, SURFACES show director.

The SURFACES Education Advisory Council consists of industry experts representing a wide range of perspectives to guide and shape the SURFACES Education Program. Whittemore joins Jon Namba, executive director, Certified Floorcovering Installers; Scott Perron, president, Big Bob's of America; Paul Friederichsen, owner, BrandBiz, Inc.; Joan Ceccarelli, ASID, CID, Timeless Designs; and Mike Micalizzi, technical services manager, MAPEI Corporation.

Says Teague, "The Advisory Council plays an important role in creating an Education Program that is relevant to show participants. We tailor the program to address the current economic environment and provide actionable product, marketing, sales, design and installation advice. The only way to do that is through the insights and perspectives that Christine and the other Council members bring."

The 2010 SURFACES Education Program will focus on the customer, product knowledge, the new economic reality, sustainability and how to connect with customers given a socially networked world.

Whittemore will be participating in a workshop with Scott Perron and Paul Friederichsen on marketing, advertising and social media, and leading a social media 101 seminar.

SURFACES 2010 takes place from February 1-4, 2010 in Las Vegas, NV at the Sands Convention Center. For more information about Hanley Wood's flooring focused trade show, visit SURFACES.com at <http://www.SURFACES.com>.

For more information about Simple Marketing Now LLC, contact chief simplifier Whittemore at [CBWhittemore@SimpleMarketingNow.com](mailto:CBWhittemore@SimpleMarketingNow.com) or visit the Simple Marketing Now website [<http://SimpleMarketingNow.com>] and companion weblog & newsroom – Simple Marketing Blog [<http://SimpleMarketingBlog.com>].

About Hanley Wood

Hanley Wood, LLC is the premier media company serving housing and construction. Through four operating divisions, the company produces award-winning magazines and Web sites, marquee trade shows and events, rich data and custom marketing solutions. The company also is North America's leading publisher of home plans. Hanley Wood Exhibitions (Dallas) conducts events serving the industry's strongest market segments, including World of Concrete, one of the top 20 trade show events in the country.

Founded in 1976, Hanley Wood is one of the ten largest B-to-B media companies in the United States. Hanley Wood is owned by affiliates of JPMorgan Partners, which uses CCMP Capital Advisors to manage this investment.

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Simple Marketing Now LLC is a marketing communications consultancy that provides organizations with the right combination of traditional marketing and new and digital tools to improve the customer experience and build brand.

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