

LOCAL NEWS

IN THE SPOTLIGHT

National Convention Speaker & Fund Raiser Celebrates 40 Years

By Times News Services

I guess if you are invited to address the International French Wine & Confection Women Expo in Paris you could say that you are one of America's leading Trade Show and Convention Speakers?



The French Industry Magazine Cover

If the International British Food & Drink Expo invites you to address their Conference in London you could believe that you are doing well within the Convention and Meeting Industries. And if the Canadian Fancy Food, Wine and Spirits Trade Show requests that you address their industry show you should feel very good. My first Seminar was presented in 1977 in Dallas, TX. That was 106 Speaking programs ago. If you receive invitations again from the same

groups you must have said something they valued. My speaking career started at a very young age! It was 5th grade; Sister Mary Grace invited three students to present a three minute talk about their favorite subject for Parent Teacher day. Sister said, Thomas you love geography so I want you to discuss Ferdinand Magellan's Circumnavigation of the World in 1715. I recall that I studied very hard. My knees were knocking as I rose to speak. I said students and parents today I want to discuss with you how Ferdinand Magellan circumcised the whole World!

.....Well Sister looked up to Heaven, my Mother turned red and my Father got a really big laugh out of it! Of course the children did not know why the adults were laughing.

One of the reasons why I have been invited back so many times was because I took a 25% fee from the cost of the program. If one hundred women attended and they charged \$20 a person, the total gross was \$2,000. The group received \$1500 for my program and I received 25% or \$500 for my fee. So the group was always making a good bit of funding for their club treasury. Every National Speaker understands that there are three golden rules they must follow when speaking to any audience.

Number 1, you must entertain your audience. Number 2, then you must provide them with information that

will enrich their lives and make them better human beings.

Number 3, now it is your job to inspire them to act on all of that information to make a better community and a better World for all. When I speak Nationally at a Business Conferences or a Business Convention I normally charge \$2500, plus expenses.

But when I speak to a Women's group I can't charge these high fees. It is important that you realize that my programs are designed to help you fund your club or group or community organization. So if you can get at least 75 ladies to attend at \$20 you gross \$1500. And my fee would be \$375. That I believe is fair. Now remember if you and your Board of Directors feel I did not deliver a very good program you don't pay me anything. That's my MONEY BACK OFFER to you! It's important that you announce to the ladies who are going to attend, that the program is a fundraiser event for your group.

Now I offer many other surprises and delights that your group will really enjoy. Let me now review with you my best programs of the five different programs I offer. First if you divide 35 years into 106 programs the answer is that I have presented three programs a year for 35 years. The question is why have you not heard of me before? Well I have been in the Wine & Spirit Industries, the Chocolate and Candy Industry, the Fancy Food industries

and the Hotel Hospitality Industries. Let me discuss with you my best program concepts I present. The most popular Seminar that I really enjoy presenting is the one that you all would enjoy also!

Helping All Women Celebrate the Miracles They Are! You see I am a Cheerleader for Women when I present my Seminars. Did you know that it has only been 100 years since you got the right to vote?

Everything You Ever Wanted To Know About Wine But Were Afraid To Ask!

This program will pull back the Burgandy colored curtain that hides all of the trade secrets. You will be surprised to hear what I have to say about Wine.

Tom takes you to Hollywood to tell you how to speak to your Guardian Angel. You have been living on this earth for many years. And you have been talking to your Angel all your life with out realizing it.

How to create legal Hollywood Celebrity Fantasy Gifts for raffling off at your next event and How to Create legal National League Sports Gifts! This program will deliver to you how you can use Hollywood Movie Star's photos without infringing on their copyright.

How to create your own Family Heritage Video to save your family's history into a book or DVD. This program maybe your favorite because it will be dear to your heart. I will give you the easy step by step instruction that will preserve all of your old photos and tell the story of your Roots back to 1890. You will enjoy each program.

Ladies, let me state some very

important facts that you should be pleased with!

When a man finds a woman of great value she is more valuable than Rubies, Sapphires and Diamonds. Her ways are always Pleasant, Loving and Peaceful. she kneels at the altar of Honor, Trust and Faith in her God! If you give a Woman a task, she will always increase it's value. If you give a Woman groceries she will make you a good meal. If you give a Woman a house, she will make it a home. If you give a Woman Kindness and Respect you may find Love from her. If you give a Woman Sincere Love and Marriage she will give you a Child! If you give a Woman employment she will work hard for the money. She is many people to her family. First, she is a Daughter, then she is a Sister, then she is a Wife, then she may become a Mother. Then she becomes a Great Friend. But most of all she is one of God's Greatest Loving Human Beings!

Happy the Man who finds a woman of Great Character and Integrity for she is more precious than Gold and Silver for she will bring this man Great Joy. Of course if you give a Woman a lot of crap then don't be surprised if she gives you back a lot of Sh----- it!

The second thing that is an important part of my program I do is to ask all of the women who have given birth to at least one child to please stand up? Now I ask for applause for these Mothers!

Now I ask who has given birth to more than five children or more? One lady rises and says she has 7 children! Again I ask the audience for applause. I ask her to come up to

the stage! I said, when you were a young girl of maybe 12 or 13 you did a good deed for someone. You ran to your Mother to tell her and your Mother said what do you want a Gold Medal? You gave birth to seven other human beings. That's Wonderful. I ask the audience don't you think she deserves a Gold Medal?

I think you deserve a Medal! I pull out a Gold Medal with a Red, White & Blue ribbon attached out of my pocket. And I hang it around her neck! Now all of the ladies gave her applause. That is how I start my programs! I have now won the audience over to me because they now believe that I am a big cheerleader for women My opening comments tell this funny story of what the Doctor did to me at my birth. He grabbed my ankles and turned me upside down and wacked me on my rear end! I turned around and said, Hey Doc did you hear the joke about the two gals who walked into a bar? He looked at my Mother and said, Mary you have just given birth to a 10 lb HAM! I open the program with my 5 best jokes. Did you know that it took Michaelangelo 4 years to paint the Sistine Chapel ceiling? The Pope asked him why so long! He said, I did not like the color plus I had to do two coats.

Here are some special website links that you should view.

This is my 150 page Website
www.thomascatanese.com

On the home page scroll down you will see a large button lower left that says Convention & Meeting Speaker. Click on that button and my Convention DVD will play.

It has five different programs that you may view. To view all of the Celebrity Hollywood Gifts that I have designed, click on the Silver Rolls Royce Video.

Helping All Women Celebrate the Miracles That They Are.

We are all running our lives at the speed of light. We are all so busy, we don't take the time to reflect on God's great blessings that we take for granted. The air that we breath each day. Sun that warms our planet and helps to grow foods for us to eat everyday. The rain that falls that grows the food.

I have provided you with a seminar profile so that you can follow along. On that program are 10 blank lines that you can use to fill in the following important events of your life. I ask the ladies in the audience to place in order every very special event of their lives. Example, being born to your parents. Falling in love with your spouse.. Giving birth to your children. Buying your first home.

You see,,,,, everyday that you live you are writing the script of your Life. That's the information I want you to write down. Before you were married, how many children did you want? How many children did you have? If you need more room just spread it out. You see your children really don't know any of this information. What was your first job? And maybe your spouse doesn't know! This is going to be the foundation of the Wonderful Book on your Life. You need to begin to write this book starting today. This book should tell your children and your grandchildren and your greatgrandchildren how you fell in Love with the person you

married. You need not write everything negative.

Yes, there are chapters that you can simply pass by. Their are many earthly things you still need to do before you go! This one will be the most important. Just for your information all of the Angels here on earth have been video taping all of your life story which will be shown on a giant color TV screen in Heaven. You have heard this comment many times during your lifetime. I could write a book on my life! Well now is the time to do it..

Because you will now be able to celebrate your life in your own book you need to write!

Now for these of you who are very creative because of our newest computers you can add photos to the pages of your book.

Select 100 #10 envelopes. Begin with the earliest year that you know your family came to America. Now gather up your family photo albums and begin to select early photos of family members who have passed. You can place more then one photo in any envelope.

Write on it 1890, next 1895, fill up the envelopes with what you have and place them in each year.

This way you can begin your book by saying, our story begins in 1890 Grandfather Smith came from Britian with his family and traveled to America. Make one page on text per one photo. You do not have to fill the entire page. Doing this will give you your storyline to follow. Each page is a storyboard with in the book. What does the Photo say. Tell its story, this does not need to be perfect. You are not writing WAR & PEACE.

Plus this will be your first draft. Invite one or two of your

grandchildren to help you with photo placement on the pages. If they are really good they may be able to create your own family Heritage movie! As you go ask your spouse to add some funny stories that happened over the years. Does anyone have any questions about this concept?

Let me move on to the next chapter. How much are you Worth? I am sure that in this room there are many wealthy people. But just for a moment lets see just how wealthy you are. Let me see a show of hands of how many blessed people I have here in this room?

If you consider yourself blessed please raise your hand. Oh oh oh ,OH How many people are planning on going to Heaven?

Is it possible to place a value on your life? Is it possible to place a value on your arms? What if by accident you loss the ability today to use your arms? Would you not consider that a great lose of value! Lets say your arms are worth \$25 million dollars. How about your legs? How much would you place on your legs? Now lets discuss your eyes? What value would you place on them? How about your ears, your nose, your touch? \$50 million dollars! That now \$100 million dollars. Lets now discuss you voice, Your brain, your mind, your heart, your Spirit and your Soul? Can I list all of them at \$100 million dollars? That totals up to \$200 million dollars! But today you walked into this place not feeling very wealthy? I know that you know of the seven wonders of the World! The Grand Canyon, the Great Wall in China, the Eiffel Tower. Let me stop here a few seconds before I go any farther..... mentioning the Eiffel Tower brings back my memory

of the invitation from the French Women's Wine Industry Symposium that I presented to the ladies Expo in Paris. Very few Americans are invited to address any French Industry so it was a great honor to be invited. They extended every courtesy to me. Let me get back to your Seven wonders of the World. Yes, you have your own Seven Wonders of the World. But you're not thinking that they are Wonders. These are your many blessings of the World. All of the above,,,,,,,,,,,,, features I just discussed with you. Your heart, your soul, your spirit, your brain, your character, your mind, your love, your kindness. The Human Being that you are! You may not be able to spend that \$200 million dollars that is yours but it should make you feel wonderful that you are worth all that money! Each day that we raise up from our beds God gives us another day to re-write the script of our life.

Because you see when we get to Heaven we will all see the movie of our life in living color. So you see you really are writing the script of your life on earth right now! The

seconds of our life are passing by quickly. There are 3600 seconds in an hour! Did you know that there are 86,400 seconds in one day. 604,800 seconds in a week. 181,440,000 seconds in a month. 2,177,280,000 billion seconds in a year. Don't waste a minute making Good doing Good Being Good!



Gold Medal Award Received at the Carnegie

Lets Review real quick! Everyday when you rise from your bed in the Morning, Thank God for making you a women and realize that you are stronger much stronger then before. Tell the World why God placed you here on this Rock! To make your World and your community a better

place to live. For when we have the purpose of doing good we cannot fail!

You have all been seated for a while. now please stand up and stretch! Let me close my program by telling you a story that you will really enjoy!



Biggest Seminar, NYC Int Fancy Food Show

PS: Just one more important fact. I am a Small Business Sales, Marketing, Gift Basket, Giftware and TV Jewelry Expert. I can help women like yourself setup a businesses right from your home. If you have been thinking of starting your own gift business, I am the Business Expert who can give you all of the answers to your questions.

Thomas Catanese. Com, 324 Knoll Rd. Plymouth Meeting, PA 19462

tccat523@aol.com 610-277-6230, 610-331-3863

Google ranks #1 Search for that term:

Americas Wine Gift Basket Business Godfather Expert, www.thomascatanese.com

To view over 15 DVD's go to Youtube and search;

Thomas Catanese, Nowco, Plymouth Meeting

Presented 106 National Sales, Marketing, Gift Design, Gift Construction & Gift Packaging

5 International Fancy Food & Confection Shows, Harry and David, Medford, Oregon, 7 Godiva Chocolatier Convention, 2 Walt Disney World, Grand Floridian Hotel, 10 Seminars & Symposiums for the Phila. National Candy & Gift Shows, Hickory Farms Honolulu, Rocky Mt. Chocolate Shops Convention, 3 Symposiums for the Dallas World Trade Mart, 2 Orlando Gift Show, Chicago Gift Mart Show, New York Gift Show, Boston Gift Show, San Francisco Gourmet Show, 2 Los Angeles Gift Mart Show, 3 Las Vegas Hotel Seminar, 6 Malley's Chocolate University Cleveland, Teleflora Convention NYC, FTD National Convention, New Orleans Gift Show, Washington Gift Show British Food & Drink Expo, London, The International French Fancy Confection Show, Paris, London Giftware Symposium, Ritz Hotel, 3 National Liquor Store & Package Store Conventions LV, San Francisco International Fancy Food Show, New Jersey Liquor Store Convention, Napa Valley Wine Gift Basket Symposium, Harrods Food Hall, London

These were only the majors Seminars & Symposiums

Here are a number of Reviews and Testimonials references that Mr. Catanese has received over the years!

Dear Tom

I want to thank you for all of your help during MGM GRAND HOTEL's Grand re-opening. Helping us with designing all of the hundreds of VIP Room Service Gift Baskets going up stairs into the Hotel was really a Gift to me! You made me look good!

Please use my letter as a reference anytime in the future.

Best Regards, Bruno Wehren, Executive Chef MGM GRAND HOTEL LV

From Guy Urbain

Executive Dir, Int. Wine & Confection Expo Paris

To Mr. Catanese

Tom, everyone here at the Expo found your Confection & Wine Gift Symposium Magnificent! Many of our so called Experts in Chocolate were very much impressed.

Best Regards

Guy!

From; Anthony Matthews

Food From Britain Senior Dir.

To my Dear Friend Tom

I told many of my friends in London to be sure to sit in on your Gift Creation Symposium held at the Food & Drink Expo in London. The E/Mails that I have received were that your program was really outstanding. They said there were no empty seats! Jolly Good Tom!

Tony

Mr. Thomas Catanese

Thomas Catanese & Co

Dear Tom

This was the first time that one of our Gift Design Seminars was sold out. It was the first time that retailers asked us to hold a second Seminar. Your Gift Creation presentation was unquestionable the best program we have had here at the Calif. Gift Show.

The second program was standing room only!

WOW, Tom

Debbie Gold

Calif. Gift Show Special Projects Coordinator

From Peter Clark

Senior Dir. Merchandising

Godiva Chocolatier

Dear Tom

I don't know what you did to our Nat. Store managers but they want you back next year!

All they could talk about was your Gift Design and Gift Packaging Seminar.

Only the Best!

Peter Clark

Dear Mr. Catanese

Many friends of mine use to tell me that I should attend one of your Seminars. Well I have been in the Gift Basket and Balloon business for over 10 years. I attended your Hartford Seminar and I must tell you that I picked up 10 new trade secrets that have put money in my pocket! Where is your next program?

Anna Souchuck, Scranton, PA

Hey, Mr. C

I saw your ad in the Fancy Food magazine. So I decided to attend. Your program helped me jump over at least 3 years of the learning curve. I came home with over 30 photos of the gifts on display. Thank you for being my Gift Basket Guardian Angel.

Rebecca, New York City.

Dear Mr. Cantanese

I want to complement you on your handout I received at your Phila. Candy Show Seminar. I have attended many Chocolate & Confection Educational programs.

I am new to the industry but you laid out a simple but very easy to pick up packing & stacking step by step program. Now I know how to Shrink wrap a Chocolate Gift without melting the Chocolates. I am interested in viewing your Videos. Thank You!

Phyllis Giannone

Dear Tom

The staff and I here at Walt Disney World want to thank you for spending an afternoon with us and giving us the inside scoop on using your Magic Wand Heat Sealer and Shrink Bag Maker. You should be doing standup comic. You had my staff laughing out loud! When your down this way again please let us know we would like to have you back!

Cindy

Dear Tom

On behalf of our boss George Russ we want to thank you for flying all the way out here to Medford, OR to present your Gift Design & Gift Basket Seminar for Harry & David's staff. After you left that PM and the next day all the buzz was about Tom's Presentation and all the funny joke's you injected into the program!

Your creativity is great!

Carmen Perotte

Dear Tom

After the Seminar was over our entire members committee went out to dinner. Every comment that was made by each committee person was, ",,,,, look at how he did the Wine Chair, and how he did the Dallas Cowboys Gifts, and it went on and on.

You Wowed our members. We are hoping you will come back next year and bring other New ideas! The Beer Party Boxes were the hit of the program! Our members throw out thousand's of Wine cartons a year.

The Recycling not only saves Money but makes us Money!

Reuben Kugat, Pres. Texas Package Store Assn, Austin TX.