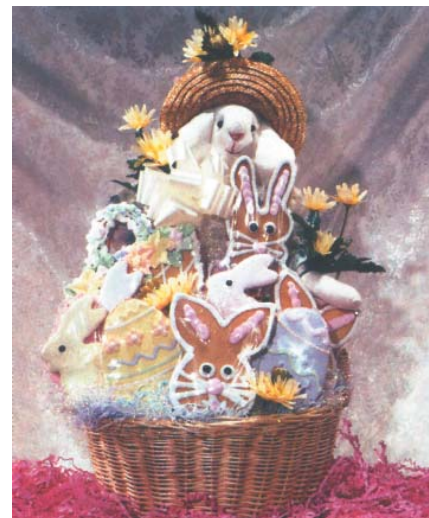


# Connecticut Florist

**North East Floral Expo invites  
Thomas Catanese.Com  
to present Gift Basket Sales and Market-  
ing Seminar to New England  
Florist Industry**

The Conn. Florist Association has invited Tom Catanese to their Floral Expo in Hartford, Ct on Sunday Feb. 25 at 2:45 PM.

This will be Catanese's 88th Industry Seminar and he will present New Designs for the Corporate customer. The Title of the Seminar is; How to Capture Corporate America's Gift Basket Business all year round! The Seminar is 90 minutes!



Any person who has a Business Tax ID can attend this two day show! Catanese has designed over 850 original Gift Basket and Gift Creations and Designs since 1967.

He has created New Corporate Gifts for the Real Estate Industry, the Auto Dealership Industry, the Construction Industry, the Sporting, the Banking and the Investment Industries. These new never before seen Gift Creations will be on display at the Seminars. The Convention will host 10 other Education Seminars plus their will be over 75 Industry Product Exhibitors!



Attendees are invited to bring easy to operate camera's to capture all the New Energy Designs plus the 150 other photo's of Gifts on display panels. Catanese has created celebrity Gifts for Stephen Spielberg, Ivana Trump, Aaron Spelling, Frank Sinatra, Ellen De Generos.

These include; Raiders of the Lost Arc, Dynasty, Dallas, Love Boat, ET, Falcon Crest, Magnum PI and Miami Vice!

Tom has also created three Rolls Royce Convertible Gifts one Chrysler Convertible And one Corvette Gift plus ten Golf Cart Gifts.



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In the past, he has been invited by Harry and David the World's largest Gift Basket company to present his Seminar. Other company's include Godiva, IKEA, the Int. Fancy Food Shows, the Phila. National Candy Show and the National Supermarket Show.

In 1989 the British Food and Drink Expo in London and the Int. French Fancy Foods and Confections Show in Paris invited him to present his Gift Creation Symposium for their Trade Shows and Conventions.

He introduced Harrod's Food Hall Hamper Gift Dept. to the concept of Shrink Film Packaging in 1989. Catanese introduced this concept to the Gift Basket Industry in 1967.

The Seminar will cover the following Topics;

Goal Setting; To Plan or not to Plan

Product Presentation

Industry Theme Gifts

What does the Corporate Client want from you?

Are Big Brand Name companies Stealing Your Home town Corporate Customers?

Tall Wall Packing Concepts.

10 Trade Packaging Secrets

5 Floral Trade Secrets

VIP Customer Relations

The Value of Oh LA LA Gifts.

Charity and You, is it a pain?

Delivery the Goods today!

Mark Up/Profit Percentages



# Connecticut Florist

## The Dynamic's of You

If you are planning on attending please e/m [tccat523@aol.com](mailto:tccat523@aol.com) with all your company name, address etc. \$25. fee is paid at the door, Conn. Convention Ctr. in Hartford, CT. for more info go to: [www.flowersplantsinct.com](http://www.flowersplantsinct.com) All seating is first come, first serve. If you have never attended a Thomas Catanese.Com Seminar before then you are in for many Surprises that he employs and uses to get you excited about what you do everyday. Tom mixes his humor with nuts and bolts trade secrets that you can use the next day at your shops. He addresses both ownership and employee concerns and interacting!

Comments from previous attendees who have left critique sheet notes.

Candy Retailer/Phila. Nat. Candy Show 1996 I have never had so much fun at a Seminar before! Tom first entertains you, then he makes you laugh, then he educates you with profitability industry trade secrets that will save you money and time. What a Kick!

From a Industry Seminar Speaker 2000  
Int. Fancy Food Show, NYC

Dear Tom I have never heard of you before but I would never want to follow one of your Seminars! I did not see one person get up to leave during your entire program! That's Good! Your delivery is great! You should be a Member of our National Speakers Assn.

From a Fancy Food Show Merchant

San Francisco Gourmet Foods Show 1997 Tom, You have spoiled me for future Seminars that I will attend. I will measure all speakers from now on by your great presentation today.

Wine and Spirit Retailer 1996

National Liquor Store Assn Seminar Mr. C Wow, you do things with Wine Bottles that I have never seen before. You got me I will jump on your band wagon of profit!

What a Seminar!

New Gift Basket Business Owner

Dear Mr. Catanese As I heard you speak I realized that you are the same person that I'd heard about from other Gift Basket people but I did not know your name. I do now! I will call you this week. Thank you for answering so many questions that I had about this business. The Seminar was the Best!

