



The Pennock Company to present a Gift Food Seminar titled; "How to Capture Corporate American's Gift Food Business all year long"

The Pennock Company of Philadelphia which has a chain of eight Wholesale Floral Supply houses on the East Coast has invited Tom Catanese, President of Thomas Catanese.com to present his 87th National Gift Food Creation and Sales and Marketing Seminar on Tuesday, Sept. 19th 2006. Rob McGirr, Product Manager of Pennock's went to Google to see who was ranked #1 for the search term; Gift Basket Expert! It turned out to be a Gentleman from Plymouth Meeting Pa, who was a former Florist and customer of the Pennock Company back in the 60's and 70's. Rob said that he had received many inquiries about this type of Seminar! The Seminar is titled; How to Capture Corporate America's Gift Food Business all Year Round. This Seminar has never been presented to the Florist Industry before! Google also ranked Catanese as #1 for Gift Packaging Expert in the US, plus #1 for Gift Basket Consultant. The Seminar will take place at the company's faculty at 3601 Island rd. at Bartrum Ave, one mile from the Phila. International Airport. Catanese's largest seminar was presented to 825 Gift Food Retailers at the 1996 International Fancy Food Show in New York at the Javit's Convention Center. He also has presented Gift Basket Seminars for Harry and David the world's largest Gift Basket business. They sell over 750,000 Gift Baskets a year! He has also presented Seminars for Godiva, Walt Disneyworld, IKEA and the French and British Int. Fancy Food and Wine Expo's in Paris and London. He has designed over 850 original Gift Designs including Gifts for Stephen Spielberg, and many Hollywood celebrity's. In 1986 he designed and created the World's first Rolls Royce Convertible Gift filled with Giant Champagne Bottles and World Class Fancy Foods at the International Fancy Food Show. His standard seminar fee is \$99. but the Pennock Company will under right the cost.

Tom Catanese, has been called the Tony Roberts of the Gift Food Industry. No one in the Floral, Giftware or Fancy Food industry has present 86 National and International Seminars and Symposiums! That's three Seminars a year for 28 years! He has educated over 9000 American Gift Food and Gift Basket Retailers across the US since 1977!

Don't come to this presentation if you are looking for Fruit Baskets, you will not find them! What you will find is a very High Energy, lots of New Creativity and New Concepts and Designs!

Tom will spend over 10 hours in prep time for this two hour program! He will first entertain you, then he will motivate you, then he will educate you and then he will challenge you and then he will make you laugh, then he will tell you just how valuable you are to the Universe! Past attendees have said that they felt the Seminar is very much like a Pep Rally for their Business!
Are your Sales shrinking each year? Are you losing customers to your competition? This Seminar is not just about Gift Baskets, it all about your Business and your Future!

He will discuss the reasons why you need to Re-Make, Re-New, Re-Do, Re-Educate, Re-Tool and Re-Think the NEW YOU!

When you enter the seating area you will see 15 National Sports League Licensed Gift Creations and Gift Baskets for the Eagles, Phillies, 76'ers, Flyers, NASCAR and PGA Golf. Plus there will be over 200 color photo's on display boards from past Seminars. Bring a Camera!

Before the Seminar begins you will see a video on how he conceived designed, created, packed and shrink wrapped a Rolls Royce Convertible filled with World Class Fancy Food and Giant Champagne Bottles at the International Fancy Food Show in New York! Plus all the Gifts that he designed for the Hollywood Celebrity's over the years! Before he begins the program he will hand out Door Prizes and Awards for Early Birds!

Seminar Topics

The Five most important things that Corporate America wants from you!

First Impression's, Bloody No's, The Gate Keeper, The Presentation, The Products, The Time!

Five ways to solve the Charity Donation Problem thru Corporate America's back door!

The Protocol, the Who, the Value, the Four Majors, the Presentation!

He will discuss the Five most desirable Gift Foods that all America's want!

He will discuss what is Legal, what's not in making National Sports Licensed Products!

He will tell you about the 6 major Gift Packaging Trade Secret's that will save you money!

What is compression? What is air-conditioning, Puncture Packaging, What's Flare-top?

He will discuss the 3 major concepts that every Univ. of Penna. Wharton graduate learns!

He will discuss Tall Wall construction concepts and Gift Theme and Color co-ordination!

He will discuss different ways to save you time on deliveries!

He will discuss how much your time is worth to your Company? And you will be very surprised!

Did you know that you're writing the Book of your Life everyday!

We are all running the Human Race everyday and some of us are doing it at light speed!

And some of you are juggling five balls at one time on one foot!

You will hear over 40 New Trade Secrets at this Seminar that will improve your Business!

And you are thinking of staying at home! You will never grow your business that way!

Don't miss it because your competition will be there!

Questions? E/M them to Tom at tccat523@aol.com

There will be many Gifts on display tables plus over 200 photo's. Attendee's are invited to bring a camera! Catanese will share many of the Trade Secrets and inside information that will put Profits in the pockets of the attendees. There will be a Pre-Seminar Photo session starting at 6:15 PM with the Seminar starting at 6:45 PM till 8:30 PM. There will be limited seating and reservations are needed. The cost to attend is \$29.00 per person or \$49.00 for two people (\$35 per person for walk-ins.) Credit vouchers will be issued to all who attend so that they can use the credit to be applied against floral supplies purchases. To make reservations call or fax ; Sid Golhin, 215-951-6439, Sales Manager, the Pennock Company! For questions about the Seminar Format you can E-Mail Mr. Catanese at tccat523@aol.com. Refreshment will be served and attendees are invited to arrive after 5:00 PM to shop the Supply Department before the Seminar! To make a Seminar Reservation fill out this order form.

Fax to: Pennock Co. Att: Sid Golhin at Fax # 215-951-6462 (Please Print)

Please reserve _____ seats at \$29.00 per person or \$49.00 for 2 people

Here is my CC# _____ Exp _____

Attending Names #1 _____ #2 _____

Store address _____

City _____ State _____ Zip _____

Phone _____ E-Mail _____