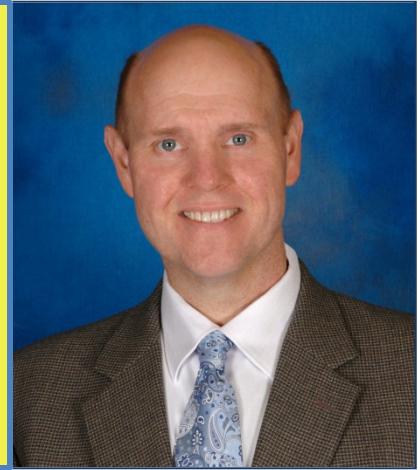


Erik Cofield in  
**Effective Lead  
Marketing  
for Builders**



## Hidden Marketing Concepts, Realities and Tips You Must Know to Succeed Today!

Join us for a fast paced and dynamic presentation by Erik Cofield on leads, marketing, sales and much more! This high energy presentation will give you real world tips and strategy and have you leaving inspired to know you can succeed!

**PLUS: SMC Board of Director Elections!**



**Thursday, October 16, 2008**

Channelside Cinemas IMAX  
601 Channelside Dr., Tampa



•5:45 PM: Voting/Pizza Buffet/Cash Bars

•7:15– 9 PM– Program

•\$25.00 SMC-Members

•\$35.00 Non SMC-Members & Walk-ins

We are unable to accept reservations past Tuesday, October 14th

\*Cancellations are required 48 hours in advance.

Register online at [www.tbba.net](http://www.tbba.net)

Click on “Events” then “Calendar”

Need a username/password? Contact [iana@tbba.net](mailto:iana@tbba.net)

Thank You To Our Major Sponsors: BuildTopia & Newland Communities, LLC  
And To Our 2008 Associate Building Partners: Agent Direct News, BuilderInventoryDeals.com,  
CEA Marketing Group, MOVE.com, New Home Guide, Regions Mortgage,  
Robb & Stucky Interiors and Tampa Bay Homebuyer

It is 'Back to School' time at the **Salvation Army's Sallie House**. Please support the SMC by donating items such as backpacks, notebooks, crayons, water color paints, pencils, highlighters and folders. \*The Sallie House provides temporary, emergency shelter for children who have been removed from their home due to abuse, neglect or abandonment in the Tampa Bay area.