



## Business of Billiards Speakers

Lynn Switanowski, [Creative Business Consulting Group](#)



Lynn Switanowski-Barrett is the President of Creative Business Consulting Group, (CBCG) a Boston, MA based Retail Strategy Consulting firm. Lynn has more than 25 years retail industry experience working with both Fortune 500 companies and entrepreneurial businesses across many different product and service categories.

Lynn and the CBCG team partner with retailers, e-tailers and manufacturers to create and implement profit improving sales, marketing, social media and inventory management strategies. CBCG collaborates with clients to develop and implement business and marketing strategies that engage customers and deliver optimum results.

Lynn speaks frequently at retail trade shows across North America and teaches retail marketing and branding at several colleges in the Boston area. Lynn's retail insights and information have been featured on ABC.com and Fortune Small Business and she is a regular contributor of articles for retail industry magazines and social media sites. She began her career at as a buyer at Federated Department stores.

Lynn has compiled a comprehensive set of seminars focused on social media and will be the presenter for:

### **Is Your Pool Business Social?**

Wednesday, July 18, 2012  
2:00 p.m. – 3:00 p.m.

### **Face The Facts, Facebook Can Grow Your Retail and Pool Room Business!**

Thursday, July 19, 2012  
10:00 a.m. - 11:00 a.m.

### **New Tools – More Tactics for Connecting With Your Retail Customers**

Thursday, July 19, 2012  
2:00 p.m. - 3:00 p.m.

### **Planning for Your Business to Profit**

Friday, July 20, 2012  
9:00 a.m. – 10:30 a.m.

## Steve Robinson, [Constant Contact](#)

### Five Keys to Email Marketing

Thursday, July 19, 2012

3:00 p.m. - 4:00 p.m.



Steve is Constant Contact's small business expert in Illinois and Wisconsin. A knowledgeable marketing expert with 30 years of experience, Steve has helped thousands of small businesses, associations, and nonprofits develop and implement effective email marketing, social media and online survey strategies.

A popular speaker and educator, Steve gives small businesses and nonprofits the tools, techniques, and strategies they need to grow and expand their business and to maximize the power of relationship marketing.

Steve's experience in small business ownership, business development, sales, and fundraising help associations, small businesses and nonprofits achieve success. As a small business owner, advocate, and marketing expert, he understands the importance of staying connected with one's customer base and using affordable marketing technologies to do it. Steve strives to help associations, small businesses, and nonprofits learn how to build lasting relationships with email marketing.

## John Forrester, [Predator Group](#)

### Protecting Your Intellectual Property Rights – A Guide for Manufacturers and Distributors

Friday, July 20, 2012

8:45 a.m. – 10:00 a.m.



John Forrester is Chairman of the Predator Group, an international billiards company with the core brands of Predator Cues, Poison Billiards and Uni-Loc. In this role, he has helped the Predator Group diversify its supply base in China, add structure to operations, reposition products, restructure/re-staff the organization and better protect intellectual property.

John brings to the Predator Group more than 30 years of business experience, having helped organizations address critical operating issues, solve overseas sourcing/supply chain problems, improve organizational effectiveness and deliver better results. He has assisted numerous technology start-ups and, prior to launching his own consulting practice in 2001, John led CSX Transportation's nationwide sales force to its best year ever, generating \$2.4 billion in annual sales. Earlier in his career, he held positions with Mars Electronics, a wholly owned subsidiary of M&M/Mars Corp., IBM, Wang Laboratories and KPMG Peat Marwick.

John has also managed remote offices and personnel in Asia, Australia, Europe, and throughout North America. He has published several business articles and taught *Professional Selling*, a senior-level elective, at the University of North Florida's Business School.

In addition, John is founder and board chair of Bright Holidays, a Jacksonville, FL oriented 501(c)(3) organization helping hundreds of area families with food, clothing and other essential items. He is a former chair of the Otis Smith Kids Foundation and has been active in the United Way.

John holds a BA in Mathematics/Russian Studies from the University of North Carolina and an MBA from Harvard University's Graduate School of Business.