

MAIN STREET NEW JERSEY PRESENTS

CREATING A DESTINATION BUSINESS

WITH
JON SCHALLERT



BUSINESS CONSULTANT &
FOUNDER OF DESTINATION
UNIVERSITY

JUNE 16TH SOUTH ORANGE, NJ

The Loft at SOPAC, 3rd Floor

SOPAC is adjacent to the South Orange rail station.

JUNE 17TH MOUNT HOLLY, NJ

The Firehouse Café

20 Washington Street, Mount Holly

JUNE 18TH BOONTON, NJ

Reighart Hall

513 Birch Street, Boonton

See website for prices and times.



Register Online by June 10th!

www.MainStreetNewJersey.com/regform_june09.html

The NJ Department of Community Affairs' (DCA) Main Street New Jersey program is offering three regional training seminars in June tailored to assist local small businesses.

Jon Schallert, a respected business consultant and founder of Destination University (www.destinationuniversity.com) will present at each of the seminars his proprietary 14-step strategy to turn a business into a consumer destination. Business owners will leave the workshops with concrete "to-do's" that they can immediately implement to drive more customer traffic and increase their sales.

A PROGRAM OF MAIN STREET NEW JERSEY'S DOWNTOWN REVITALIZATION & MANAGEMENT INSTITUTE

FOR BUSINESS OWNERS



For general information about the Main Street New Jersey program and the seminars, please contact Jef Buehler, Director of Main Street New Jersey, at (609) 633-9769 or jefb@dca.state.nj.us.

