



Building Retail Sales: Effective Merchandising & Customer Comfort

*U.S. Department of Energy and Rebuild America
City of Reno, Sierra Pacific Power,
Nevada Small Business Development Center
Nevada State Office of Energy*

August 11, 2004

7:30 a.m. – 10:00 a.m.

Location:

Sierra Pacific Power Auditorium
6100 Neil Road
Reno, NV 89511

Agenda

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| 7:30 a.m. - 8:00 a.m. | Registration & Continental breakfast |
| 8:00 a.m. - 8:15 a.m. | Welcome & Introduction |
| 8:15 a.m. – 9:00 a.m. | Merchandise Lighting
Kathy Presciano, GE Lighting |
| 9:00 a.m. – 9:45 a.m. | Customer Comfort
Dennis Donovan, University of Nevada, Reno |
| 9:45 a.m. – 9:55 a.m. | Financial Review
Wells Fargo |
| 9:55 a.m. – 10:00 am | Wrap Up |



*Attendance at today's seminar qualifies for 1.5 continuing education units with the AIA.
Please see the registrar for the AIA form. The completed form will be submitted for processing.*