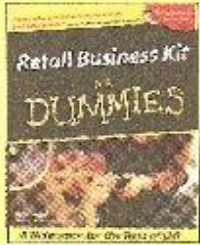


RICK SEGEL'S CLIENT LIST

ASSOCIATIONS

AARP/SCSEP, RI
Advertising Audit Services, MI
Apartment and Office Building
Association, Washington, DC
American Marketing Association, MA
Billiard Congress of America, IA
Bridal Marketing Association of
America, MA
Brockton Business and Professional
Women, MA
Bureau of Wholesale Representatives,
NV
Chinese Economic Council, MA
College Stores of New England, NY
College Stores of New York State, NY
Combined Jewish Philanthropies, MA
Credit Grantors of New England and
Eastern Canada, RI
Customer Service Society, RI
Dothan Advertising Federation, AL
Electronic Representatives Assoc., MA
Enterprise Business Exchange, MA
Field Service Managers, MA
Hospitality Sales & Marketing Ass'n
International, MA
International Credit Association, NJ
The Institute of Sales & Marketing
Management, England
International Formalwear Association,
NV
Major League Baseball Players
Association, FL
Marketing Research Association, MA
Massachusetts Independent Licensed
Opticians, MA
National Art Materials Association, PA

National Association of Asian American
Professionals, MA
National Decorating Products
Association, TN
National Electrical Manufacturers
Association, SC
National Kitchen & Bath Association, IL
National Nutrition Food Association, FL
National Shoe Retailers Association, NV
New England Association of
Catering Executives, MA
New England Association of Independent
Tire Dealers, MA
New England Chrysler Plymouth
Dealers Advertising Association, MA
New England Club Managers Assoc.,
MA
New England Dental Laboratory
Symposium, RI
New England Fisheries Development
Association, MA
New England Sports Agents, MA
New Jersey Builders Association, NJ
New York State Circulation Managers
Association, NY
Northeast Pennsylvania Ad Club, PA
Oriental Rug Dealers Association of
Massachusetts, MA
PGA, FL
Photo Marketing Association, FL
Printing Industries of New England, MA
Professional Convention Management
Association, CT
Print Image International, MA
Public Relations Society, MA
Southern California Marketing Directors
Association, CA



Author of:

- *Retail Business Kit for Dummies*
- *Laugh & Get Rich*
- *Open to Thrive*
- *Stop Losing Retail Sales*
- *How to Make Your Retail Business Profitable*
- *Effective Suggestive Selling*
- *How to Run a Sale*
- *The Preferred Vendor*

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MEMBER
NSA
NATIONAL SALES ASSOCIATION

The International HOW Design
Conference, LA
Western States Super Trade Show, NV

ASSOCIATIONS/RETAIL

Brand Source, NV
College Stores of New England, NY
College Stores of New York State, NY
Contemporary Ceramic Studios
Association, PA
Digital Imaging Marketing Association,
NV
Farrier Industry Association, TN
Florida Retail Association, FL
Freeport Merchants Association, ME
Gift and Collectible Guild, IL
Greater Portsmouth Convention and
Visitors Bureau, ME
Harvard Square Business Assoc., MA
Iowa Department of Tourism, IA
Iowa Jewelers Association, IA
Institute of Store Planners, MA
International Formalwear Association, NV
Maine Merchants Assoc., ME
Marine Retailers Association, NV
Maryland Retail Association, MD
Michigan Jewelers Association, MI
Minnesota Health Care Gift Shop
Association, MN
Minnesota-Dakotas Retail Hardware
Association, MN
National Art Materials Association, PA
National Association of Retail Dealers, VA
National Bicycle Dealers Association, NV
National Retail Federation, Washington,
D.C.
National Shoe Retailers Association, NV
NATSO, NV
NE Convenience Store Association, NH
New England Council of Shopping
Centers, MA
New England Retail Confectioners, MA
New England Shoe Association, MA
Party Club of America, LA
Pedorthic Footwear Association, TN

PGA, FL
Photo Marketing Association International,
MI
Point of Purchase Advertising Institute,
NY
Print Image International, MA
Professional Apparel Association, CO
Retail Alliance, VA
Retail Merchants Association of Greater
Richmond, VA
Retail Merchants Association of New
Hampshire, NH

Retailers Association of Massachusetts,
MA
SEMA, LV
Southern Jewelry Travelers Association,
GA
Texas Retailers Association, TX
Tourism Industry Network, ME
Vermont Retailers Association, VT
Virginia Retail Merchants Association, VI
Virginia Jewelers Association, VA
West Virginia Association of Hospital Gift
Shops, WV
WATSO, NV
World Floor Covering Association, UT

ASSOCIATIONS/DOWNTOWN

Arkansas Main Street, AK
Ashville Downtown Association, NC
Australia Community Economic
Development, NSW, Australia
Brighton Board of Trade, MA
Cape Girardeau, MO
Center City Corporation, IN
Center City Organization, MA
City of Frederick, MD
City of Tecumseh, MI
Columbia, MO
Corning Main Street, IA
David S. Palmer Arena, IL
Development Association of Rock
Island, IL

Downtown Arlington, TX
Downtown Branson Main Street, MO
Downtown Danville, IL
Downtown Hanover, PA
Downtown Property Owners Association,
TX
East Aurora, NY
Emporia Main Street, KS
Fairport, NY
Franklin County C.D.C., MA
Georgia Downtown Association, GA
Gardner Square Two, Inc., MA
Golden Downtown Vision Company, CO
Grangeville, ID
Grants Pass, OR
Grinnell Renaissance, IA
Hawarden Area Partnership for Progress,
IA
Illinois Main Street, IL
Indiana Main Street, IN
International Downtown Association, MA
Iowa Main Street, IA
Kansas Main Street, KS
Lee Economic Action for Downtown, MA
Main Street Gainesville, GA
Main Street Martinsburg, WV
Mainstreet Rhode Island, RI
Mansfield, MA
Marcus, IA
Missouri Economic Development Council,
MO
Missouri Main Street Program, MO
National Main Street Center, PA
National Trust for Historic Preservation, IL
Nationwide Buying Group, FL
Nebraska Main Street, NE
Needham Business Association, MA
New Hampshire Main Street Center, NH
North Carolina Downtown Development
Association, NC
North Carolina Main Street, NC
Osterville Business & Professional Assoc.,
MA
Palmer Downtown Partnership, Inc., MA
Pride of Kinston, NC
Salina Downtown, KS

Sapulpa Main Street, OK
Shelburne Falls Business Association, MA
Shirley Village Partnership, MA
Truro Development Corporation, NS,
Canada
Uptown Lexington, NC
Village of Port Jefferson, NY
Wilton, NH
Winfield Main Street, KS
Yankton Historic Riverfront District, SD

BANKING

Bankers Educational Forum, MA
Ben Franklin Savings Bank, MA
Chemung Canal, NY
Fidelity Co-operative Bank, MA
Lake Sunapee Bank, NH
Mass. Credit Union League, MA
Mt. Washington Bank, MA
Northern Bank, MA
Stoneham Co-operative Bank, MA

CHAMBERS OF COMMERCE

Acton Area Chamber of Commerce, MA
Bedford Chamber of Commerce, MA
Beverly Chamber of Commerce, MA
Branson Lakes Area Chamber of
Commerce, MO
Cape Ann Chamber of Commerce, MA
Chautauqua Chamber of Commerce, NY
Concord Chamber of Commerce, MA
Fall River Chamber of Commerce, MA
Farmington Chamber of Commerce, NM
Grangeville Chamber of Commerce, ID
Grayslake Area Chamber of Commerce &
Industry, IL
Greater Baldwinsville, NY
Greater Hamilton Chamber of Commerce,
OH
Greater Joplin Chamber of Commerce,
MO
Greater Portland Chamber of Commerce,
ME
Haverhill Chamber of Commerce, MA
Ligonier Chamber of Commerce, PA
Marblehead Chamber of Commerce, MA

Moscow Chamber of Commerce, ID
Portsmouth Chamber of Commerce, NH
Quaboag Valley Chamber of Commerce,
MA
Reading Chamber of Commerce, MA
Saugus Chamber of Commerce, MA
Scituate Chamber of Commerce, MA
South Metro Chamber of Commerce, MA
Taunton Chamber of Commerce, MA
Wakefield Chamber of Commerce, MA

EDUCATION

Burlington High School, MA
Bryant College, RI
Framingham State College, MA
Greater Lawrence Educational
Collaborative, MA
Hugs Plus Learning Center, MA
Johnson & Wales University, RI
Meredith College, NC
Salem State College, MA
Springfield Program School, MA
University of Hartford, CT
Wakefield Public Schools, MA

FRANCHISES

American Speedy Printing, MA
Buffalo's Café, GA
Candleman, MN
Jerry's Subs & Pizza, MD
McDonald's Corporation, NY
Great Harvest Franchising, Inc., MT
Leisure Systems, Jellystone Parks
Camping Association, OH

GOVERNMENT & TOURISM

Greater Portsmouth Convention and
Visitors Bureau, ME
Idaho Small Business Development
Council, ID
Iowa Department of Economic
Development, IA
Missouri Department of Agriculture, MO
New York State Conference of Mayors,
NY

Postal Customer Council, MA
US Post Office, MA

GREEN INDUSTRY

American Nursery & Landscape
Association, Washington DC
American Society of Consulting Arborists,
NV
Associated Landscape Contractors of
America, MO
Bartlett Tree, MA
California Association of Nurserymen, CA
Estabrook's Farm & Greenhouses, ME
Garden Center Symposium, MI
International Society of Arboriculture, AZ
Landscape Contractors Association, MD
Maine Nursery & Landscape Association,
ME
Massachusetts Nursery and Landscape
Mid-American Horticultural Association,
IL
New England Grows, MA
Nursery Association Executives, MA
Pennsylvania Landscape & Nursery
Assoc., PA
Rhode Island Nursery and Landscape
Association, RI
Sloat, CA
Southern Nursery Association, GA
Stateline Irrigation, MA
US Garden Sales, OH
West Virginia Landscape & Nursery, WV

HIGH TECH

CCR Data Systems, NH
Ceridian Employer Services, MA
Holt Co., MA
Microsoft, Inc., WA
Sun Microsystems, MA
Sybase, Inc., CA

HOSPITALITY

Hospitality Innkeepers, MA
Hospitality Network, IL
Hospitality Sales & Marketing Ass'n
International, MA

Iowa Department of Tourism, IA
Marriott's Harbor Beach Resort, FL
New England Association of Catering
Executives, MA
New Orleans Marriott, LA
Portland Convention and Visitors Bureau,
ME
Professional Convention Management
Association, CT
Southern New Hampshire Convention and
Visitors Bureau, NH
Tourism Industry Network, ME

JEWELRY

California Jewelers Association, CA
Daniels Jewelers, CA
Iowa Jewelers Association, IA
Jewelers of America, NY
Jewelers of Louisiana, LA
Kansas Jewelers Association, KS
Michigan Jewelers Association, MI
Mississippi Jewelers Association, MS
Minnesota Jewelers Association, MN
Missouri Jewelers Association, MO
Nebraska Jewelers Association, NE
New England Guild of American Gem
Society, MA
New Hampshire Jewelers Association, NH
Oklahoma Jewelers Association, OK
Pennsylvania Jewelers Association, PA
Southern Jewelry Travelers Association,
GA
Ultra Stores, IL
Virginia Jewelers Association, VA

MISCELLANEOUS

Bogart Communications, CT
Brox Industries, MA
Bridal Consultants, MA
CTR Systems, PA
Inc. Magazine, MA
Mary Kay, MA
MFA, MO
Millbrook Distributors, MA
Robert L. Pann Co., Inc., MA

ScrubADub Car Wash, MA
Task Force Tips, IN
US Telecom, MO
WZID, NH
Yurekli Egitim & Danismanlik A.S.,
Turkey

REAL ESTATE

Chestnut Hill Realty, MA
Council B/C of the Greater Boston Real
Estate Board, MA
Eastern Middlesex Women's Realtors, MA
ERA Boston/RI Council, MA
ERA CT Broker Council, CT
ERA Franchise Systems, MA
Greater Boston Real Estate Board, MA
Rental Housing Association, MA
The Dolben Company, MA
Women's Council of Realtors South Shore,
MA

RETAIL

Accent Chicago, IL
Bentley's Luggage, FL
Brand Source, NV
Canadian Kawasaki Motors, Canada
Candleman, MN
Certegy Check Services, FL
Coast Spas, BC
Comfort Shoe, VA
Daniels Jewelers, CA
Dave's Soda & Pet City, MA
Dillard's, MO
Dollar Store Expo, NJ
Dollar Tree Stores, Inc., VA
Dunkin' Donut, NH
East Coast Seafood, MA
Federated Co-operatives Ltd, SK, Canada
Foodcircus, NY
Foodlion, NJ
Foodtown, NJ
Foreign Autoparts, MA
Gingiss International Inc., IL
Golf Retailer, CA
Gulf Oil Company, MA
Hahn Auto, OH

Hannah Grimes Marketplace, NH
Health & Fitness, CO
Hills' Floral, IN
IK Retail, DC
J.D. Associates, MA
JR Vacuum & Sewing, ND
Karavel Shoe, TX
KayBee Toys, MA
Lechmere Sales, MA
Marquis Spas, NV
Microsoft Business Solutions
Motiva Enterprises, MA
Mr. Tux, MA
Nationwide Buying Group, FL
New Balance, MA
New England Shell Dealers, MA
Party Makers, NH
Peebles Department Store, VA
PETCO, CA
Pfaff USA, NV
Puffin Stop, ME
S&H Greenpoints.com, MA
Sheetz, Inc., PA
Shell Corporation, CT
Shell Oil Co., MA
Shoe Carnival, IN
SnipIts, MA
Soysal Egitim Danismalik, Turkey
Sperry & Hutchinson Inc., MA
Staples, MA
Staples.com, MA
Texaco Corporation, MA
The Car Phone Store, CT
The Douglas Stewart Company, MI
Trend-lines, MA
Ultra Stores, IL
US Factory Outlets Inc., NY
Weatherbeeta USA, PA
Wheatbelt, Inc., MO
Whirlpool Corporation, IL

SERVICE INDUSTRY

Healthcare Assembly, NH
Jewish Home for the Elderly, CT
KC Jones/Tom Heinsen Charity Event,
MA

Massachusetts Association of Recreation
Employees Services, MA
Neurofibromatosis Inc., MA
Ohio Hospital Association, OH
Small Business Administration, MA
South Shore Women's Business Network,
MA
Southeastern Hospital Conference, VA
WIN Expo, CT
Women's Success Network, MA

SHOPPING AREAS

Abilene Mall, TX
Albany Mall, GA
Animas Valley Mall, NM
Arrowhead Mall, AZ
Avenue Mall, WI
Bay Shore Mall, WI
Baybrook Mall, TX
Capital City Mall, PA
Central Mall, TX
Chambersburg Mall, PA
Coastland Mall, FL
Crossroads of San Antonio, TX
Deptford Mall, NJ
Eastdale Mall, AL
Elmhurst City Center, IL
Elmwood Plaza, WI
Fairfield Mall, MA
Fox River Mall, WI
Francis Scott Key Mall, MD
Greenbriar Mall, GA
Greenwood Mall, TN
Grossmont Shopping Center, CA
Hanover Mall, MA
Hot Springs Mall, AR
Independence Mall, MA
King of Prussia, PA
Knollwood Mall, MN
Kravco Company, PA
Lincoln Heights Galleria, ON, Canada
Lycoming Mall, PA
Madison Square Mall, AL
Maine Mall, ME
Manhattan Town Center, KS
Mashpee Commons, MA

Meadow Glenn Mall, MA
Monroe Mall, NC
Naugatuck Valley Mall, CT
Newburgh Mall, NY
Northside Mall, AL
Oakdale Mall, NY
Oxford Valley Mall, PA
Paradise Mall, WI
Pheasant Lane Mall, NH
Quaker Bridge Mall, NJ
Rio West Mall, NM
S.R. Weiner, MA
San Jacinto Mall, TX
Schuykill Mall, PA
Scottsdale Fashion Square, AZ
Silver City Galleria, MA
Singing River Mall, MS
South Hill Mall, WA
Stonewood Center Mall, CA
Superstition Mall, AZ
Swansea Mall, MA
The Mall at Bristol Centre, CT
The Village Commons, MA
Town East Mall, TX
University Mall, AL
Valley View Mall, WI
Vernon Park Mall, NC
Western Hills Mall, AL
Westgate Mall, MA
Westgate Mall, TX
Wyoming Valley Mall, PA

TRADE SHOWS

Alberta Gift Show, Alberta, Canada
American Gift & Art Shows, NY
American Gift & Art Shows, PA
Aqua International, NV
Atlanta Gift, GA
Atlanta Merchandise Mart, GA
Bedford Gift Center, MA
Bentley International Group, NJ
Billings Market Association, MT
California Mart, CA
Canadian Tableware and Gift Association,
ON, Canada
Charlotte Trade Center, NC

Chicago Apparel Mart, IL
Chicago Area Marketing Directors Assoc.,
IL
Chicago Bridal Market, IL
Chicago Gift Mart, IL
Columbus Gift Market, OH
Contemporary Ceramic Studios
Association, PA
Dallas Market Center, TX
Dance Retailer, NV
Denver Apparel Mart, CO
Denver Gift Mart, CO
Digital Imaging Marketing Association,
NV
Dollar Store Expo, NJ
Diving Equipment Manufacturers Assn.,
LA
DMC University, TX
Epic Enterprises, NV
Gift and Collectible Guild, IL
Golf Retailer, CA
Health & Fitness, CO
Hobby Industries of America, NJ
Hot Rod Restoration Show, IN
Hyatt Merchandise Mart, MN
International Casual Furniture &
Accessories Market, IL
Kansas City Apparel Market, MO
Krause Publications, WI
MAGIC, CA
Miami Merchandise Mart, FL
Michigan Apparel, MI
Mid-American Horticultural Trade Show,
IL
Minneapolis Merchandise Mart, MN
Minnesota Gift Show, MN
MotoBusiness Off-Road Conference, NV
National Art Materials Association, PA
National Kitchen & Bath Association, IL
National Nutrition Food Association,
FL
National Shoe Retailers Association, NV
National Sunshine State Exhibitors, FL
NATSO, NV
OASIS Gift Show, AZ

Ontario Fashion Exhibitors, ON, Canada
PGA Merchandise Show, FL
Pittsburgh Fashion Mart, PA
Professional Apparel Association, CO
Seattle Gift Show, WA
Seattle Trade Center, WA
SEMA, NV
Southeast Western, English & Equine
Association, Inc. GA
Southern Jewelry Travelers Association,
GA
Specialty Trade Shows, FL
SPECS, TX
Unity Marketing, IL
WATSO, NV
Weatherbeeta USA, NJ
Western and English Manufacturers Assn.,
FL
Western and English Retailers Assn., MD
Western and English Sales Assn., CO
Western States Super Trade Show, NV
Western Exhibitors, CA