

THE SWEENEY TICKET

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Large Marketing Budgets Don't Mean Huge Return on Investments



*Register Now for Mid-November Workshop
Training Sessions on Marketing with a
Shoe-String Budget.*

Here's an opportunity for business managers and owners to remain competitive in today's world by signing up for the three-hour workshop training session entitled "Increasing Business Profits on a Shoe-String Marketing Budget" in two different locations in the Southern Tier. The same session, offered twice, will take place Tuesday, November 15

Matt Burch Baseball Summer Youth Camp a Big Hit in 2011!



For three days in late June over 40 local youth between the ages of 5 and 13 experienced a "Field of Dreams" experience at this year's *Matt Burch Championship Baseball Summer Baseball Camp*. 2011 signaled the largest turnout of campers in the six year history of this very popular instructional training program.

Matt Burch Championship Baseball
Instructional Baseball for Beginners to Advanced Athletes

Students Receive a Look at Sports Marketing by Sweeney Enterprises

Horseheads High School students in Mrs. Kathy Sisti's Sports and Entertainment Marketing classes learned about producing and marketing sports athletic videos from *Sweeney Enterprises* owner Denis Sweeney. At the invitation of the Career Development Council, Sweeney outlined the process his company follows from start to finish in producing an athletic recruitment video.

from 8 am - 11 am at the Radisson Hotel in Corning, while the second session is planned for Wednesday, November 16 from 8 am - 11 am at the Chamber County Chamber of Commerce in Elmira.

This non-credit session is a must for any business or non-profit organization newcomer, as well as experienced business owners or managers, looking to promote their businesses without spending huge marketing dollars. Attendees will leave the session with a useable business marketing plan, outlining several beneficial inexpensive strategies to put your marketing plan to work immediately!

As the first in a series of *Sweeney Enterprises* business workshops scheduled to occur over the next several months, "Increasing Business Profits on a Shoe-String Marketing Budget" will focus on developing a business marketing plan, while employing inexpensive, but effective action strategies.

The registration fee is \$60.00 per person or \$50.00 per person for those businesses enrolling two or more employees. To register or gather more information on the session, call (607) 769-5145 or e-mail dsweeney@sweenenterprises.com.

Banfield Johnson to Speak at Annual Nurses Conference

“Creating a Mentoring Culture in Nursing” will be the program presented by *Sweeney Enterprises* client Nancy Banfield Johnson, RN, MSN, ANP at the New York State Office of Mental Health Directors of Nursing Annual Nurses Conference held in November at the Villa Roma in Callocoon, New York.

With over 30 years of clinical, teaching, and speaking experience, “Nurse Mentor” Nancy educates, motivates and entertains nurses, nurse practitioners and the general public in her creative healthcare presentations and workshops.

This year’s appearance at the Office of Mental Directors of Nursing Annual Nurses Conference marks Ms. Banfield Johnson’s fourth consecutive speaking presentation at this event.

To schedule Ms. Banfield Johnson for your conference or meeting, please e-mail dsweeney@sweenenterprises.com or call 607.769.5145.

Sweeney Enterprises
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Sweeney Enterprises:
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Crystal Cleaners Video Featured at Corning Rotary Club Meeting



Members of the Corning Rotary Club received a behind the scenes look at a dry cleaning operation thanks to a video produced by *Sweeney Enterprises*. During his October 6 presentation to the Rotarians, Rick Davis, co-owner of Crystal Cleaners in Corning, New York, introduced the *Sweeney Enterprises* video, “A Day at Your Local Dry Cleaner.” The eight minute video featured the steps Davis’ dry cleaning staff follows when customers drop off their laundry for washing or dry cleaning. The video can be viewed on the Crystal Cleaners web site at www.crystalcleaners-thebest.com.

Visit *Sweeney Enterprises* on the web at www.sweenenterprises.com to learn how *Sweeney Enterprises* can serve as your marketing consultant as well as schedule any of our public speaker clients.



