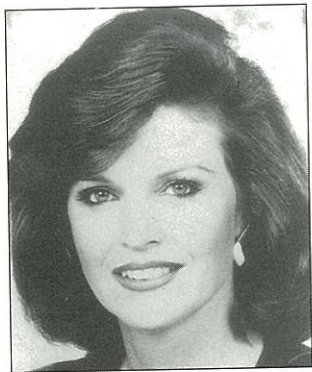


Judi Moreo on how to succeed

At a highly motivating breakfast meeting in May, Judi Moreo offered an EWC audience some variations on marketing and promotional themes for a competitive business environment — such as being committed to handing out 25 of your business cards a day.

Ms Moreo raised a buzz among listeners when she suggested that they pass their business cards around the table as she spoke. Her next suggestion — that a photograph on a business card works — may run against our conservative grain. But the point she made — that people remember faces, not names — is impossible to dispute.

Judi Moreo is a professional trainer and



*Judi
Moreo*

businesswoman from Los Angeles, USA. In 1986, the Las Vegas Chamber of Commerce named her “Woman of Achievement — Entrepreneur”.