



FOR IMMEDIATE RELEASE

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Travel Salem's Fall Marketing Exchange Luncheon set for September 17

Marjorie Dudley Discusses "The Seven Deadly Sales Sins" and how to Avoid Them

SALEM— Travel Salem's quarterly marketing exchange luncheon will be held Thursday, September 17, from 12 p.m. to 1:30 p.m. at the Red Lion Hotel (3301 Market St. NE in Salem). The fall luncheon will feature Marjorie Dudley of Flywheel/Sandler Training, who will discuss "The Seven Deadly Sales Sins" – how to avoid common sales pitfalls, generate new business and increase revenue and profit margins.

The September Marketing Exchange Luncheon is sponsored by Cherriots Salem-Keizer Transit and The Red Lion Hotel. Luncheon attendees are encouraged to bring brochures and business cards for the marketing exchange table and enter to win raffle prizes provided by industry partners including Left Coast Cellars, Frey's Dahlias and more.

The cost to attend the luncheon is \$18 in advance and \$23 at the door. Reservations are required and can be made online at www.travelsalem.com; by phone at 503-581-4325, ext. 158; or by mailing a check to Travel Salem Marketing Exchange Luncheon, 181 High St NE, Salem, OR, 97301.

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****Travel Salem is a non-profit organization that promotes Salem and Marion and Polk counties for leisure tourism and convention and event business. The local annual economic impact of the greater Salem area visitor industry is \$548 million. Travel Salem manages the Official Salem Area Travel Café/Visitors Center located at 181 High St. NE, in downtown Salem, two I-5 satellite visitor information locations located at the Best Western Mill Creek Inn (3125 Ryan Dr. SE) and the Red Lion Hotel (3301 Market St. NE), and the Official Salem Area Website www.TravelSalem.com****