

Participate in our Workshop and Receive the Café Plus “How-To” Manual

Learn about the Café Plus concept in this interactive and informative seminar and discover—first hand—how the concept can benefit your organization.

YOU WILL LEARN HOW TO:

Create the Café Plus Experience

- What is the Café Plus?
- Key Principles
- Why is it Different?
- What are the Benefits?

Start with the Customer

- Understanding the Market
- Knowing Your Customer
- Affirming Individuality, Offering Choice
- Building Ownership

Build Visibility

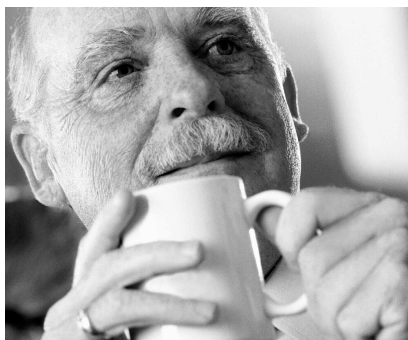
- Reaching the “Younger” Older Adult
- Creating Partnerships
- Word-of-Mouth Marketing

Explore Pathways to Growth

- Programs for Lifelong Renewal
- More Than a Meal –Think Like a Restaurateur
- Integrating Kitchen and Food Programs

Make It Happen

- Staff Training
- Budgeting
- Tracking and Measuring Performance



Most importantly, see how all components of a working café come together!

(registration information on reverse side)



2008 Workshops

- WHEN:** (select one) **Tuesday-Wednesday, June 24-25**
9:00 a.m. - 4:30 p.m.
- Tuesday-Wednesday, October 21-22**
9:00 a.m.-4:30 p.m.

WHERE: Mather LifeWays
1603 Orrington Ave, Suite 1800
Evanston, Illinois 60201



Cost includes a two-day interactive workshop, Café tours, and the Café Plus "How-To" toolkit. Lunch and afternoon snacks will be provided. Cost: \$975, \$900 for each additional person in your organization.

Name: _____

Organization/Company: _____

Street: _____

City, State, Zip: _____

Daytime Phone: _____

E-mail Address: _____

- Payment Type: Money order Check (payable to Mather LifeWays)
 Mastercard VISA

Card Number: _____ Expiration Date: _____

Amount \$ _____

Name: _____

(as it appears on card)

Cardholder acknowledges the transaction in the amount shown above and agrees to perform the obligations set forth in the Cardholder's agreement with the issuer.

Signature: _____

Forward payment (credit information or check) by mail or fax to:

Mather LifeWays
Attention: Betsie Sassen, Executive Director, Café Development
1603 Orrington Avenue, Suite 1800, Evanston, IL 60201
Fax: (847) 492-7513 E-mail: bsassen@matherlifeways.com
Ph: (847) 492-6806

We hope you will join us in Chicago for a Café Plus experience...and maybe do some shopping or sight-seeing in the Windy City.

For information about hotel accommodations, call **(847) 492-6806**.

