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L.A. Mart Hosts Networking Event

June 2, 2010

Giving attendees the opportunity to network and share business resources in a casual atmosphere, the L.A. Mart Gift Association will host 300 gift and design industry representatives, manufacturers and retailers at their second annual "Prosperity Pep Rally," on June 15 from 4 – 7 p.m. The event will take place at the L.A. Mart, in the California Room & Second Floor Exhibit Hall.

The day's lineup will feature business resources, small business vendors, local restaurants, networking – and keynote speaker Meryl Hooker. She is an independent sales rep and writer and the author of "Road Rage", a blog about representing and selling and co-author of "Pushing the Envelope: The Small Greeting Card Manufacturer's Guide to Working with Sales Reps."

"We received such a positive response from last year's event, that it just made sense to make it into an annual gathering," stated Joanne Rackow, president, L.A. Mart Gift Association and founder of Joanne & Company. "We see this as a key opportunity to connect with other people in the gift industry in a way that creates momentum that will naturally spill out and energize the retail community.

"MMPI and the L.A. Mart proudly support initiatives like the 'Prosperity Pep Rally' because we view this as an innovative approach to doing business," stated Peggy Coleman, vice president, marketing for the L.A. Mart. "And that is good for all of our businesses."

The L.A. Mart is a registered trademark of MMPI. Merchandise Mart Properties, Inc. (MMPI) is a trade show and property management firm, specializing in managing buildings devoted to wholesale showrooms and commercial office space, including the L.A. Mart. In all, MMPI produces more than 300 tradeshows, market events and conferences each year.
For more information, visit www.merchandisemartproperties.com.

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