



The Power of the Customer Experience

Speaker: Ginger Johnson

Do you know the difference between customer service and customer experience? A consumer specialist, Ginger Johnson, will give a lively talk on knowing the difference, insights and practices for all businesses and organizations to heed. She'll share critical Dos and Don'ts as well as other insights based on qualitative research. Ginger is an enthusiastic, energetic and highly knowledgeable speaker, educator, researcher, and personality.

Ginger Johnson is the founder of Women Enjoying Beer (WEB – www.womenenjoyingbeer.com), the only research-driven education company that specializes in studying women and their relationship with beer. She produces a weekly live radio program, BeerRadio, and has made appearances on television stations, in an award winning documentary, and has been featured in a number of web based video pieces. Her areas of expertise include qualitative research, presenting, speaking, writing, consulting, and marketing. She works with a wide variety of industries, conferences and associations that understand the value of knowing how to respectfully develop female market share.

When: Thursday, October 9, 2014

5:30 Networking

6:00 Dinner and Introductions

7:00 Program

8:00 Meeting Ends

Where: Rogue Regency Inn

2300 Biddle Road, Medford

Menu: Teriyaki Chicken with fresh pineapple salsa and rice, tossed salad, fresh sautéed vegetables, chef's choice dessert, rolls/butter, and coffee/tea

*Vegetarian option: Oriental rice stir fry with cashews

*Please request the vegetarian dinner when you make your reservation.

Cost: Member - \$23* Non-member - \$28*

*** Get a \$3 discount for online registration and prepayment at
www.wesoweb.org!**

Prepay an online reservation or call Carol Vandell at 541-292-6326. (Also, call Carol about menu, cancellations, or other questions about registration.) Please submit your reservation request (online payment or phone) by 9:00 p.m. on **Monday, October 6th**. Reservations made after this cut-off date cannot be guaranteed. Cancellations must be received by that date or you will be responsible for payment of the uncanceled event.



Women Entrepreneurs of Southern Oregon (WESO) is a non-profit organization supporting women business owners. For WESO membership information, check our web site at www.wesoweb.org or contact Emi Sprinkle, Membership Director, membership@wesoweb.org or 541-690-6706. Men are welcome to attend all programs.