



Giving Back: How Community Involvement Boosts Your Bottom Line

Speakers: Pam Hammond Morris and Kelly Jean Cooney

Fostering a close relationship with your community pays off twofold- it can be a fulfilling opportunity to do good while also increasing sales and improving public image. Making strategic decisions about how you interact with the public can be a powerful, low-cost tool to showcase your business while making a positive impact on the community supporting you.

Pam Hammond Morris and Kelly Jean Cooney, the mother-daughter duo behind the Paddington Station family of stores, owe much of their success to their local outreach, and are proud of their deep ties in the Southern Oregon business community. From hosting events, to fundraising, to participating in local politics, they've done it all, and they're excited to share with you how to make your business impactful to and cherished by your community.

Pam and Kelly Jean's award-winning stores have been honored by Vera Bradley, Gifts & Decorative Accessories Magazine, Present Magazine, and other national publications. Pam has a long history in the retail industry, beginning her career as a Department Store Buyer before buying and expanding the Paddington Station Family of stores in 1992. Kelly Jean has been working alongside her mother since graduating with her MBA from Portland State University. Together they share a love of travel, music, theatre, and fashion. They are passionate about shopping small and shopping local!



When Thursday, June 14, 2018
5:30 Networking
6:00 Dinner and Introductions
7:00 Program
8:00 Meeting Ends

Where Rogue Regency Inn
2300 Biddle Road, Medford

Cost Member - \$ 25* Non-member - \$ 30*

Menu BBQ beef brisket and pineapple coleslaw, plus rolls and butter, strawberry shortcake dessert, and coffee/tea
Vegetarian option: Pasta Primavera (Please request this when you register.)

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

Prepay an online reservation or call Carol Vandell at 541-292-6326. (Also call Carol about food allergies, cancellations, or other questions about registration.) Please submit your reservation request (online payment or phone) by 9:00 p.m. on **June 11th**. 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.