



## NEWS

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### **DAN GARTLAN TO PRESENT ATTRACTION MARKETING AT WESTERN DUPAGE WOMEN IN BUSINESS JANUARY EVENT**

Dan Gartlan, president of Lombard, Ill.-based Stevens & Tate Marketing will be speaking at the Western DuPage Women in Business "Women With Vision" committee meeting on January 25, 2012. He will introduce the concept of Attraction Marketing ([www.AttractiveMarketingUS.com](http://www.AttractiveMarketingUS.com)) to members.

According to Gartlan, Attraction Marketing is the process of making a company, its products, services and culture more attractive to prospects by driving specific marketing initiatives with people and resources already in place. In short, it means improving a company's attractiveness to both prospects and to the marketplace. The strategies presented demystify marketing, speaking about its themes, objectives and tactics in human terms.

"Personally, everyone wants to be seen as attractive. They want to be respected, admired, relevant," he explained. "Similarly, Attraction Marketing addresses topics that can help create these perceptions for businesses."

As president of Stevens & Tate, Gartlan has fine tuned Attraction Marketing to respond to the challenges businesses are facing due to the economic downturn. He already is implementing the process at his own agency, and consulting with other companies on how to apply the strategies in their organizations.

Gartlan will speak specifically to chamber members on how a company can "Stay Top Of Mind" by leveraging its database to regularly communicate with prospects via email and mail. The thinking behind this strategy is simple: keep in touch with prospects beyond the salesperson's reach and promote the business' unique competitive advantages on a consistent basis.

"Stay Top Of Mind" is one of six key strategies of Attraction Marketing, which although independent of each other in scope and tactics, all work together toward the same objective – to drive a company's "attractiveness" to potential clients.

The "Women With Vision" committee meeting is open to all Western DuPage Chamber of Commerce members. It is being held on Wednesday, January 25, 2012 from 11:30 a.m. to 1:30

p.m at the Country Inn & Suites by Carlson, 1837 Centre Point Circle in Naperville Ill.  
Registration is \$25 for Western DuPage Women in Business members; \$35 for non-members.

Western DuPage Women in Business is a collaborative group of women from the Warrenville, West Chicago, Wheaton, and Winfield Chambers of Commerce dedicated to empowering the women in these communities and surrounding areas.

For questions regarding the “Women With Vision” event and registration, contact [team@westerndupagechamber.com](mailto:team@westerndupagechamber.com), or call (630) 231-3003 no later than January 18, 2012.

*Dan Gartlan, president of Stevens & Tate Marketing ([www.stevens-tate.com](http://www.stevens-tate.com)), counsels businesses on improving their marketing results and speaks on the topic of Attraction Marketing to businesses, groups and associations. He can be reached directly by calling 630/627-5200 or through email at [gartlan@stevens-tate.com](mailto:gartlan@stevens-tate.com).*

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