



THE BIRTH OF A COOL IDEA

Deborah Bolner Prost

Deborah Bolner Prost, president and CEO of It's 2 Cool Ltd., is our speaker for October and will speak on *The Birth of a Cool Idea*.

Ms. Prost and four other partners have developed Cool Off which is the brand name for individually packaged towelettes that are infused with natural ingredients that include cooling herbs, plant botanicals and oils that help to moisturize the skin and provide lasting relief from the heat. Deborah will present important and key points about commercializing a re-energizing, refreshing, and healthy consumable product. Topics will include product development, building customer value, marketing research, focus groups, distribution channels, manufacturing, warehousing and inventory management, funding, marketing and branding strategies, and finally business and personal tenets all entrepreneurs should work and live by.

Deborah Prost has an extensive background in Advertising and Strategic and Marketing Research and Planning. She has also expertise in quality enhancement (leadership, collaboration, communication, and purpose mastery). For more information, visit www.thequickchill.com.

Also, please take this opportunity to pay your annual dues (\$25/\$95 Corporate), thanks!

Wednesday, October 13, 2010

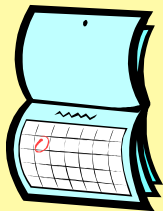
5:30-6:30 Networking 6:30-8:00 PM - Presentation

San Antonio Technology Center

3463 Magic Drive

(North of I-410 Between Callaghan and Fredericksburg Roads)

Public Invited



Special Thanks For:

Refreshments Provided by Marx Design

Alamo Inventors, a Special Interest Group (SIG) of Technology Connexus Association, is a non-profit organization made up of local area engineers, business people, professionals, students, faculty and people from all walks of life. Anyone interested in inventing and/or business and product development is welcome to attend and become a member.

For more information visit:

www.alamoinventors.org

