



*AETA International presents workshops  
to help you and your business succeed.*



## Workshop 2

**Saturday, January 28, 7:30 a.m. to 9:00 a.m.**

**Hall D, Greater Philadelphia Expo Center, Oaks, PA**

**Presented by AETA • Open to All**

**FREE Continental Breakfast**



**Karen M. Videtic**

*Professor, Fashion  
Merchandising,  
Virginia  
Commonwealth  
University*

Learn techniques to maximize your brand and increase your profits using an actual equestrian case study.

### **“Branding: It’s More than Just a Label – it’s a Promise”**

Through various aspects of the retail setting you can differentiate YOUR brand of business. This seminar explores how a business can create a brand or image that creates a competitive edge, and includes topics such as advertising, visual merchandising and service.

*Joining Karen for this workshop:*



**Rose Regni**

*Associate  
Professor,  
Fashion  
Merchandising,  
VCU*



**Deidra Arrington**

*Assistant  
Professor,  
Fashion  
Merchandising,  
VCU*

### ***Sign up now...***

email us at **info@aeta.us**  
or online at **www.aeta.us**.

Questions: 610-444-2025  
**Free to all AETA members**  
\$50 fee to non-members