



Presents: **How market research and sound strategies positively impact the bottom line when marketing to GLBT consumers and businesses today.** (GLBT: gay, lesbian, bisexual, transgendered)  
*Wesley Combs, President, Witeck-Combs Communications*

**Special thanks to Harris Interactive for hosting the event and for bringing the speaker to Rochester!**

**Date:** Wednesday, October 20, 2004  
**Time:** 11:30 a.m. – 1:30 p.m. lunch meeting  
**Place:** Harris Interactive, Inc.  
60 Corporate Woods, Rochester NY 14623

**TOPIC:**

Companies that succeed in marketing to the GLBT market have built strategies on a solid foundation of progressive workplace policies for GLBT employees. Taking results to the next level depends on knowing the customer and how they respond to GLBT marketing outreach by a company, including what types of ads they want to see and what kind of marketing partnerships are most effective. Done right, the result positively impacts the bottom line via increased market share.

Ford Motor Company's Volvo division is approaching the market in a very holistic way. They first conducted extensive market research to learn about the GLBT consumer and then used this research as the foundation upon which to build the marketing, public relations and advertising strategy.

Wesley Combs, president of Witeck-Combs Communications, Volvo's GLBT Agency of Record, will discuss the current state of the GLBT market, how research is enabling businesses to make sound judgments and how their GLBT employees have helped shape sophisticated marketing programs that produce results.

**PRESENTER:**

Wesley Combs is the President of Witeck-Combs Communications, the nation's leading communications and marketing firm helping companies reach the GLBT market. He has more than seventeen years experience in strategic communications, marketing and marketing research in the private and non-profit sectors.

Prior to founding Witeck-Combs Communications, he worked for more than seven years as a marketing executive with IBM and most recently with a Washington-based consulting company.

Combs currently serves as a co-chair of the Business Council for the Human Rights Campaign as well as a National Advisory Board of Gender Public Advocacy Coalition. He graduated Cum Laude from Georgetown University with a degree in Business Administration and a major in marketing.

**Cost:** PRSA Members: **\$20**; PRSSA Members: **\$15**; Non-members: **\$30**

**Menu:** Lunch will be provided by Lorraine's, and include sandwiches, cookies, soft drinks, coffee and water.

**Members** may call (585) 293-9470 to register. **Non-members** and **PRSSA students** must register and pay in advance by mailing the registration form below with payment (to arrive by **Friday Oct. 15**) to: *PRSA Rochester Chapter, 324 Bromley Rd., Churchville, NY 14428. You may also fax the charge information after calling (585) 293-9470.*

**PRSA/Rochester program reservation form for October 20, 2004**

Name \_\_\_\_\_ Guest(s) \_\_\_\_\_

Company \_\_\_\_\_ Phone \_\_\_\_\_

Check amount \$ \_\_\_\_\_ (Make checks payable to PRSA/Rochester Chapter; list attendee names on check)

Please circle type of charge: **VISA MC DISC AMEX** Expiration date: \_\_\_\_\_

Name on credit card: \_\_\_\_\_ Charge acct. #: \_\_\_\_\_

**FOR CANCELLATIONS:** Please notify Mary Torcello, PRSA Rochester Chapter administrator at (585) 293-9470 by 9 a.m. Oct. 19 or you will be charged the program fee, as will any "no shows" or "no pay" attendees. You may send a substitute without notification to take your place if you are unable to attend. We will ask that anyone who calls and plans to pay by check please provide a charge card number as a hold.