

BOULDER-BORDER NEWS

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A WORLD OF OPPORTUNITIES
ATTEND THE REUNION & SEIZE THE POSSIBILITIES
 November 1-4, 2017 | Waco, Texas



(If you come to Reunion, you too can be featured in our 2017 Family Photo)

NEWS YOU SHOULD KNOW

News from Butch | Reunion Topics | The Fun Stuff: Activities at Reunion
Zees Across America | Hear from Zees on why they come to Reunion

DESKTOP NEWS

Franchise Family,

Reunion is about more than just a meeting. It's about family. Families often come together at Reunions to catch up, get the latest news, and just have a good time. This is the premise of our annual Reunion for Boulder Designs and Border Magic. I look forward with great anticipation to have some face to face time with each one of you. Your corporate family is awaiting your arrival in Waco to spend some quality time together.



As I noted in my letter to you last month, we are focusing on Commercial Market Sectors as the centerpiece of our meetings. There are multiple opportunities for you to take advantage of during our meeting time. I am certain you will discover ideas to implement and add to the growth of your franchise business.

Probably the one thing I am most looking forward to is getting your input on the bigger business picture. Les, Rick, Allison, and I want to hear from you and have you be a part of the growth story at Boulder Designs and Border Magic. We know we can have a franchise presence in all states and grow our distribution. But we cannot succeed without your input. Your input will not only help us but can help you with your franchise business as well. I am anticipating a great and fruitful dialogue during this important part of our time in Waco.

Hopefully, you are not thinking I've forgotten about us having a good time! I think having down time to socialize is just as important as our meeting time. In fact, some of the best business ideas come out of having a relaxing meal, and I am all about that! The golf tournament, fish fry, and casino night will ensure there is plenty of time for fun and possibly getting to the next great idea.

I look forward to our family Reunion, discovering a World of Opportunities, and seeing each one of you November 1-4, 2017 in Waco, Texas.

To get more information to register for Reunion email or call Brenda Ball at brenda@bordermagic.com or 877-892-2954.

- *Butch*

REUNION DISCUSSION TOPICS

Increased Exposure

Several of you have asked our advice about entering retail markets. How to do it?; what partnerships make sense?; what to expect?; how to do the deal?. Join us to find out more about this and other ideas about potential growth to your business. Great networking; expert advice.

bids, Bids, BIDS!

Finding opportunities to bid on large contracts be it private or governmental can be like finding a needle in a haystack. We've eliminated the haystack and will be discussing how to find those needle bids. We'll talk about source information, bid requirements, and other critical aspects of this most important topic.

Commercial Markets "What's in it for me?"

Have you explored or thought about getting into commercial markets to expand the growth of your business? Commercial markets can be a lucrative sector of your Boulder Designs/Border Magic business and we will discuss giving you a path to approach these businesses.

Marketing Strategies for Residential Sectors

Boulder Designs and Border Magic is tailor-made to grow prospective customers in this multi- and single-family home market. We will discuss how to prospect and obtain contracts in this most important area of your business.

A Web of Information

"Oh, what a tangled web we weave, when first we try our business to see!" Trouble finding your business on the web? Been there, done that. We'll introduce, interact and tell you the benefits of digital marketing techniques for local businesses. We will have people on hand to help you with your digital marketing needs.

Good Employee/Bad Employee

It's the eternal question when running your own business. How do I know I'm hiring the right person for the job? One of the most critical elements of owning a business is employees. How to go about it, what to look for, and most important, what to avoid. Good employees are a lifeline to growing your business and making it successful. Join us (and share your stories).

HOA's: Friend or Foe

We know Homeowners Associations can be a tricky road to navigate and sometimes just obnoxious. We'll help you turn that HOA from Foe to Friend in our session on this often hidden roadblock. There will be plenty of great networking and expert advice opportunities, too.

Who Decides?

You're so close to sealing the deal, but you need to find the person who gives the green light. Am I right? Getting to that decisionmaker is the difference-maker. This critical topic will be a major point of discussion at Reunion.



THE 'FUN' STUFF



Casino Night



Fish Fry



Golf Tournament

Work Hard. Play Hard. In addition to receiving unparalleled business instruction, we like to have a little fun at Reunion with some awesome events.



Awards, Dancing, Dinners and MORE!





Hear why our Zee's enjoy coming to Reunion, and why you should too!

"Coming to Reunion is a great opportunity for me to learn more about my business. I enjoy talking to other franchise owners and sharing ideas."



"The corporate staff really goes out of their way to make our time in Waco productive. I am looking forward to this year's meeting."

"I am curious to learn more about expanding my customer base at Reunion this year."





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November 1-4, 2017 | Waco, Texas

**Reunion will begin on Wednesday, November 1, 2017
at 1:00 p.m. CST. Please plan accordingly.**

Our focus this year is commercial markets. We will be breaking down sectors of commercial markets and discussing strategies for expanding business into these areas.

Please register for the reunion with Brenda at Brenda@bordermagic.com
so we can reserve your spot.