



genergraphics™  
the next generation of marketing

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**GENERGRAPHICS MARKETING SEMINAR COMES TO LAS VEGAS**

*Local seminar teaches the importance of generations in the marketplace*

**LAS VEGAS**—Genergraphics, Inc., coined the “next generation of marketing,” will present its first seminar in Southern Nevada on January 17, 2007. The seminar will be hosted by Flamingo Las Vegas.

Founded in 2004, Genergraphics, Inc. is a California based company that takes a revolutionary approach to marketing; one that puts the generation of the customers at the core of a marketing campaign, rather than their demographics.

“For ages businesses have focused on categories such as age, sex, and income to determine what appeals to their potential customer,” said seminar presenter Phil Goodman, President and CEO of Genergraphics, Inc. “We have discovered that one’s generation is the key to an individual’s mindset, their decision making, and ultimately, how they spend their money. Genergraphics® is a revolutionary process that will change marketing forever.”

The 90-minute Genergraphics® seminar will teach participants how to market, conduct research, and advertise to one generation without alienating another, while selling the same product or service. The information will be tailored to the gaming and hospitality industry, yet all business persons can benefit by exploring this approach to marketing.

Several high-profile companies have followed the wisdom of Goodman’s Genergraphics and have benefited greatly from this innovative, generation-focused approach of marketing. Harrah’s/Harvey’s Lake Tahoe had Genergraphics do a consultation and mini-website for a Genergraphics case study and the outcome was remarkable.

“Our involvement in this project has proven that it is critical that we deal with all generations independently of each other and truly understand each generation’s core values,” said Don Marrandino, President of Flamingo and Harrah’s Las Vegas. “By understanding this we now can be more effective in our marketing efforts to each generation.”

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A key element to the Genergraphics process is proper research to uncover what it is that makes the various generations tick in a particular market. Genergraphics has a specialized research tool GenMiner, by Charles Schwartz, that allows businesses to do just that. The GenMiner capabilities and function will be covered in the seminar.

The Genergraphics seminar starts at 2 p.m. The event is open to the gaming industry as well as marketing professionals and is free with an RSVP. To learn more about the Genergraphics approach to marketing and to view the Harrah's/Harvey's Lake Tahoe case study results visit [www.genergraphics.com](http://www.genergraphics.com). To sign up for the marketing seminar contact Linda Delsman at 1 (800) 238 – 0357.

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