



The Durham Engineers Club Cordially Invites You  
to our February 21, 2013 Meeting  
**Featuring our guest speaker Carol Caffarel**  
*Business Motivational Speaker from Greensboro, NC*  
*Owner of "Presentation - Southern Style"*  
Her presentation will be about ...  
**Brand You - Your Personal and Professional Presence**

[Register Now!](#)

You can now prepay with a credit card or PayPal account as you register!

*This meeting will begin at 6:00pm.*

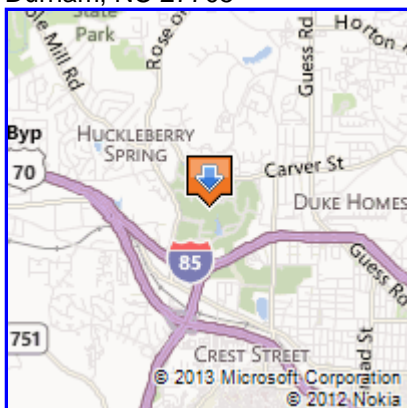


#### When

Thursday February 21, 2013 from  
6:00 PM to 8:30 PM EST  
[Add to Calendar](#)

#### Where

**Coasdale Country Club**  
3800 Farm Gate Avenue  
Durham, NC 27705



[Driving Directions](#)

#### Dear Fellow Professional :

**Please consider our special invitation to attend our regular monthly meeting Thursday, February, 21st from 6:00 to 8:00 pm.**

Branding yourself is crucial today, more than ever. You will discover ways to find your "tag line," through examining your strengths, talents, and skills. How are YOU known in your field, and how is that different from the way YOU want to be known? You may be surprised at the disconnect in these perceptions!

For example, consider the various images above or the three products from Toyota and the branding associated with them, namely; 1) "Prius - For Energy Savers", 2) "Tundra Pickup - For Workloads" and 3) "Lexus - for Luxury". What comes to your mind when you see their pictures?

Did you know ...

- Some executive level leaders keep an average of 800 emails in their Inbox,
- Many professionals have never learned etiquette do's and don't's for today's meetings including dining,
- That some professionals, when asked what they do for a living, cannot state succinctly what their work involves or how they contribute to the company.

Mrs. Caffarel will address many seemingly simple concepts, such as writing an effective email, running a good meeting, and dining etiquette with the purpose of helping professionals work better, more efficiently, and with their company's brand, as well as their personal brand, in mind. It's not about just about using the correct fork anymore!

Carol Caffarel has presented "Brand You: Your Personal and Professional Presence" to managers at GE Energy in Wilmington NC, Regional Conference of American Society of Mechanical Engineers Student Division, NC State University graduates, the IAAP state level

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conference of the NC Division, and more. This signature presentation has proven to be important in preparing professionals of all ages and stages when considering who they are and what image they want to present to the marketplace.

Please click on the link below to register; the cost to attend is \$25 for members and \$35 for non-members. You can now pre-pay as you register with a credit card or PayPal account, mail a check, or pay at the door with cash or check. We cannot accept credit cards at the event.

The price includes a buffet dinner at the Croasdaile Country Club. The buffet features an extensive salad bar, and a variety of hot dishes; the food is excellent. Social hour is from 6:00 to 6:30 pm and there is a cash bar. Dinner is from 6:30 to about 7:00 and the seminar will begin about 7:00, the presentation will be about an hour followed by Q&A.

One (1.0) PDH will be provided; a terrific bargain! Please join us for this great presentation by clicking on the "Register Now" link below, if you cannot attend please let us know as well, and feel free to forward this invitation to as many others as you would like using the button below.

**[Register Now!](#)**  
**[Forward to a Friend!](#)**

[I can't make it](#)

If you do not wish to continue to receive event invitations from the Durham Engineers Club please unsubscribe using the link at the bottom. The Durham Engineers Club has one meeting per month.

We look forward to seeing you at the meeting!

**Sincerely,**

Michael M. Hughes, PE  
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