

**Soap Makers' Luncheon**  
**Sunday, April 18, 2010**

**Agenda**

Please bring a bar of your soap to show to the other attendees and to donate to our guest speakers. Remember to bring at least 10 business cards. The time schedules for this agenda are approximate.

**2:00 pm** -----

- Greetings and introductions
- Pass out goodie items and attendee sign-in sheet
- Order food item from Marie Callender's menu
- Old business from January 17 meeting:
  - Recipe for laundry soap
  - Hand out extra soap making book reviews
- Attendees submit soap bars to these soap makers for discussion and diagnosis:
  - Lauri Strain of Soap Gourmet
  - Regina Parker-McKee of Hummingbird Scented Soap
  - Anita Forster of Pacific Paradise Soap Co
  - Kerri Mixon of Pallas Athene Soap

**2:20 pm** -----

- Speaker Kerri Mixon:  
*The presentation "**Soap Sense**" will feature an interactive experiment for luncheon attendees and is designed to help soap makers focus on product quality by coloring and scenting soaps to increase customer satisfaction through product sensual recognition.*

**2:45 pm** -----

- Speaker Steve Flesser:  
*Special guest speaker Steve Flesser is a renowned motivational speaker, who specializes in marketing and branding. He will conclude his presentations, "**A Passion for Soap and the Nature of Entrepreneurship**" and "**Take Your Show on the Road.**"*
- Raffle prize drawing: Polyethylene Apron from Certified Lye

**3:15 pm** -----

- Speaker Terra Williams:  
*Special guest speaker Terra Williams is an Internet Business Consultant and is the head marketer, brand designer, and web designer for Cibaria International (a southern California distributor of carrier oils for soap making). Terra Williams' presentation will include "**Soap Branding and Marketing Strategies.**"*
- Raffle prize drawing: Soap diary / notebook / recipe journal from Brambleberry

*Agenda continued on next page.*

**Future Soap Makers' Luncheons:** July 18 and October 17, 2010 (Sundays at 2:00 pm)

More info: <http://www.pallasathenesoap.com/luncheon.html>

Soap Makers' Luncheons are free and open to the public. They are sponsored partly by the Natural Soap Directory <http://www.natural-soap-directory.com> to promote the handmade soap industry. **Page 1 of 1.**

