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For Immediate Release

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Thinking Outside the Box - 4th Annual Seminar for Non-Profit Organizations to be held August 16, 2013

(July 11, 2012 – Naples, FL) Reservations are now being taken for the fourth annual “Thinking Outside the Box” seminar for local non-profit organizations. The free seminar will be held on Friday, August 16 from 8:30 a.m. to noon at the Naples Daily News Community Room, located at 1100 Immokalee Road in Naples. The seminar will offer creative marketing and fundraising suggestions for non-profit staff, board members and volunteers.

The seminar has filled quickly in past years so reservations will be limited to two people per organization, in order to accommodate more total groups. This year will feature some past speakers and a few new presenters who will bring new insights into how businesses relate to the community and its charities.

Each year, a different theme ties the topics together; this year’s theme *Making the Leap* features six speakers to engage and encourage attendees to leap forward in their thinking and actions.

Speakers and topics scheduled for Thinking Outside the Box 2013 are:

Marketing that jumps - presented by Sue Huff, owner of E. Sue Huff & Associates Marketing & Management Consulting

Taking the leap - Paul Kessen, President of Allegra of Naples

Jumping between community, sponsors and services – Jim Henderson, President of William C. Huff Companies, National Speaker and Philanthropist

From the touch to the movement - Kelly E. Capolino Realtor/Philanthropist

Media coverage by leaps and bounds - Robin Calabrese, Naples News Media Group

How high can you go – Scott Robertson of Scott Robertson Auctioneers

Kelly E. Capolino, local real estate professional with Keating Associates and founder of the Diamond Volunteer program and Sue Huff, owner of E. Sue Huff and Associates, Inc., are the organizers of the seminar again this year. The event is being sponsored and made possible by Allegra Naples, Scott Robertson Auctioneers and Storm Force.

The seminar is free, however space is limited. Continental breakfast will be provided courtesy of Costco. Reservations may be made by submitting: name of the non-profit organization, names of persons attending, contact phone numbers and email addresses of each person requesting attendance to ESueHuffInc@gmail.com -- limit two attendees per organization please.

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