



Motivating ~~Marketing to~~ Millennials

...to the slopes
...to promote you
...to be lifelong enthusiasts



Tuesday, August 9, 2011
MSAA 2011 Trade Show, Devils Head, WI



@srufu | #msaa

**Social media?
Web 2.0?
Kid stuff, right?**





Millennials are the Driving Force Behind the World's Largest Market



Introducing:

Samantha Rufo

President, nxtConcepts, Ltd.

Offline

- 19 years marketing & technology experience
- NOW Marketing: Traditional marketing foundation with continual learning of new tools and methods
- Interactive Marketing focus for 13 years

Online

Storyteller. Speaker. Tech Geek. Skier. Beachcomber.
Curious. Lover of Scotch w/ a Taste for Adventure.



Agenda

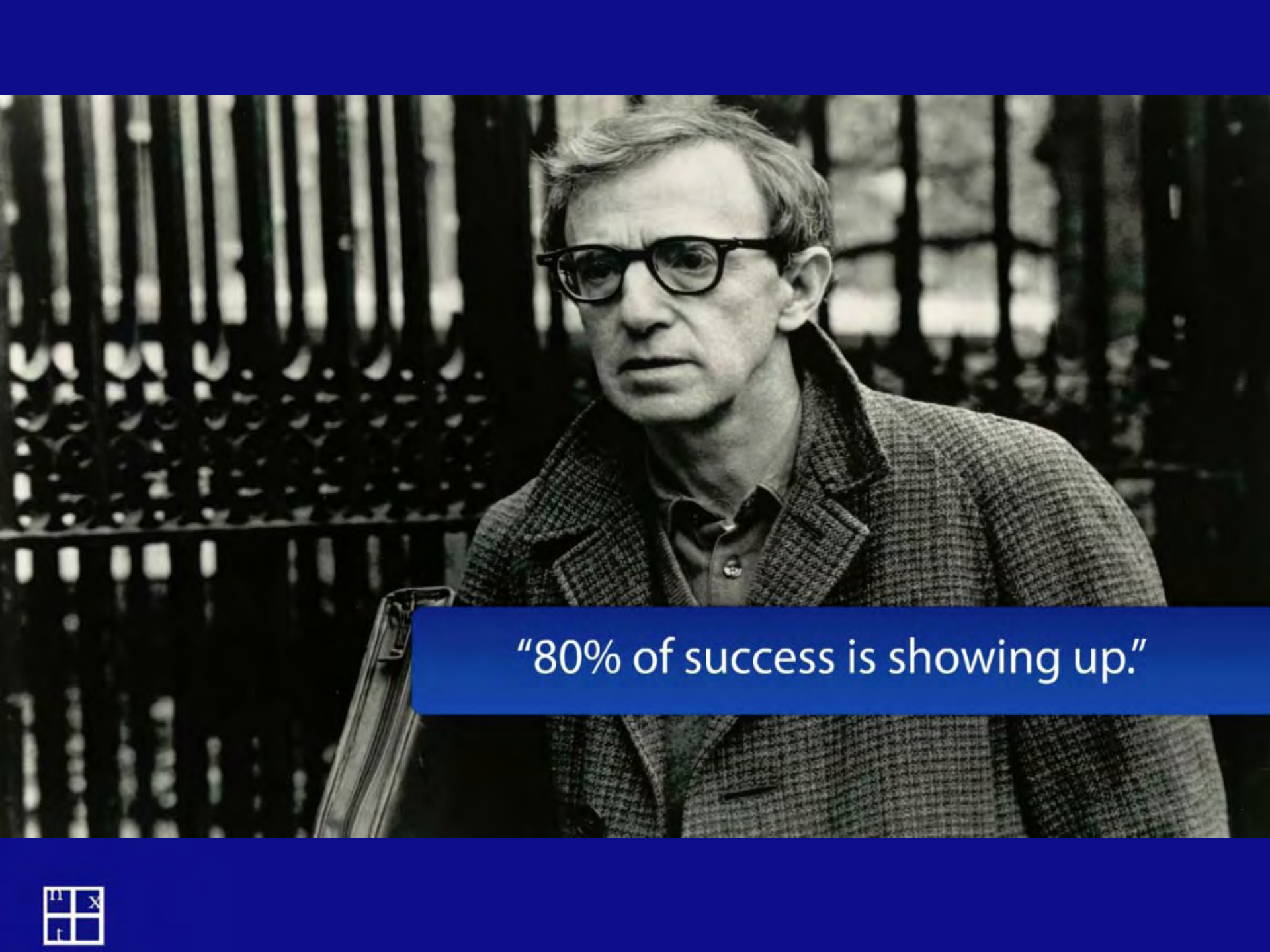
1. It's all about the Millennials
 - a) Yes, there is a generation gap
 - i. Quiz: How Millennial are You?
 - b) Their tattoos are telling

2. How to reach today's youth
 - a) It's a social economy now
 - b) It will take a community
 - c) Resorts that are succeeding

3. Motivating Millennials to the slopes
 - a) Breaking open the piggy bank
 - b) Go with the flow--sharing rules
 - c) Fine tuning messages for the Millennial brain

4. What they have in store for the rest of us





“80% of success is showing up.”



NOT ANY MORE



It's Not Just a Medium,
Social Media is an Ingrained
Part of the Younger Generation's
Culture

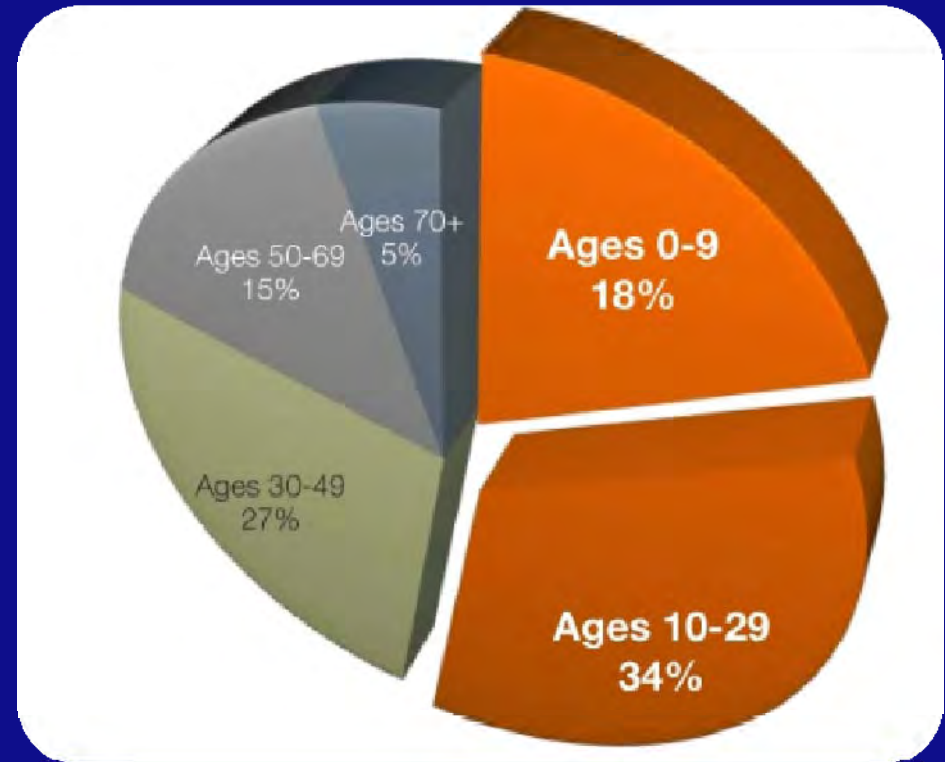


Millennials are the Largest Generation In the History of the World

World Population by Age
Midyear 2009 (census.gov)

There are more than 2.3 Billion Millennials (ages 10-29) in the world. They represent more than 1/3 of the world's population and more than 1/4 of the U.S. population.

They think, act, work, communicate and make decisions differently than you AND influence just about everything you care about.



Quiz: How Millennial Are you?

Please raise your hands with your answer.

Take it online: <http://pewresearch.org/millennials>



Question 1 of 14

In the past 24 hours, did you watch more than an hour of television programming, or not?

Yes No



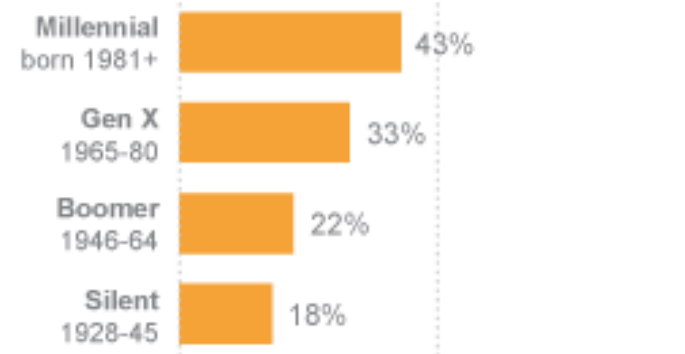
Millennial Answer 1 of 14

1. You **did not watch** more than an hour of television programming in the past 24 hours.

See What Others Said

Modify Your Response

Percentage who gave the same response as you



Question 2 of 14

In the past 24 hours, did you read a daily newspaper, or not?

Yes No



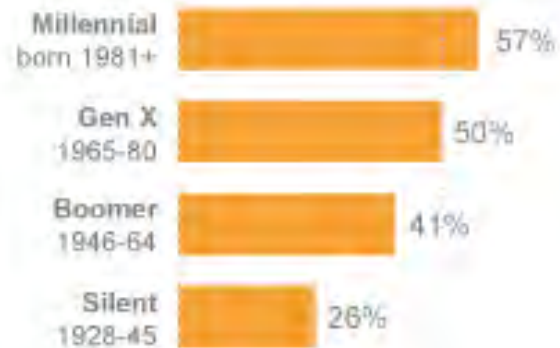
Millennial Answer 2 of 14

2. You **did not read** a daily newspaper in the past 24 hours.

[See What Others Said](#)

[Modify Your Response](#)

Percentage who gave the same response as you



Question 3 of 14

In the past 24 hours, did you play video games, or not?

Yes No



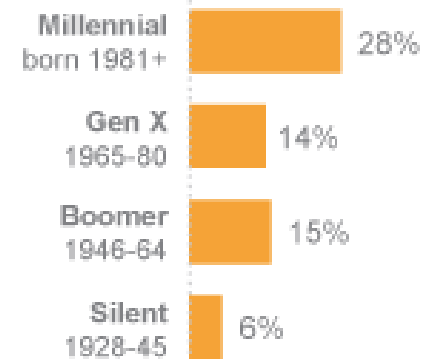
Millennial Answer 3 of 14

3. You **played** video games in the past 24 hours.

See What Others Said

Modify Your Response

Percentage who gave the same response as you



Question 4 of 14

Thinking about your telephone use, do you have...

- Only a landline phone in your home
- Only a cell phone
- Both a landline and cell phone



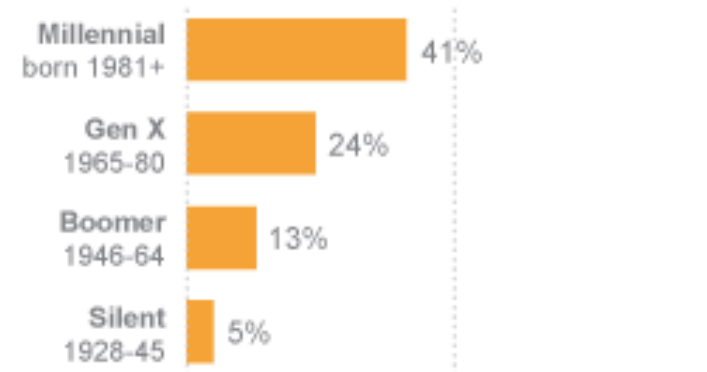
Millennial Answer 4 of 14

4. You have only a cell phone.

[See What Others Said](#)

[Modify Your Response](#)

Percentage who gave the same response as you



Question 5 of 14

In the past 24 hours, about how many text messages, if any, did you send or receive on your cell phone?

- No text messages on your cell phone in the past 24 hours
- 1 to 9 text messages
- 10 to 49 text messages
- 50 or more text messages



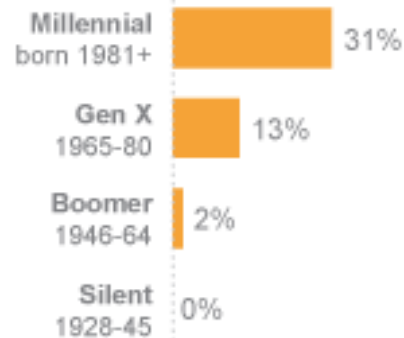
Millennial Answer 5 of 14

5. You sent or received **50 or more** text messages on your cell phone in the past 24 hours.

See What Others Said

Modify Your Response

Percentage who gave the same response as you



Question 6 of 14

How important is being successful in a high-paying career or profession to you personally?

- One of the most important things
- Very important but not the most
- Somewhat important
- Not important



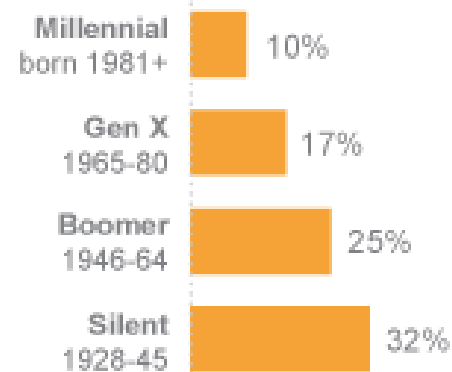
Millennial Answer 6 of 14

6. Being successful in a high-paying career or profession is **not important** to you personally.

See What Others Said

Modify Your Response

Percentage who gave the same response as you



Question 7 of 14

Do you think more people of different races marrying each other is a...

- Good thing for society
- Bad thing for society
- Doesn't make much difference for society



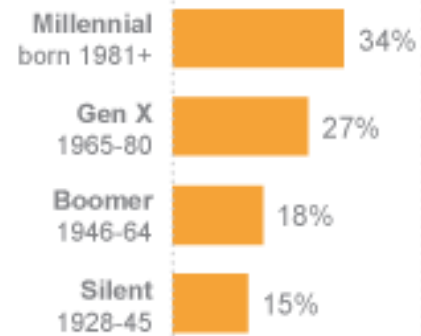
Millennial Answer 7 of 14

7. You think people of different races marrying each other is a **good thing for society**.

[See What Others Said](#)

[Modify Your Response](#)

Percentage who gave the same response as you



Question 8 of 14

In the past 12 months, have you contacted a government official, or not? This contact could have been in person, by phone, by letter, by sending an email, or posting a message on their website or social networking page.

- Yes, contacted a government official in past 12 months
- No, did not contact a government official in past 12 months



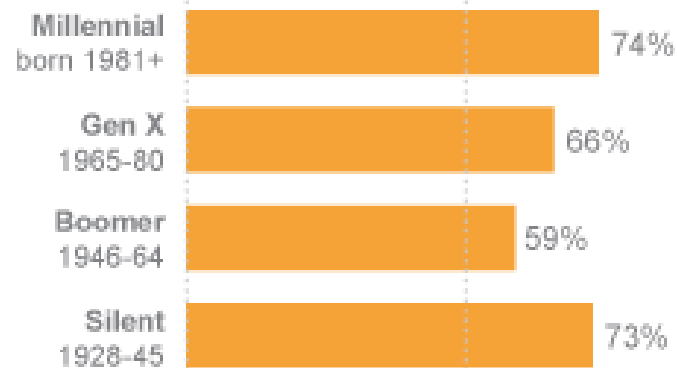
Millennial Answer 8 of 14

8. You **have not** contacted a government official in the past 12 months.

See What Others Said

Modify Your Response

Percentage who gave the same response as you



Question 9 of 14

Have you ever created your own profile on any social networking site such as MySpace, Facebook or LinkedIn, or haven't you done this?

- Yes, have created profile
- No, have not created profile



Millennial Answer 9 of 14



Question 10 of 14

How important is living a very religious life to you personally?

- One of the most important things
- Very important but not the most
- Somewhat important
- Not important



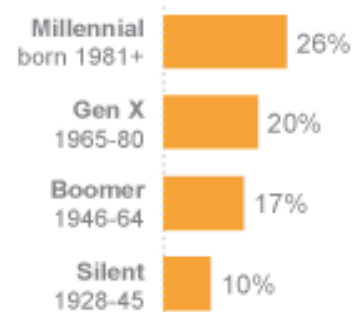
Millennial Answer 10 of 14

10. Living a very religious life is **not important** to you personally.

[See What Others Said](#)

[Modify Your Response](#)

Percentage who gave the same response as you



Question 11 of 14

Were your parents married during most of the time you were growing up, or not?

- Married
- Not married (includes divorced, separated, widowed or never married)



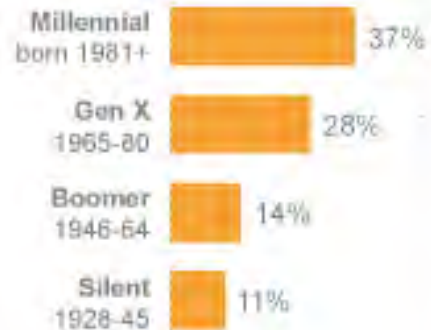
Millennial Answer 11 of 14

11. Your parents were **not married** during most of the time you were growing up.

[See What Others Said](#)

[Modify Your Response](#)

Percentage who gave the same response as you



Question 12 of 14

Do you have a tattoo, or not?

- Yes
- No



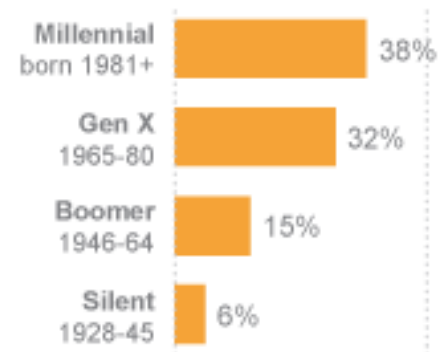
Millennial Answer 12 of 14

12. You **have** a tattoo.

[See What Others Said](#)

[Modify Your Response](#)

Percentage who gave the same response as you



Question 13 of 14

Do you have a piercing in a place other than your earlobe, or not?

- Yes
- No



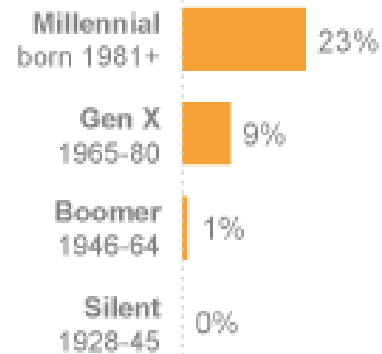
Millennial Answer 13 of 14

13. You have a piercing in a place other than your earlobe.

See What Others Said

Modify Your Response

Percentage who gave the same response as you



Question 13 of 14

In general, would you describe your political views as...

- Conservative
- Moderate
- Liberal



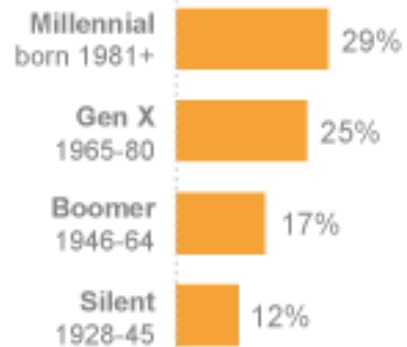
Millennial Answer 14 of 14

14. You describe your political views as **liberal**.

See What Others Said

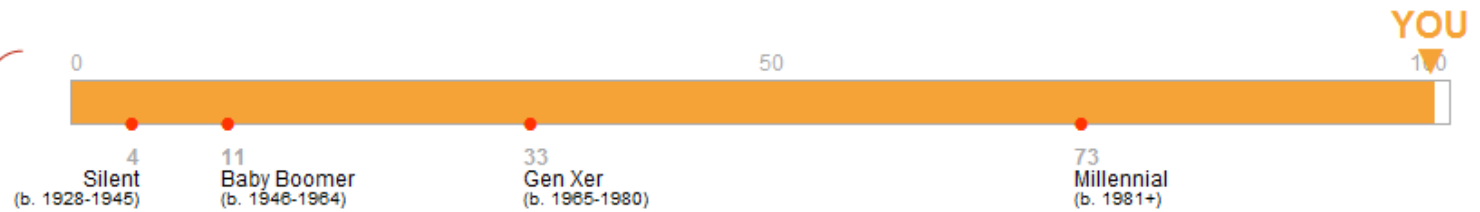
Modify Your Response

Percentage who gave the same response as you



Quiz: Generations Overall

Compare your score with that of the typical member of the following generations:





The Generation Gap



1925 - 1945

The Silent Generation



- ✓ Fewer children
- ✓ Affected by financial & global insecurity (like Generation X)
- ✓ Scientific and technological advances
- ✓ Laid the foundation for the inventions of late 20th century.



1946 - 1964

The Baby Boomer



- ✓ Numbers remodeled society as they passed thru
- ✓ Redefined traditional values
- ✓ Grew up in a time of affluence
- ✓ Healthiest and wealthiest generation
- ✓ Music became generational identity
- ✓ Civil right movement
- ✓ Challenge leaders and government



1965 - 1980

Generation X



PC vs Mac

- ✓ Smallest generation
- ✓ Focused on money more than art
- ✓ Entrepreneurs even in Economic uncertainty
- ✓ Kids of divorced parents
- ✓ Ignore government and leaders
- ✓ Similar values to Silent Generation



1981 - 2001

The Millennial



- ✓ Most supervised generation in history
- ✓ Most open to change
- ✓ Civic minded
- ✓ Diverse and tolerant
- ✓ Like big government
- ✓ Technology is a given
- ✓ Play online games
- ✓ Thrill seekers
- ✓ Tattoos are a trademark
- ✓ Prefer immediate gratification purchases



What Makes Your Generation Unique?

Millennials

1. Technology use (24%)
2. Music/Pop culture (11%)
3. Liberal/Tolerant (7%)
4. Smarter (6%)
5. Clothes (5%)

Gen X

1. Technology use (12%)
2. Work ethic (11%)
3. Conservative/Trad'l (7%)
4. Smarter (6%)
5. Respectful (5%)

Boomers

1. Work ethic (17%)
2. Respectful (14%)
3. Values/Morals (8%)
4. "Baby Boomers" (6%)
5. Smarter (5%)

Silent

1. WW II, Depression (14%)
2. Smarter (13%)
3. Honest (12%)
4. Values/Morals (10%)
5. Work ethic (10%)

Note: Based on respondents who said their generation was unique/distinct. Items represent individual, open-ended responses. Top five responses are shown for each age group. Sample sizes for sub-groups are as follows: Millennials, n=527; Gen X, n=173; Boomers, n=283; Silent, n=205.

Top 5 things that make Millennials unique:

(according to Millennials)



I voted for Obama.
And so did all my friends.



Always On

What Did You Do in the Past 24 Hours?

% saying they have ...

	Millennial	Gen X	Boomer	Silent
Millennials more likely to have...	%	%	%	%
Watched a video online	32	23	9	7
Posted a message to an online profile	32	22	9	3
Played video games	28	14	15	6
Millennials as likely to have...				
Sent or received an email	56	57	54	26
Older Americans more likely to have...				
Watched more than an hour of TV	57	67	78	82
Read a daily newspaper	43	50	58	73
Number of respondents	830	351	487	319



Technology

Millennials Outpace Older Americans in Technology Use

	Millennial (18-29)	Gen X (30-45)	Boomer (46-64)	Silent (65+)
Internet behaviors				
Created social networking profile	75	50	30	6
Wireless internet away from home	62	48	35	11
Posted video of themselves online	20	6	2	1
Use Twitter	14	10	6	1
Cell phones and texting				
Use cell to text	88	77	51	9
Texted in past 24 hours	80	63	35	4
Texted while driving	64	46	21	1
Have a cell phone/no landline	41	24	13	5
Median # texts in past 24 hours	20	12	5	--

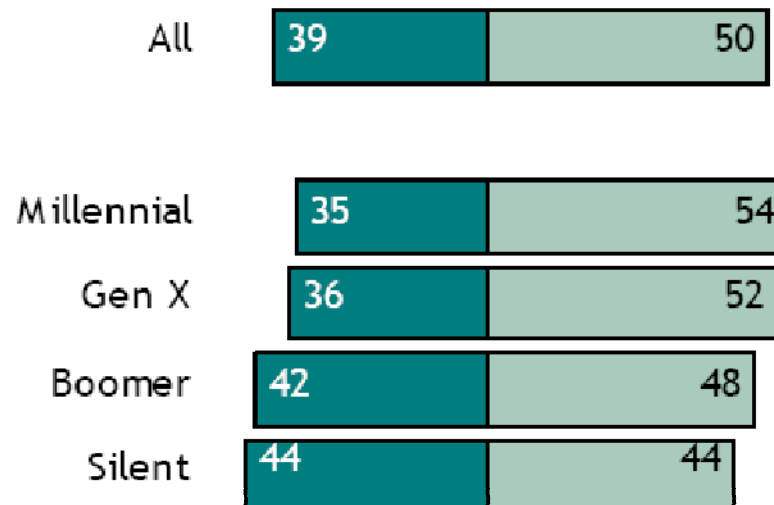
Note: Median number of texts based on those who texted in past 24 hours.



Technology

■ New technology makes people more isolated

□ New technology makes people closer to their friends and family



Attitudes about technology

New technology makes life...



New technology makes people...



New technology allows people to...



Mobile

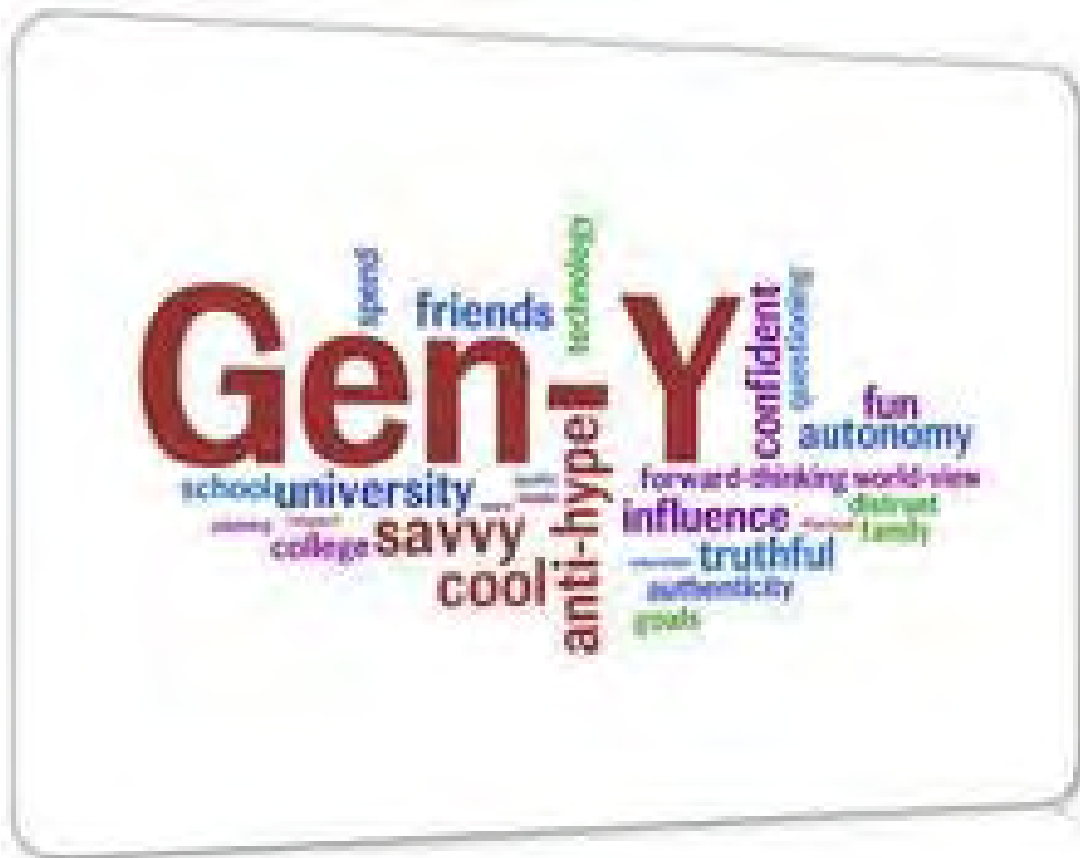
91% of young adults in the Millennials generation have a mobile phone or Smartphone.

-Who young people talk to says something symbolically about who they are tied to.

-Young people are not just talking for two hours straight, but they are continually connecting through the day.

-Text messages are symbolic gestures of friendship





How to reach today's youth



Your website is less important.

53% of online users consume content outside traditional corporate websites.



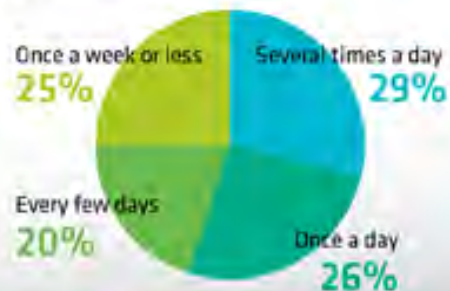


Social Networking Users

% of adults who use social networking sites

	Feb/Mar 2005*	Aug 2006*	Nov/Dec 2008*	Jan 2010**	05-10 Change
All	5	11	27	41	+36
Millennial	7	51	71	75	+68
Gen X	7	10	38	50	+43
Boomer	5	4	13	30	+25
Silent	2	*	2	6	+4

How often Millennials visit the social networking site they use most:



*Data from surveys conducted by the Pew Research Center's Internet & American Life Project. Question wording varied from 2005 to 2008. The 2005 item was worded "Use online social or professional networking sites like Friendster or LinkedIn." The 2006 item was worded "Use an online social networking site like MySpace, Facebook or Friendster."

The 2008 item was worded "Use a social networking site like MySpace, Facebook or LinkedIn.com."

**Question wording: Have you ever created your own profile on any social networking site?





It's a social economy now.



It's the best thing to happen to your organization.

- It levels the playing field by giving you a voice.
- It gives you a direct connection to your customers.
- It gives your customers a direct connection to each other.



Purchases are powered by...

- Social networks
- Blogs
- Online chat
- Podcasts
- RSS
- Microblogs
- Widgets
- Social bookmarks
- Message boards
- Photo sharing
- Video sharing
- Wikis



"Social media" is people having conversations online.



Keep in mind...



**...If you're company isn't active
online and never gets active online**

**- your user base is going to die off
and your company will suffer.**





CANYONS

THECANYONS.COM | UMG BLOG | EVENTS | LODGING DEALS

The ultimate decision for the Ultimate Mountain Gig has been made! Nearly 400 applicants applied, answering the ultimate question – “How do you mountain?” And in the end only two, yes two, survived. The winners of Canyons Resort’s Ultimate Mountain Gig are Kaylin Richardson and Andy Campbell! Check out their new blog and get to know it well, because they’ll be filling it with fresh content about Canyons Resort all season long!



Meet Kaylin Richardson
Kaylin's Posts



Meet Andy Campbell
Andy's Posts

Meet the Winners

We are pleased to welcome Kaylin and Andy to the Canyons team!

[Check out our new Blog >](#)

Resorts that are succeeding



today's deal

past deals

how it works

more deals

escapes

Affordable getaways near you



Japan Earthquake and Tsunami Relief

donate now »



Wild Mountain

\$67 to Spend on One Lift Ticket and One Equipment Rental

\$33

deal over

51% SAVINGS

712 PURCHASED

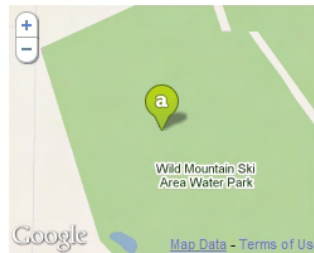
---:--- REMAINING

Who needs the Swiss Alps? The hills are alive with the sound of swishing on **Wild Mountain**. If you get your winter highs going downhill, be it by ski, snowboard, or goat, then today's deal will be music to your ears: Pay \$33 and get \$67 to spend on... [\(show more\)](#)

Get yours free! Buy, share, and if three friends buy, yours is free.

Share 48 Tweet 0 email

map & location



37200 Wild Mountain Road
Wild Mountain
Taylors Falls, MN 55084
651-465-6365
[get directions](#)

nearby deals

- Truffles & Tortes**
\$20 to Spend on Food and Drink
Minneapolis
- Spoon Fusion Cuisine**
\$30 to Spend on Food and Drink
St. Paul
- Rebecca Rae Photography**
Photo Shoot, Online Gallery, and CD with Images
Minneapolis Family Edition



Perfect North By epop studio

[View More By This Developer](#)

Open iTunes to buy and download apps.



Description

Perfect North Slopes App

Perfect North Slopes is one of the premiere ski areas in the Midwest, with 5 chair lifts, 6 carpet lifts, 23 trails, 2

[epop studio Web Site](#) [Perfect North Support](#)

[...More](#)

What's New in Version 2.0

New layout and universal binary so you can enjoy Perfect North's iOS App on your iPhone or iPad.

[View In iTunes](#)

This app is designed for both iPhone and iPad

Free

Category: [Travel](#)
Updated: Jan 31, 2011
Current Version: 2.0
Size: 5.6 MB
Language: English
Seller: epop studio
© epop studio
[Rated 4+](#)

Requirements: Compatible with iPhone, iPod touch, and iPad. Requires iOS 4.0 or later.

Customer Ratings

Current Version:
★★★★ 282 Ratings
All Versions:
★★★★ 282 Ratings

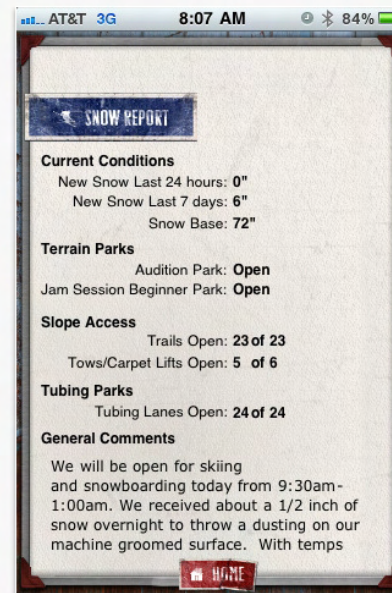
More by epop studio



Indianhead Mountain Resort

Screenshots

iPhone | iPad





- Wall
- Info
- Friend Activity
- Photos (278)
- Notes
- Events

1,075 check-ins
6,143 people like this

Likes See All

- Justin Berk, Meteorologist
- Harrisburg Magazine
- State Representative Seth Grove,
- PAMusicScene.com
- Harrisburg City Islanders

- Add to My Page's Favorites
- Subscribe via SMS
- Unlike
- Create a Page
- Report Page

Ski Roundtop

Local Business · Lewisberry, Pennsylvania



Wall Ski Roundtop · Most Recent

Share: Post Photo Link Video

Write something...

Ski Roundtop
Enjoy a new menu and prices along with the music of Pat Cusick at the Fireside on Friday!

pat cusick online at -- www.patcusick.com
www.patcusick.com
You have reached the online home of the captivating and talented, yet humble, working musician Pat Cusick.

4 hours ago · Like · Comment · Share

Ski Roundtop
What a great tag line to capture someone's attention!!

Ski bumps, fight lumps | VailDaily.com
www.vaildaily.com
ELDORA, Colorado — They piled out of their borrowed, 31-foot RV with ski boots on, with turns to make and a schedule to keep. Three members of (read more)

4 hours ago · Like · Comment · Share

Kristin Kendall likes this.

Barbara Norton Cool!
about an hour ago · Like

Write a comment...

Zach Jurgill
why do the groomers always go out and push snow around after you guys are closed? saw them do in on the web cams yesterday. Jus wonderin

Yesterday at 12:45pm · Like · Comment

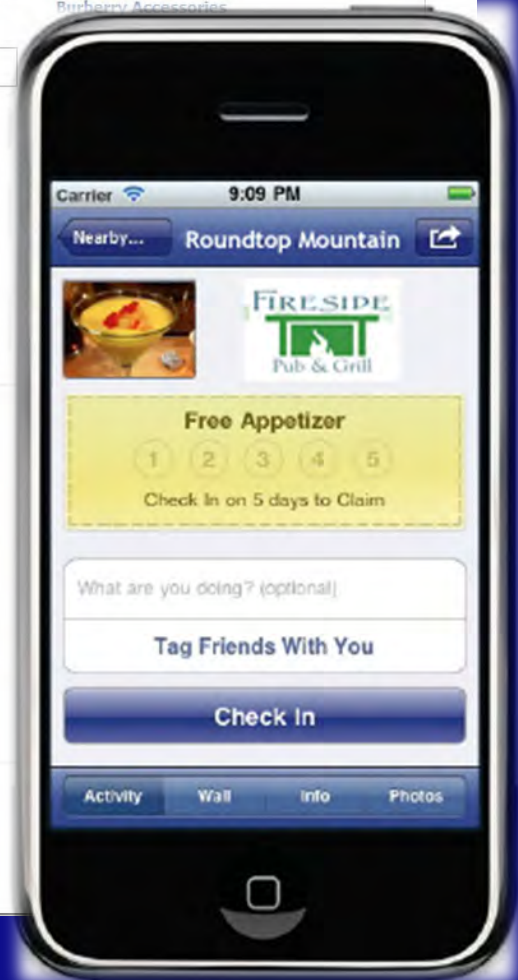
Ski Roundtop They are practicing new techniques for grooming and building park features. It also gives them a chance to experiment on

You and Ski Roundtop

Whistler Blackcomb, Park City Mountain Resort

Sponsored

Burberry Accessories



epic MIX™

Capture. Connect. Share.



WHAT IS EPICMIX?



FEEDBACK

HOW IT WORKS



Get a pass.
Does my pass have Mix?



Hit the slopes.



Capture your experience.



Connect and share
with friends.

Start Now

LIVE ALL-MOUNTAINS FEED

STATS **4,768,398** total points today **54,370** pins achieved today

Erin P. earned **High Roller** about 10 minutes ago at **Keystone**

Kayleigh L. earned **Century Club** about 10 minutes ago at **Vail**

Tyler C. earned **Kidtopia** about 11 minutes ago at **Keystone**

Kim C. earned **Vail Conqueror**

B **Weather**
Hi: 51 Lo: 23
Snow Showers Likely
about 20 minutes ago at **Breckenridge**

B **Weather**
Hi: 51 Lo: 23
Snow Showers Likely
about 20 minutes ago at **Breckenridge**

H **Weather**
Hi: 65 Lo: 48
Rain Showers
about 40 minutes ago at **Heavenly**

CONNECT MIX with FACEBOOK

See your Facebook friends' epic days and stats, how they rank against you, and share your achievements in real-time.

John Siewierski has connected to Epic Mix.



MOBILE

Download the EpicMix App to get the most out of your experience:



iPhone



Android



Motivating Millennials to the Slopes



Millennials are active Online and Offline

Online Content Creators Are More Active Offline than Non-Creators

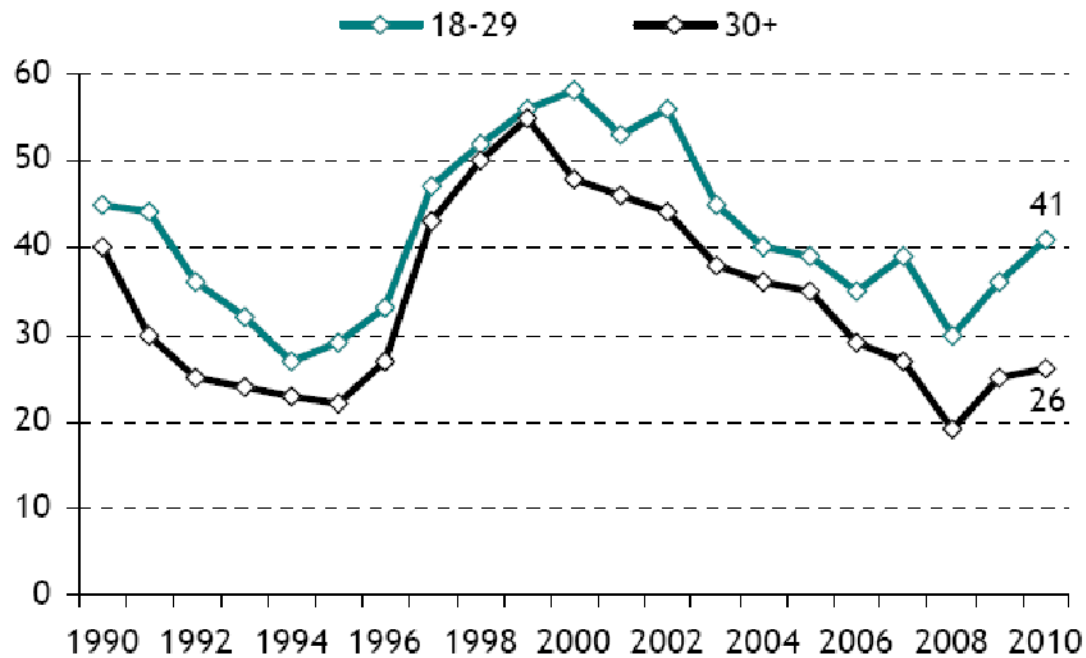
<i>Do you currently participate in any of the following...?</i>	<i>% of content creators who participate</i>	<i>% of non-content creators who participate</i>
A club not affiliated with school like recreation league or church or youth group	60%	54%
School sports program	52	51
Other extracurricular like band	42	42
School club like drama or language	42	26

Pew Internet & American Life Project Survey of Parents and Teens,



The Satisfaction Gap

% saying they are satisfied with the way things are going in this country today



Source: Pew Research Center surveys

PewResearchCenter





Breaking open the piggy bank



Median Household Income (2008 \$), ages 18-28

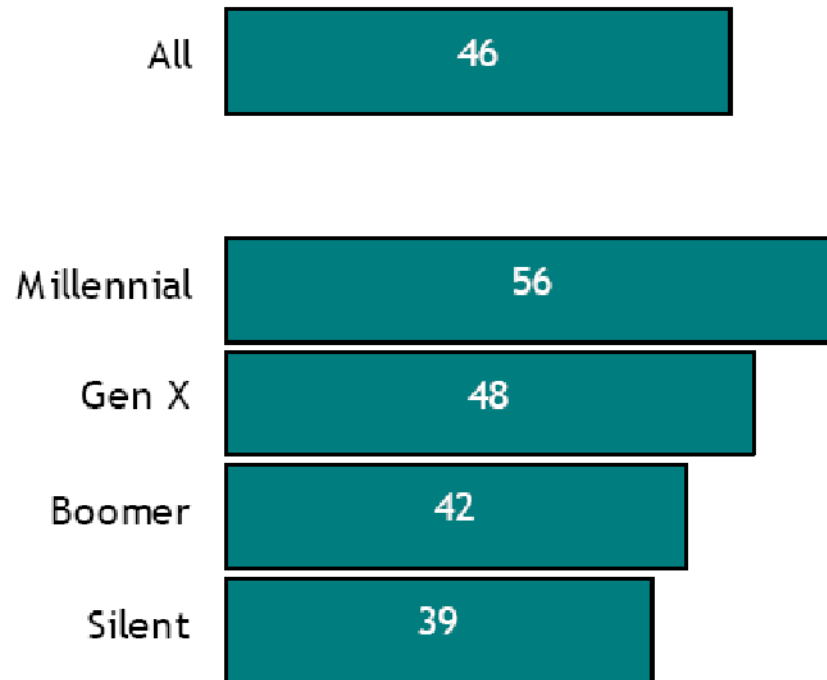


Estimates refer to income of household in which a person resides. A given household may have residents from more than one generation.



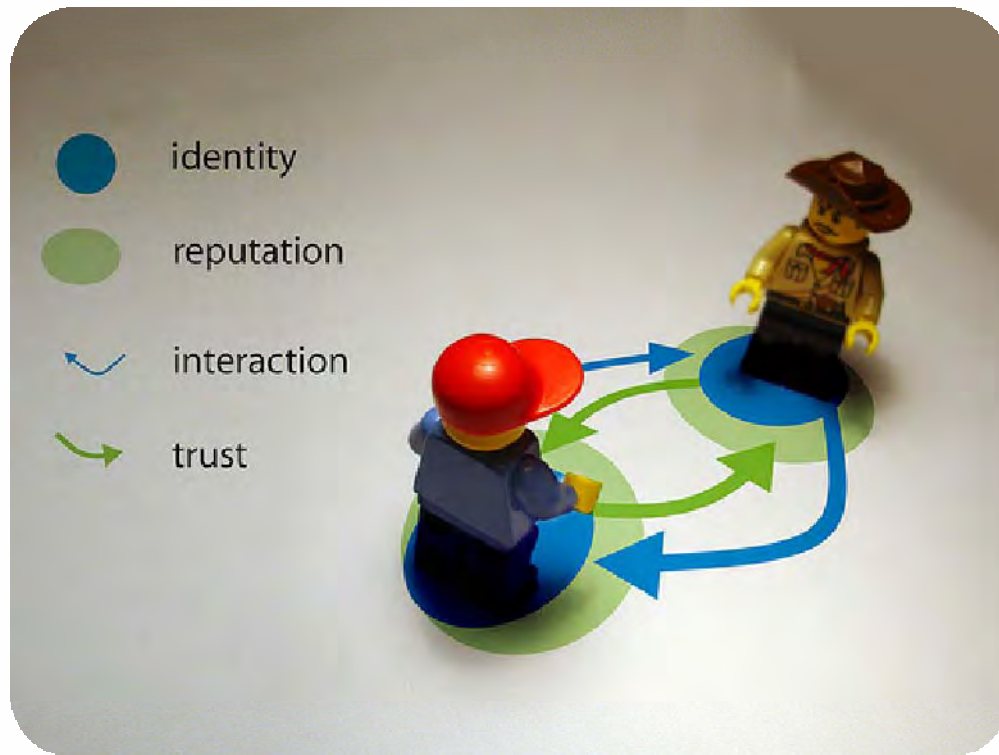
Millennials and Exercise

% saying they got vigorous exercise in the past 24 hours



PewResearchCenter





Go with the flow—sharing rules



“Me”dia

Raised on a steady diet of reality TV, blogging and Facebook profiling, Millennials have become not just seasoned self-broadcasters but **master curators of their identity.**

Each operates a little like a one-man director, editor and special effects **expert of the movie called self**; each is a mogul of her own "me"dia.



Talking Millennial

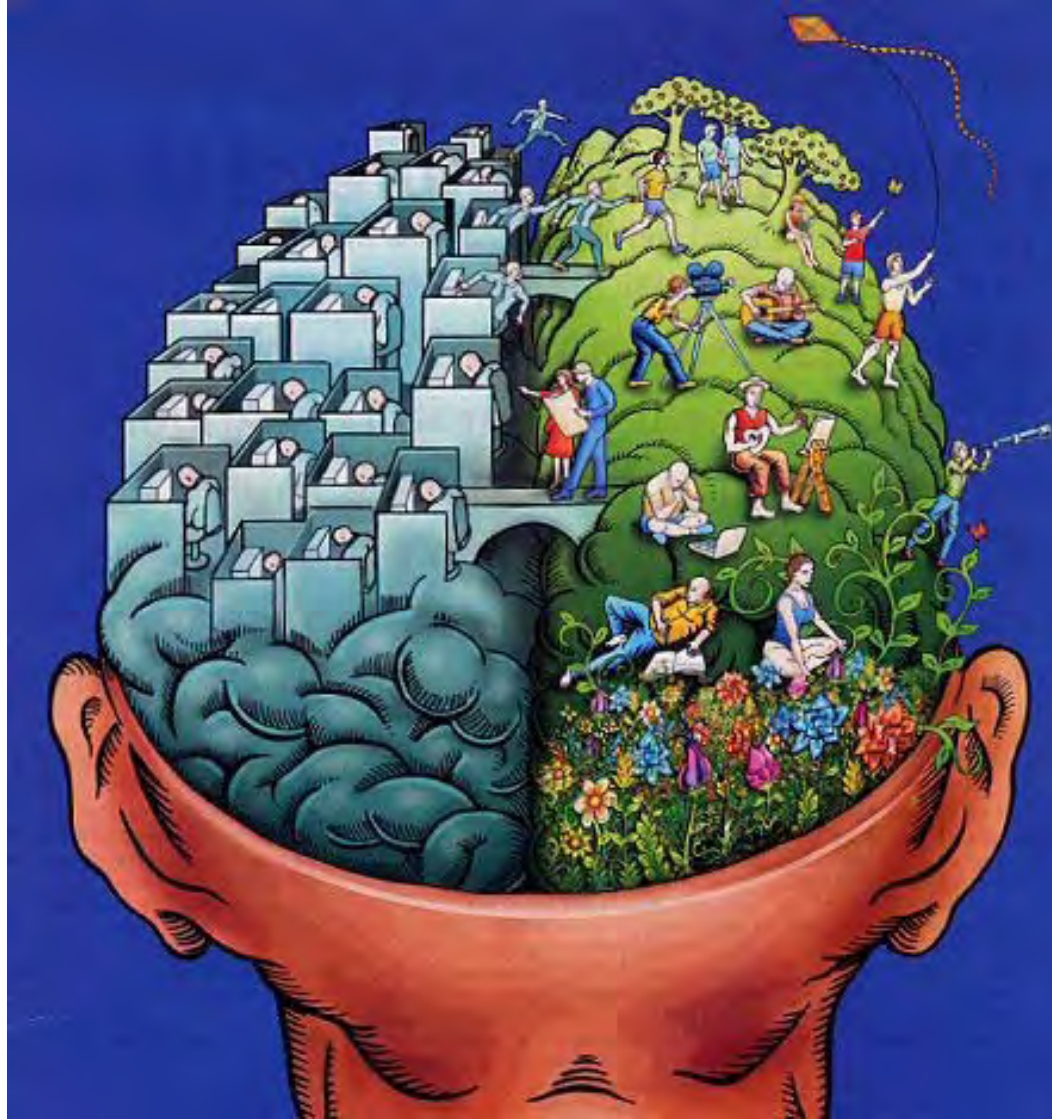
Overshare and you're hidden in the feed

(De-friending being so overly confrontational and all)

Respond too fast and too frequently and you're **overeager** and deeply **uncool**.

Half of smartphone-toting millennials said they were "very concerned" that if they responded too quickly, they'd "look like they had **nothing better to do**."





Fine tuning message for the Millennial brain



Give 'em something to talk about.



Six tips:

- Define marketing differently.
- Adopt the mindset that you're not advertising; you're buying customers.
- Realize nothing has really happened until a sale occurs.
- Rely on the formula: "Target, Offer, and Copy."
- Test any new marketing medium first.
- Fail fast. Try again.



How?



Is your marketing “In” or “Old”?

IN

LivingSocial, Groupon
 Foursquare, Facebook Places, Google Places

 Liftopia
 Flexible offers
 Apps
 Yelp, Trip Advisor
 EpicMix

OLD

Group Season Passes
 Forums
 Off Site Lift Ticket Sales (Ski Shops, Gas stations)
 Black-out dates
 Email
 Paper surveys
 Brochures and Direct Mail



Does Using Traditional Media Still Work?

Answer: Yes. But, not by itself

- It's almost never enough
- It's becoming an add-on approach, rather than the starting point
- It can work in great synergy with a social media approach

Old(-ish) Media

- Webpages
- Email
- Face to Face



How Do You Get Most of Your News?

	Millennial	Gen X	Boomer	Silent
Main news source*	%	%	%	%
Television	65	61	76	82
Internet	59	53	30	13
Newspapers	24	24	34	50
Radio	18	22	20	15
Other	4	5	3	5





Five sites to try this week:

- ✓ Google Alerts
- ✓ Facebook
- ✓ Yelp
- ✓ Twitter
- ✓ Foursquare

facebook®



twitter



Venues

Campaigns


Specials

Your Campaigns

Start a Campaign


Active Campaigns

Campaigns currently active at one or more venues

CAMPAIGN	START	END	OFFER DESCRIPTION	TOTAL VIEWS ?	TOTAL UNLOCKS ?
 Loyalty Special 9/21/2010 at 1 venue	9/21/2010	-	Thx for visiting! Show this for this week's nxtConcepts logo item gift only for Foursquare members.	1	0


Verizon 8:39 85%

Places foursquare Share


 **nxtConcepts**
4761 Cherry Glen Drive

[Check In Here](#)

1 TIP

 Be the first! Leave a tip to let other people know what's good.

MAYOR

 Samantha Rufo

NO PHOTOS

Tip To-Do

Special Info

Loyalty Special 9/21/2010

Thx for visiting! Show this for this week's nxtConcepts logo item gift only for Foursquare members.



Unlocked: for checking in 1 times in 7 days

[View special details »](#)

Campaign Ends:
N/A

edit

Started:
9/21/2010 12:07 PM EDT

Printable Flyers

EMPLOYEE FLYER

DON'T LET YOUR SPECIAL GET MARKED AS 'BAD'.

Post this to let your employees know the details of this special.



CUSTOMER FLYER

LET YOUR CUSTOMERS KNOW ABOUT THIS FOURSQUARE SPECIAL

Print this and post it where customers can see it.



...And four more:

- ✓ YouTube
- ✓ Vimeo
- ✓ Stumbleupon
- ✓ Gowalla





Park City Mountain Resort

Park City / Ski & Snowboard Area

373

558

64

7

People

Check-ins

Photos

Highlights

Eric McCormick



Add Highlight: **Choose One**

What makes this place special to you?



Karly Anderson checked in at **Park City Mountain Resort**.

about 15 hours ago · Park City, UT



Edgard George checked in at **Park City Mountain Resort**.

4 days ago · Park City, UT



Sprung Meister checked in at **Park City Mountain Resort**.

5 days ago · Park City, UT



Cathy Holder checked in at **Park City Mountain Resort**.

"Rosanne Cash concert"

6 days ago · Park City, UT



Daniel Brewer checked in at **Park City Mountain Resort**.



We love Park City. It boasts great food, a film festival you've probably heard of, and some of the sickest glades we've ever found. You've got your helmet, right?

[Website](#) · [Twitter](#) · [Yelp](#)

1345 Lowell Avenue
Park City, UT 84060
USA
4356498111

Mon-Thurs: 11am-7pm
Fri-Sat: 10am-8pm
Sun: 11am-5pm
Hours noted are for regular summer season at the main resort base area.

Share This

Bookmarked

Leaderboard in the past 90 days

- #1 **Louisa Moore** 3 check-ins
- #2 **Eric Hoffman** 2 check-ins
- #3 **Karly Anderson** 1 check-in
- #4 **Edgard George** 1 check-in
- #5 **Sprung Meister** 1 check-in

3 Trips include this spot

Sundance 2011





What they have in store for us...



What's Coming



- Your car will be able to tell your alarm clock that you need to add extra time on the morning commute to fill the tank up
- Groceries sold in containers that communicate their freshness to a smart refrigerator.
- Parking meters that convey information that alerts drivers to where parking spaces are available helping to reduce carbon pollution



Digital space is like the real world, but it is also a world apart.

It is a new place, a frontier one could say, where the rules and laws and ways of being are still forming.

Millennials, the first natives to this new land, have disproportionate power in how this new world is shaping up.



So if you want your businesses to thrive, keep your eye on the them.



Wait!

Worried?



Don't be.

Afraid you won't get it right?

No worries, they can't either...





ACTOR JIM BEAVER'S TWITTER FAIL

POSTED ON JULY 30TH 2011

27 retweet

Like 311



@jumblejim
Jim Beaver

Great time at SPN panel today! Couldn't see most of you due to the lights, but I could hear you breeding.

24 Jul via Mobile Web Favorite Retweet Reply

30 seconds later.....



@jumblejim
Jim Beaver

Breathing! Breathing! Damn autocorrect!





Thank you!

Samantha Rufo

#msaa



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Blog: SamanthaRufo.com

Facebook: 'nxtConcepts'

888-215-0820

Download the presentation online

<http://www.nxtConcepts.com>

