



LightSources

And The Winner of 144 FREE LAMPS is...

Highlights from JK's East Coast Tanning Expo

Orange/CT - After a great success story in Las Vegas, Synergy Tanning Systems and JK-North America hosted their first Tanning Expo in the North East. On September 21st & 22nd experienced and prospective salon owners had the opportunity to network with industry experts at the Mohegan Sun Resort & Casino in Connecticut. "No doubt, a fun and well-picked location for JK's inaugural tanning event", commented Gene Czako, Senior Applications Sales Engineer at LightSources (picture left). "It was just fantastic to welcome over **250 attendees** from different parts of the North East." Yes, the location was certainly *one* highlight, however, visitors also benefited greatly from the many educational seminars, and panel discussions offered by LightSources and other exhibitors. Salon owners gained valuable tips to increase profits, and implement best practice marketing strategies. This information is key to business in these economic times.



LightSources received much positive feedback at the show. "We had many people asking about the new **Tango product line** introduced by JK-North America. In addition, it was interesting to hear the salon owner's perspective regarding the industry's future and the challenges we are jointly facing." Gene Czako stated.

Congratulations to Sebastian Orozco
Eclipse Tanning Salon in Elizabeth, NJ

The show visitor, who left the Resort with one of the biggest smiles, was **Sebastian Orozco** (picture right), a salon owner from New Jersey. Sebastian took part in LightSources **144 Free Lamp Raffle**. The lamp manufacturer also raffled off five \$100 gift certificates for the use anywhere at the Mohegan Sun Resort & Casino. Gene Czako: "Our Tanning Team in Orange/CT would like to congratulate all the prize winners today. We certainly appreciate that you took the time to stop at our booth."



Sebastian will not be the only winner of free lamps during this tanning season! The JK Tanning Expo series continues... bring your lucky charms to Chicago Oct. 2-4, 2009. The annual **Midwest Tanning Expo** will definitely offer more opportunity to learn how to be profitable in these unstable times. Mark your calendars today - we are looking forward to meet with you! For more information click here www.sunergoline.com.

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