

Greater Oakland Charter Chapter  
of the American Business Women's Association presents

**Strategies to Capture the "New Generation"**  
*Tips for reaching customers in an online world*

**Keynote:** Lynn Pomerleau, Franchise Owner, The UPS Store



**Tuesday, October 25, 2022**

**The UPS Store**

**6311 Haggerty Rd, West Bloomfield, MI 48322**

Networking/Intro...6:00 pm; Program...6:30 pm; Dinner/Meeting...7:15 pm

*Do you want to start a new business? Are you currently a small business owner? Do you feel you need help in reaching customers in this new online business world? Presenter Lynn Pomerleau will share her story and give you tips to succeed.*

*The mission of the American Business Women's Association is to bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support, and national recognition.*

***Changing Women's Lives  
One Woman at a Time***

For more information about ABWA's Greater Oakland Charter Chapter, send an email to [abwa.greateroakland@gmail.com](mailto:abwa.greateroakland@gmail.com) or visit our website at [www.abwa-greateroakland.com](http://www.abwa-greateroakland.com).



**Greater Oakland Charter Chapter**

Join the Greater Oakland Charter Chapter of ABWA on Tuesday, October 25 for networking followed by a presentation featuring our own chapter member, Lynn Pomerleau. Lynn is a retired teacher. Lynn and her husband Marc were looking for another income stream and a retirement project and decided to purchase a franchise with THE UPS STORE. Their new store in West Bloomfield, MI opened in mid-August 2022.

The world of business has changed. Our old success strategies may no longer work. Lynn will share her story and experiences in opening a new business. She will also share lessons and strategies she learned while overcoming hardships and adapting to working with a "new generation" of clients in a mostly online business world.

**This is a hybrid meeting.** In-person attendees will meet at Lynn's new UPS Store. They will enjoy dinner at a local restaurant following the meeting and are responsible for the cost of their food and drink, including tax and tip.

Cost to attend the meeting / program virtually (using Zoom) is free.

Registration to attend in-person or virtually is required at:  
[www.abwa-greateroakland.org/events/](http://www.abwa-greateroakland.org/events/)