



## Press Release

### Six 9s at Arizona Technology Council Marketing Peer Network

Scottsdale, Arizona, June 27, 2002 – Noel Lesniak, President, Six 9s Associates, Inc, a full-service, customer research firm, spoke today at an Arizona Technology Council event.

#### **Arizona Technology Council Marketing Peer Network**

June 27, 2002 at 3:00 pm  
Scottsdale Civic Center Library  
3839 Drinkwater Blvd.  
Scottsdale, AZ  
[www.aztechcouncil.org](http://www.aztechcouncil.org)

**SPEAKER:** Noel Lesniak, Six 9s Associates, Inc.

**TOPIC:** "Driving Branding, Positioning, PR, and Events with Customer Intelligence ... "

#### **Customer Perspectives - A Powerful Message:**

This topic explore how information and intelligence about the client's customers can be used to drive effective marketing campaigns leading to incremental sales and market share growth.

Learn how to drive effective marketing campaigns by gathering, interpreting and acting upon information and intelligence you can easily gather about your client's interactions with your business.

#### **About Six 9s Associates, Inc.**

Six 9s is a full-service, customer research firm that plans, designs, and conducts customer satisfaction, customer service, and customer requirements assessments and surveys. The results help clients achieve success by delivering powerful and actionable information about their customers and markets. Founded in 2001, Six 9s is headquartered in Scottsdale, Arizona.

#### **Contact Information**

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***For Immediate Release***



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