



News

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FOR RELEASE NOV. 11, 2010:

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Tenser to Address Franchisee Group

TUCSON, Ariz. - VSN Strategies™ founder and principal James Tenser will deliver a keynote talk at the annual franchisee meeting of Pinch A Penny, Inc., the nation's largest chain of franchised swimming pool supply stores.

Entitled, "Welcome to Your CyberStore," Tenser's presentation will take an entertaining and informative look at the impact of new media technology upon the retailers of today and the future - which after all, is just around the corner. It will examine the influence of mobile media, social networking, online commerce and loyalty marketing upon retailers, small and large.

The talk is scheduled for Jan. 3, 2011 in Orlando, FL.

VSN Strategies is a specialized consulting firm that provides thought leadership to the retail and consumer products industry. It delivers high-value strategic consulting and content services, with emphasis on Retail Technology, Shopper Media, In-Store Implementation and Merchandising Performance Management.

Founder, James Tenser regularly delivers [presentations, workshops and webinars](#) to audiences across the retail consumer products industry.

About Pinch A Penny Inc.: America's largest chain of owner-operated, full-line swimming pool supply stores, [Pinch A Penny](#) encompasses more than 200 franchised stores across Florida, Georgia and Alabama. The company is based in Clearwater, FL.

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