

# AROUND THE VALLEYS

News and notes from around the greater San Fernando Valley and

## SAN FERNANDO VALLEY

### RESEDA

**Wings: International AERO Products** recently hired advertising agency **Kahn Media** to assist with the company's public relations and marketing initiatives. The advertising firm will be in charge of AERO's media outreach, social media marketing, new product debuts, events, advertising campaigns and special projects.

Kahn Media main goal will be to aid AERO, which makes cleaning and detailing products for airplanes, in unveiling their new line of surface care products for automobiles.



### Campaign: Cleaning products.

"We are thrilled to work with the team at AERO," said Kahn Media president **Dan Kahn**. "The entire company is focused on designing, engineering and manufacturing the finest cleaning products available, and now we will make those products available to the car community. We are looking forward to connecting with enthusiasts and spreading the word about AERO's incredible products - it's going to be fun."

## Advisor Changes Business Model

**D**avid Ackert is in the business of advising others on how to grow and expand their own businesses.

So what does he do when he needs to do the same with The Ackert Advisory, his Encino-based firm?

He turned to technology and started an e-learning program called Practice Boomers at his website. What the site does is change the traditional business model Ackert had followed (billing by the hour) and gives a global audience.

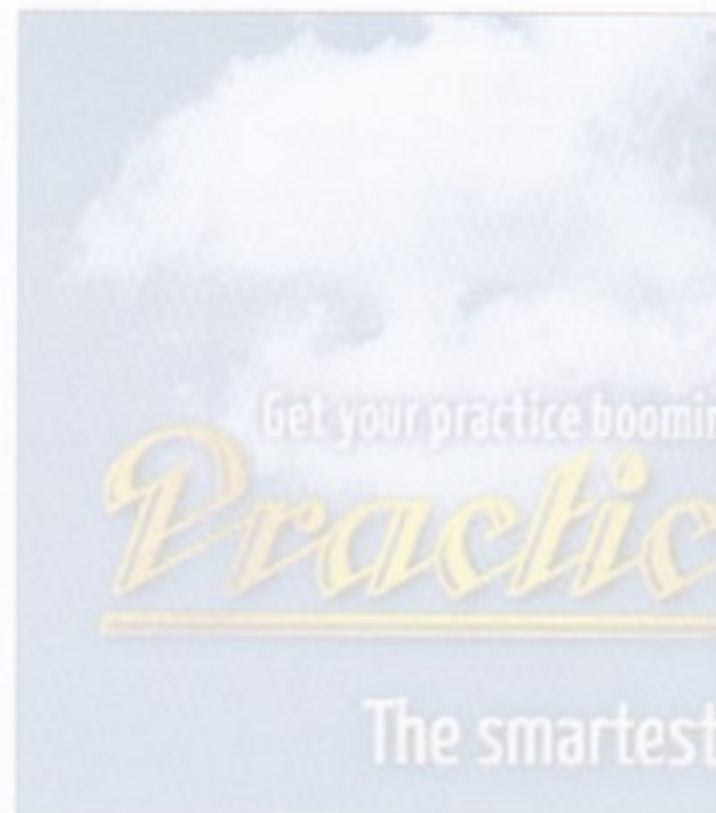
"The price point is lower than what I would charge hourly but the volume makes up for it," Ackert said.

Practice Boomers is targeted toward service professionals, such as lawyers, accountants and consultants and features weekly video lessons on getting clients, branding, and using social media. Interviewees include business owners or advisors with a book of business ranging from \$2 million to \$8 million. Users of the learning tool can then track their progress in running their own businesses.

With a background in acting, Ackert was not unfamiliar with being in front of a camera.

But there are differences between how he works with clients in person and doing it via video.

For one, he has to be more succinct to



### E-learning: The program is targeted

keep the video to within five minutes in length. Another is that the lessons need to be relevant to the widest and largest group of people and cannot be as customized as when meeting with a client.

Ackert's goal is to make a new video every week. While that may sound daunting, he has found there are so many components that go into an effective service practice that the curriculum can be easily filled.

Take networking as an example. Potential lessons can be on which ne-

store media, but this successful data is far beyond our expectations," said Provision CEO **Curt Thornton**. "While there is plenty of published market data supporting that 2D digital signage works inside the retailer, there is no question in our minds that 3D is a better tool to reach consumers, especially when combined with our digital coupons."

dios general manager.

The show is produced by **Gay Rosenthal Productions**, with executive producers **Gay Rosenthal** and **Nicholas Caprio**.

### NORTH HILLS

**Windows:** The Greater San Fernando Valley