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CONNECTICUT INJURY LAWYER TO SPEAK AT CUSTOMER SERVICE CONFERENCE IN CLEVELAND

Carter Mario to talk to business owners nationwide on world-class customer service

HARTFORD, Conn. — (October 26, 2009) — Just ask Connecticut injury lawyer, Carter Mario what defines a successful, well-run business, and he'll tell you customer service is the key. President and CEO of leading injury law firm, Carter Mario Injury Lawyers, Carter Mario has been employing world-class customer service practices in his Connecticut law firm since 1998, a unique feature for a law firm. All of his efforts led to Carter and his firm being featured in best selling customer service book "What's the Secret" by John DiJulius in 2008. This November, DiJulius, who is known as THE authority on world-class customer service experience, and his business consultancy group, The DiJulius Group will host the 2nd Annual customer service conference, The Secret Service Summit in Cleveland, Ohio.



Carter Mario, President & CEO of leading Connecticut law firm, Carter Mario Injury Lawyers

The Summit is a 2-day customer service learning experience where 4 world-renowned speakers and authors, and 4 top executives from leading national brands, will share how to evaluate, improve, and become a World-Class Customer Service organization. Carter Mario will be one of the top executives nationwide to attend and speak at the Summit, as will executives from such brands as Zappos.com, The Ritz Carlton, and the Melting Pot Restaurants.

"I am truly honored to be included in this summit with such great business minds and executives from so many backgrounds around the country." says Carter Mario. "As a lawyer first, and as a businessman second, I have always tried to look at my firm as a business and that is how we approach the way in which we deal with our clients. We understand that they have many choices of who they can turn to when they are injured in an accident and need legal assistance- they choose us. And it is our policy that we treat them with the world-class service they deserve."

In addition, authors Verne Harnish ("Mastering the Rockefeller Habits"), Shep Hyken ("Moments of Magic", "The Loyal Customer"), Joe Calloway ("Becoming A Category Of One"), as well as John DiJulius ("Secret Service", "What's The Secret") will be speaking at the Summit and sharing their customer service and business growth secrets with the attendees.

To find out more about The DiJulius Group and the 2009 Secret Service Summit in Cleveland, Ohio, please visit www.secretservicesummit.com. And to find out more information on Carter Mario and Carter Mario Injury Lawyers please visit www.getcarter.com.

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About Carter Mario Injury Lawyers

Founded in 1989 as a general practice law firm, the offices of Carter Mario Injury Lawyers have been exclusively representing the rights of individuals injured by the negligent conduct of others since 1998. With offices in Milford, Hartford, Waterbury, Bridgeport, and New Britain, Connecticut — the firm prides itself on obtaining a just, reasonable, and timely settlement for all clients.

Known throughout Connecticut as the "Safety Lawyers" for their frequent bicycle helmet giveaways, the firm has taken on the challenge of doing its part to educate the public and raise awareness on drinking and driving by offering the "Arrive Alive" Scholarship. Carter Mario Injury Lawyers is also involved in many community related events and educational programs through *CarterCares* — a program through which Carter Mario Injury Lawyers gives back to the communities they serve. For more on Carter Mario Injury Lawyers please visit www.getcarter.com.



Carter Mario Injury Lawyers is proud to give back to the community through the firm's community outreach initiative, *CarterCares*.