



Al Barry, President of *Multi-Expo International, Inc.* brings almost 25 years of experience in the Trade Show business to his current projects. No area is beyond his company's capacity to produce a successful Show --- from Pizza Shows to Motorcycles to his creation of the Singles' Lifestyle Expos in over 7 cities nationwide, his format and passionate attention to all marketing and production details has given his company a well-deserved reliable and trustworthy reputation for quality Shows. His newest venture into producing Medical (Eldercare) Expos will benefit from all his knowledge, experience and dedication, and is sure to be just as successful.

Mr. Barry was born in Cuba in 1957 to Dr. and Mrs. Juan Valdes-Barry, (Al's father is a psychiatrist) and the family moved to the United States when he was 3. He was raised in Queens, NY and attended La Salle Military Academy on Long Island before attending and graduating from the University of Miami. Al will forever be a loyal Canes fan. The family and Al relocated to Miami at that time and has remained based in Coral Gables ever since. Al lived for a while in the Midwest after attending Nova Southeastern graduate school, earning an MBA, and Law School at Ohio State. From his time spent there he has incorporated many of the good Midwestern values toward people. Lured to Chicago by a friend in the Trade Show business to work for a while, Al found this an exciting and creative outlet and realized that this was his calling. Mr. Barry has worked in the field ever since, forming his own company, ***Multi-Expo International, Inc.***, based in Coral Gables, with a satellite office in Broward County. Al speaks fluent English, Spanish and French and has his current State of Florida Realtor's license, and is a working member of the press as a journalist representing 3 national publications. Al is also related to Dan Lebatard, ESPN radio personality on 790 am and longtime Miami Herald columnist.

Al has a special affinity for his "baby" - the Singles' Lifestyle Expos. A perennial bachelor, Al saw the need for single adults to be able to visit all the resources available to them for social interaction in one place, at one time. To top it all off, Al's zest for life moved him to include fun and excitement in the Expos with the addition of a Dance, fun and informative Seminars and Speed Dating. The Singles' Expos provide the venue for Singles' Groups organizers and businesses who have goods and services of interest to single people to network and present and promote their individual philosophies, activities and products to singles in that particular geographical area.

When the opportunity arose to do the same for the Eldercare field, Mr. Barry wisely used this same philosophy, "one place at one time," to help both those seeking resources and those providing them in relation to the elder population. By launching the Sunshine State Eldercare Expo, ***Multi-Expo International*** provides the proper response for an unanswered public need. Professionals in the field who provide assistance and laymen who seek help making important

decisions on the care of their elderly relatives, themselves or friends, will appreciate the assembling of these resources for them. The plan is to "take it on the road:" to help communities around the country by producing this type of Expo in their area.

The future of **Multi-Expo International, Inc.** will include expansion in the way of new markets further west (Phoenix, New Orleans, Chicago) and north into Boston, Connecticut and New Jersey, as well as more venues in Florida (Tampa, Orlando and Naples) and into the Atlanta area for these 2 specialty Expos and opportunities for other themes as they arise. Stay tuned



Lorraine Westreich, Director of the Broward Office of **Multi-Expo International, Inc.** came to the company over 2 years ago after her friend, Al Barry, convinced her that she should participate as an exhibitor in The Singles' Lifestyle Expo. She has a multi-faceted background which includes serving as Executive Secretary for a major non-profit national organization and creating and building her own business doing hand Calligraphy for over 20 years, which she manages to maintain along with her work for **Multi-Expo**. Lorraine also has been an editor of some small monthly publications, and has done creative writing.

Born in Brooklyn, New York, Ms. Westreich earned a BA from University at Albany in secondary education to teach Spanish. Lorraine has had various careers including teaching, real estate, retail sales, medical assisting and certainly her proudest, as a mom. All of this has given her skills in many diverse areas that all blend, to her benefit, allowing her to ease into the varied duties involved in producing and executing trade shows.

Al Barry, recognized the potential to utilize Lorraine's varied talents, and has mentored her, imparting his knowledge of the business to her. He has elevated her to a position as an integral part of **Multi-Expo International, Inc.** Working closely together, the complementary merging of Lorraine's attention to detail and her planning abilities with Al's vast knowledge of the business, people skills and negotiating abilities has enabled **Multi-Expo International, Inc.** to arrive at a point where it can successfully expand its future projects.