



## **COUNTY OF LAKE**

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### **FOR IMMEDIATE RELEASE**

**April 6, 2007**

#### **'GEAR UP FOR BUSINESS SUCCESS' WORKSHOP ADVANCE REGISTRATION DEADLINE EXTENDED**

**LAKE COUNTY, CA** — The deadline for advance registration has been extended to April 9 for “Gear Up for Business Success,” a half-day workshop for Lake County business owners and entrepreneurs. The workshop will be held from 8:30 a.m. to 12:30 p.m. Saturday, April 14, 2007, at Konocti Harbor Resort & Spa. A continental breakfast will be served.

The keynote presentation, “Success in Business – What It Takes to Make It All Work” will be followed by three breakout sessions where participants may select from a variety of topics, including “Starting Your Business: Success Tips for Aspiring Entrepreneurs,” “Working With Lenders: What You Need to Know,” “Making the Register Ring: Marketing Tips for Retail Businesses” “Ready, Set, Go... High Season Ahead: Success Tips for Hospitality and Tourism-Related Businesses,” “Building the Right Team: Services and Resources for Employers,” and “Identity Crisis: How Branding Can Distinguish Your Business in the Marketplace.”

A post-breakout wrap-up session will help participants put it all together and come away with an action plan to gear up. Participants also will have the opportunity to make contacts and get information about local business resources.

Advance registration is \$25 per person or \$20 per person when two or more colleagues, business partners, or fellow entrepreneurs from the same organization sign up. The deadline to take advantage of the advance registration discount or the group discount is April 9. Registration after April 9 or at the door is \$40 per person.

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**RELEASE: Lake County Business Services Network Presents Gear Up for Success  
Workshop**

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Checks should be made payable to the County of Lake and completed registration forms and payment should be mailed to or dropped off at: Lake County Economic Development Program, 255 N. Forbes Street, Lakeport, CA 95453.

This is the second-annual business workshop sponsored by the Lake County Business Services Network. Last year's event drew 85 participants. For more information, call (707) 263-2368.

The Lake County Business Services Network is a network of service providers that work cooperatively to deliver no-cost and low-cost services and support to local business owners and entrepreneurs. The network comprises the County of Lake, City of Clearlake, City of Lakeport, Center for Business & Workforce Development, Clear Lake Chamber of Commerce, Community Development Services, Employment Development Department, Lakeport Regional Chamber of Commerce, Mt. Konocti Facilitation, SAFE-BIDCO, and the Small Business Development Center at Yuba College.

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