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FOR IMMEDIATE RELEASE

FEBRUARY 25, 2008

**LAKE COUNTY BUSINESS SERVICES NETWORK
PRESENTS GEAR UP FOR BUSINESS SUCCESS WORKSHOP**

LAKE COUNTY, CA — The Lake County Business Services Network presents its third-annual workshop, Gear Up for Business Success, for Lake County business owners, nonprofit organizations and aspiring entrepreneurs.

The workshop will be held from 8:30 a.m. to 1:30 p.m. Saturday, April 12, 2008, at Konocti Harbor Resort & Spa. Lunch and a continental breakfast will be served.

Gear Up for Business Success will offer tips and techniques for starting a business, hiring the right employees, applying for business loans, and marketing to increase sales and brand your business. Lake County business owners, entrepreneurs, and business service providers will be present to provide tools, ideas, and their experience with success. Attendees also will have the opportunity to make contacts and get information about local business resources.

Beginning the day will be a keynote speech focused on starting and growing successful businesses in Lake County. During lunch, there will be a panel presentation by local businesses on “Creating Customer Loyalty.”

Gear Up for Business Success is a workshop customized by its own attendees. After the Keynote, there will be three sets of breakout sessions — each with three options from which to choose. Registrants may choose from workshops such as: “Building the Right Team,” “Financing Your Business,” “Growing Your Business,” “Employee Success,” “Nonprofit Fundraising,” “Ready, Set, Go: Successful Marketing Tips for Lake County Businesses,” and “Reach the World: Create Your Website Today.”

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Registration is \$30 per person in advance through April 4; \$25 per person in advance when two or more colleagues, business partners, or fellow entrepreneurs from the same organization sign up (one form must be completed per attendee). Registration after April 4 is \$50 per person. Payment for advance registration must be received no later than April 4; postmarks will not be accepted. Checks should be made payable to the County of Lake and completed registration forms and payment should be mailed to: Lake County Economic Development Program, 255 N. Forbes Street, Lakeport, CA 95453.

Konocti Harbor Resort & Spa is located at 8727 Soda Bay Road. For more information about Gear Up for Business Services, call (707) 263-2822.

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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