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FOR IMMEDIATE RELEASE

March 25, 2008

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

LAKE COUNTY, CA — The Lake County Business Services Network wants to remind everyone that the deadline for advance registration is quickly approaching for the third-annual spring business 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.

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.

Registration forms are available in the Administrative Office at the Lake County courthouse, at the Clear Lake Chamber of Commerce, the Lakeport Regional Chamber of Commerce and can be downloaded from the Lake County website at:

http://www.co.lake.ca.us/Government/DepartmentDirectory/Economic_Development/Economic_Development_Events.htm

Gear Up for Business Success will offer tips and techniques for starting a business, hiring the right employees, applying for business loans, website development and expansion, and marketing to increase

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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. Please bring your business cards or other materials to share.

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, three sets of breakout sessions will be offered — each with three options from which to choose. Registrants may choose from the following workshops:

“Ready, Set, Go...High Season Ahead – Successful marketing tips for Lake County businesses” presented by Sandra West, advisor with Mt. Konocti Facilitation and co-owner of Edgewater Resort, and Susan Harmon, facilitator with Mt. Konocti Facilitation and owner of Savvy Communications.

“Fundraising – Building a successful non-profit business” presented by Sonya Christian, director of Development Consulting Network.

“Reach the World – Create your website today” will be presented twice by Mike Saccomano, owner of Saccomano Associates, a web development/marketing company and the owner of AwesomeTools.com.

“Building the Right Team – Finding and hiring the right employees” presented by Pamela Tellez, program manager for North Central Counties Consortium (NCCC) Inc./ Lake County Workforce Investment Act (WIA) Program.

“Growing Your Business – Techniques to improve retail sales” presented by Lori Peters, executive director of the Clear Lake Chamber of Commerce and co-owner of Wild About Books.

“What Do I Do When? – Start-up steps in order” presented by Cathy Thorburn Wilson, consultant and Ken Freeman, director, Small Business Development Center at Yuba College.

“Financing Your Business – What you need to know” presented by Jeff Lucas, president of Community Development Services (CDS), and Dana Obermeyer, vice president of CDS.

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“Employee Success – Empowering Staff” presented by Pamela Tellez, program manager for North Central Counties Consortium (NCCC) Inc./ Lake County Workforce Investment Act (WIA) Program.

Konocti Harbor Resort & Spa is located at 8727 Soda Bay Road in Kelseyville. For more information about Gear Up for Business Services, call (707) 263-2580.

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, North Coast Counties Consortium, Inc., 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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