



COUNTY OF LAKE

MARKETING & ECONOMIC DEVELOPMENT PROGRAM

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FOR IMMEDIATE RELEASE

March 16, 2009

THURSDAY EVENINGS WITH THE SCHMIDS FIRST IN SERIES OF BUSINESS-TO-BUSINESS NETWORKING MIXERS A SUCCESS

UPPER LAKE, CA – The first in a series of informal business-to-business gatherings to exchange ideas on dealing with the market downturn was a success, and the entire series is anticipated to be valuable for all participants.

At the first “Thursday Evenings with the Schmids,” which was held on March 5, economic historian and market analyst Hal Bryan, who will share his wisdom and advice throughout the series, proposed creating a generic business model to assist local area businesses in riding out the crisis. During the evening, attendees were invited to introduce themselves and say a few words on how their companies were coping with the recession. Their candid input was very much appreciated.

Event hosts Peter, Maryann, and Rita Schmid, of The Lodge at Blue Lakes, and manager, Sylvia DeSantis, wish to thank all who attended the first “Thursday Evening with the Schmids” on March 5, and for their enthusiastic validation of the concept of the business-to-business networking series.

The Schmids provided complimentary appetizers; sponsors Parducci Wine Cellars and Mendocino Brewing Company poured liquid refreshments, with background music provided by flutist George Husaruk and guitarist Jason Argos.

The second mixer in the series will be held on Thursday, March 19, from 5:30 p.m. to 7:30 p.m., with Bryan proposing a model survival plan for small businesses which will be developed with the participation of Lake and Mendocino business owners and community leaders during this series of “Thursday Evenings with the Schmids.” The evening will also include guest speaker Sandra West, owner of the Edgewater Resort and facilitator for Mt. Konocti Facilitation, who will share information about marketing during tough economic times.

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The April 2 event will feature Bryan and guest speaker Marcia de Chadenèdes, outreach and partnership coordinator for the North Coast Geotourism Project, who will speak about a new project to produce a National Geographic Society branded map and a Geotourism MapGuide website for the North Coast area of California, which includes Lake and Mendocino counties.

On March 19, Tulip Hill Winery & Vineyards and Mendocino Brewing Company will provide wine and beer; Larry Juchert, owner of Mendo Lake Interiors and Barbara Juchert, owner of The Travel Center will sponsor the appetizers, Martha and Ronald Benway, owners of the Harbor House Espresso Bar, will provide coffee drinks, and entertainment will be provided by guitarist Jason Argos.

The series will continue on the first and third Thursday evenings of the month in March, April, and May to provide a forum for businesses to showcase their products and services, make local connections, and discuss ways of coping during this economic downturn.

Due to the success of the first gathering and to preserve the intimate and relaxed fireside ambience, the Schmids feel obliged to limit the number of guests, so it is essential to RSVP for the upcoming get-togethers. To inquire about future speakers and to RSVP, please contact Sylvia DeSantis at (707) 275-2181. The Lodge at Blue Lakes is located at 5135 W. Highway 20, Upper Lake, CA. www.thelodgeatbluelakes.com

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