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FOR IMMEDIATE RELEASE

## **Palm Beach State seminar offers economic recovery help for businesses, others**

BOCA RATON, Fla. (March 2, 2010) – Are you striving to thrive in a challenging economic environment? Practical help and information for business owners and others will be provided at a special seminar slated Friday, March 19 at Palm Beach State College's Boca Raton campus.

"Launch Your Economic Recovery" will feature breakfast, networking and a keynote address by College President Dennis Gallon followed by breakout sessions exploring various business topics. Participants will select from sessions by experts in such areas as financing, entrepreneurship, green technologies, procurement and marketing.

The seminar is geared to helping participants to launch a new career or explore the latest trends in entrepreneurship and business management. Presented by Corporate and Continuing Education and the Small Business Development Center at Palm Beach State, it will be held from 7:30 a.m. to 12:30 p.m. in the Humanities and Technology Building, Room HT 103. The cost to attend is \$15.

For full program information or to register, visit [www.PalmBeachState.edu/BizBoca.xml](http://www.PalmBeachState.edu/BizBoca.xml) or call (561) 862-4728.

Scheduled sessions and presenters include:

- "Entrepreneurship: Do You Have What It Takes?" Mark Llano, president/CEO of Source One Distributors Inc. and winner of the Most Innovative Small Business award from The Coalition for Government Procurement in 2009.

- “Doing Business in Palm Beach County,” Mike Bell, procurement specialist, SBDC’s Procurement Technical Assistance Center.
- “Financing Your Small Business,” Ted Kramer, certified business analyst, SBDC.
- “Green Technologies for Businesses,” Rudy J. Magasrevy, managing director, Lean & Green, L.L.C.
- “Economic Outlook of Palm Beach County and Potential Economic Growth,” Andrew Duffell, senior vice president for business recruitment, retention and expansion, Business Development Board of Palm Beach County, Inc.
- “Marketing Today: Brand Your Business, Be a Media Magnet, What the ‘Bleep’ is a Blog?” by Phil Scruton, certified business analyst, SBDC, and Francisco Palacio Jr., chief technology officer, Media Mentoring Society Inc.

*Serving more than 50,000 students annually, Palm Beach State College is the largest institution of higher education in Palm Beach County, providing the bachelor’s degree, associate degrees, professional certificates, career training and lifelong learning. Established in 1933 as Florida’s first public community college, it offers more than 100 programs of study at locations in Lake Worth, Boca Raton, Palm Beach Gardens and Belle Glade.*

*The Small Business Development Center at Palm Beach State is part of a national network of more than 1,100 business development centers. Administered by the U.S. Small Business Administration and designated as Florida’s principal provider of small business assistance, the centers enhance economic development by providing small businesses with management and technical assistance.*

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