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## **Statewide business series comes to the North Coast**

FORTUNA— On Nov. 8, California Small Business Development Centers (SBDC) will host a *Next Steps for Small Business* program for North Coast small businesses in a no-cost, professional development road show.

This is the final event in a 10-stop series, held throughout California in 2011, aimed at helping small businesses focus on growth strategies that can help them build their companies. The program series features industry insiders with the latest tips and techniques for entrepreneurs to maximize their access to capital, practical social media marketing and business contracts with the government.

A number of high profile speakers will be featured including representatives from Yelp, Ning, the U.S. General Services Administration, the California Department of General Services and lenders like U.S. Small Business Administration, Redwood Region Economic Development Corporation and the Arcata Economic Development Corporation.

“The fact that Yelp and Ning are actually coming up to speak with local businesses is a rare opportunity; we just want as many people as possible to benefit from the experience,” said Michael Kraft, North Coast SBDC executive director. “We are very fortunate to have the Northern California SBDC Lead Center at Humboldt State, that’s how Fortuna is able to join San Francisco, San Diego and L.A. as a venue for this series.”

In 2010 California Small Business Development Centers (SBDC) provided more than 50,000 small businesses with free consulting and low-cost seminars and conferences throughout the state.

“More than 1,700 small businesses have participated in this series throughout the state this year and we look forward to having the finale in Fortuna,” said California SBDC Chair Kristin Johnson. “We are really excited to bring these experts together in one place to dig deep into areas that businesses say they need help.”

The event will be held on Nov. 8 at the River Lodge Conference Center located at 1800 Riverwalk Dr., Fortuna, from 9 a.m. to 3 p.m. The program includes a complimentary lunch, networking opportunities and face-to-face interaction with SBDC business advisors as well as government and corporate buyers.

Press Release • For Immediate Release • October 28, 2011

Admission to the event is free, but space is limited and registration is required. Check in begins at 8:15 a.m. To sign up for the event or find out more information, go to <http://californiasbdc.org/nextsteps> or call (707) 826-3922.

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