



BREAKFAST BUSINESS

Bite 3: March 31—Issues, Challenges, and Opportunities of Leading a Business Today

Featuring The Coaches Corner WBLF
Radio talk show trio, Tim Rogers,
Paul Nichols, and Ken Pasch

- Tim: What is your brand in the 2.0 world? Are marketing and advertising your new brand strategies to grow *market share*?
- Paul: With strategic partner alliances (SPA), a good strategic partner relationship is like a day at the SPA. Learn how *Prospect Rescue* can double your lead-to-client conversion rate and grow your *market share*.
- Ken: Business is like a continuous prize fight—you duke it out daily but need good people in your corner to help sustain and grow your *market share*. Who's in your corner?

Come listen to this dynamic trio
discuss fresh perspective on
today's business issues.

Visit <http://www.sbdc.psu.edu/calendar.htm>
for upcoming seminars.

Celebration Hall Directions

One block west of the Nittany Mall on East College Avenue, Route 26, turn north at the light at Gerald Street (by College Gardens Nursery). Then turn left onto Commercial Boulevard (behind College Gardens). Celebration Hall is the last building on the right.



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Department of Community & Economic Development.



BITES

Tuesday,
March 31, 2009

7:30 a.m., registration 7:45 - 9:00 a.m., program
Celebration Hall, 2280 Commercial Blvd., State College
Includes a continental breakfast

The session is \$15, and preregistration
is required. Call 814-863-4293.
Veterans or active military are free with ID.

Name _____

Business name _____

Business mailing address _____

City _____ State _____ ZIP code _____

Business phone _____ Fax _____

E-mail Sign up for SBDC email mailing list.

Credit card: VISA MasterCard American Express Discover

Credit card number _____ Expiration date _____

Name as it appears on card _____

We also accept checks and cash (payable to Penn State SBDC)
you can mail payment or pay the day of the seminar.

Amount enclosed or charged \$ _____

Please return registration form to:

Penn State SBDC
3 Keller Building, University Park PA 16802

Or Fax to: 814-865-6667



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