

News Release 2/26/09

Contact: Jessica Bigger 707-496-5770

Judy Harrison 707-496-2774

Don't Just Survive, Thrive in a Bad Economy –WEI Educational Summit Theme

There are several local businesses that opened their doors during past recessions. Not only did some of these businesses survive, they thrived, adding a few employees onto the payroll and in turn contributing to our economic growth. Some of those businesses were women owned.

Innovate-Finding Opportunity in Challenge is the theme for this year's Women Entrepreneurs Institute's (WEI) 2nd Annual Educational Summit for local women business owners and those aspiring to be. WEI has teamed up again with Wells Fargo to provide local women entrepreneurs with a day full of inspiration and practical tools to not only survive during these economic times, but to make adjustments in their business where needed and to seek out opportunities that may be available to them today that can help them grow their business tomorrow.

Inspirational keynote speaker Sunny Kobe Cook, founder of Sleep Country USA, award winning entrepreneur, author, and speaker will be sharing tips on surviving and thriving through leadership, teamwork, and innovation in a challenging marketplace. Having not only survived, but thrived through several economic recessions Cook can speak first hand at what it takes to keep pushing forward no matter the challenge.

Also back by popular demand is Rhonda Abrams, owner of a successful publishing company, best-selling author on business and entrepreneurship, and nationally syndicated small business columnist. Rhonda will facilitate an interactive marketing workshop and offer "one-on-one" speed consultations on marketing.

WEI and Wells Fargo will also be recognizing and honoring three successful local women business owners at the event. And attendants will have the opportunity to participate in several workshop sessions focusing on marketing, financials, and operations to help them improve their own business.

"We had such an incredible turn out last year that unfortunately we had to turn people away. Space is limited. So we're encouraging those who want to participate this year to pre-register well in advance," said Jessica Bigger, Marketing Director and WEI board member.

This year's WEI Educational Summit will be held at the Wharfinger Building in Eureka, April 25th from 9am to 4pm. Women business owners, women who co-own a business with their husband or partner, and those women aspiring to open their own business are all welcome. Breakfast and Lunch will be provided.

To pre-register, visit WEI's Web Site at www.women-entrepreneurs.org or contact Judy Harrison directly at 707-496-2774. The event costs \$40 if you pre-register before Thursday, April 23rd or \$55 at the door (cash or check only).

-###-