



Doubletree Hotel, Lloyd Center

Tuesday, September 16, 2008

7:30 AM – 12:00 PM

**APNBA**

## **SMALL BUSINESS MARKETING WORKSHOP**

*Small businesses, and particularly small retail businesses, are facing significant challenges in today's tight economy. The Alliance of Portland Neighborhood Business Associations is thus hosting a unique presentation and panel session aimed at providing business owners with information and techniques for overcoming these challenges. With help from the Small Business Development Center, the Portland Business Alliance and the Portland Development Commission, this half-day program will be of immediate value to small business owners in a wide variety of retail fields.*

The APNBA Small Business Marketing Workshop is your place to gain valuable insights into how to help make your business stronger in the face of a tight and uncertain economy.

### ***Workshop Program at a Glance***

7:30-8:00 AM	Registration and Oregon Trail Breakfast
8:00-8:15	Welcome and Opening Remarks – Jon Turino, APNBA
8:15-10:00	Elements of Successful Marketing – Jackie Babicky, Small Business Development Center This segment will focus on the basics of marketing, Price, Product, Placement, Promotion, Knowing Your Target Market and developing your unique value proposition: Why should I choose you?
10:00-10:15	Coffee Break
10:15-11:00	Retail Marketing Opportunities – Lisa Frisch and Chris Finks, Portland Business Alliance This segment will focus on those small business issues most relevant to retail and specialty operations – especially important in the Internet age with high gas prices moving people to web site shopping.
11:00-12:00	Panel Session on Survival Skills in a Slow Economy, moderated by Claudia Plaza, Portland Development Commission. Five panelists from businesses in Portland neighborhoods will discuss what they are doing to survive in today's business environment.

Registration Fees: APNBA BDA Members \$20.00 per person in advance, non-members \$25.00 per person in advance. No at-door registration for this event since space is limited to 75 people. Cash, checks payable to APNBA, VISA® and MasterCard® accepted. Contact Galadriel Breezy by phone at 503-477-9648 or by email at [gbreezy@apnba.com](mailto:gbreezy@apnba.com) to register. Workshop registration ends September 12, 2008. Fee includes breakfast and coffee break.

An APNBA-sponsored cooperative effort with resources from:



Alliance of Portland Neighborhood Business Associations, Inc.  
107 SE Washington St, Suite 244, Portland, OR 97214  
Tel 503-477-9648 Fax 503-477-9641  
[www.apnba.com](http://www.apnba.com) info@apnba.com

**Participation is limited to 75 people. Don't miss out. Call or email to register today!**