

NORTH VALLEY POST Dec

## **BOOT CAMP HELPS WOMEN ENTREPRENEURS BATTLE FOR BUSINESS**

**R**ound up your troops and attend the First Annual Women Entrepreneurs Small Business Boot Camp on January 8, 2005 at the Hilton Scottsdale Resort. Three-hundred women entrepreneurs are expected to enjoy catered rations and be educated and motivated by two inspiring keynote speakers, nine talented workshop leaders, five award-winning women business owners and forty exhibitors.

"We have planned a power-packed day that will get your entrepreneurial spirit standing at attention," said organizer Susan Ratliff, President of Exhibit Experts. "No theory, philosophy or fluff, just an arsenal of ideas and high-caliber ammunition to help battle your most difficult business challenges. This event is targeted to the micro-business owner with less than 10 employees. This is the fastest growing segment of entrepreneurship in the country, and has increased by 30% since 1997, yet remains the most underserved."

Keynote speakers include Ratliff, exhibit expert and author, focusing on "How To Succeed When You Don't Feel Successful," and Debbie Allen, marketing expert and author, concentrating on "Attracting Customers Like Crazy." Nine popular workshop presenters will offer information on marketing, selling, networking, prospecting and more. Five award-winning, local entrepreneurs will share their rise from the trenches followed by Q & A from the audience.

Gabriel's Angels and Cinderella's Closet are the charity beneficiaries of this event, and the winner of the Ruby Slipper Award will be announced.

The Women Entrepreneurs Small Business Boot Camp will take place on Saturday, January 8, 2005 from 7am to 4:30pm at the Hilton Scottsdale Resort and Villa (6333 North Scottsdale Road). For more information, or to register to attend or exhibit, visit [www.exhibitexpertsaz.com](http://www.exhibitexpertsaz.com) or call Exhibit Experts at 602-437-3634. Attendees who pre-register by December 15 will receive a complimentary copy of Susan Ratliff's book, "Exhibit Experts," and an E-book by Debbie Allen, "Business Success Secrets Revealed." Registration is \$69, and exhibit spaces are available for \$275.

For sponsorship, contact Susan Ratliff at [susan@exhibitexpertsaz.com](mailto:susan@exhibitexpertsaz.com).