

Celebrate the mighty micro-business

Small businesses are the innovators and the risk takers that help drive this economy. Micro-businesses employ less than 10 people, but make up 86 percent of all small businesses in Arizona. Stories about million dollar sales and \$300,000 paychecks are inspiring, but these entrepreneurs want to hear about the struggles and successes of companies they can relate to.

It's time to celebrate the accomplishments and share the knowledge of the dynamic, prosperous, micro-business owners at the Women Entrepreneurs' Small Business Boot Camp, presented in association with the Greater Phoenix Chamber of Commerce, Saturday, January 8, at the Hilton Scottsdale Resort. Spend the day with 300 fellow micro-business owners being educated and motivated by experienced women, small business owners who will share helpful strategies and relevant ideas you can immediately implement in your own business. No theory, philosophy or fluff, just an arsenal of ideas to make your business better.

The day kicks off with "How To Succeed When You Don't Feel Successful" by Susan Ratliff. She will share the mistakes and lessons she's learned about achieving your

dreams, beating the odds and the will to succeed. At lunch time, Debbie Allen, speaker and author, will entertain you with her tips for "Attracting Customers Like Crazy."

Nine talented workshop presenters will share their knowledge of marketing, selling, promoting, prospecting and improving your business. Don't worry if you can't attend all of the seminars - you will receive the presenters' hand-outs in the event program.

The final session offers a rare opportunity to pose questions to leaders of companies such as Newport Furnishings, Alvarez, Inc., DIR Group, Cathy's Rum Cake and I-ology. Hear about their rise from the trenches and paths to business success.

Additionally, attendees will enjoy visiting with 40 exhibitors and meeting the National Home Business Crown Jewel Award honoree. Be sure to buy a raffle ticket - all proceeds will benefit Gabrielle's Angels Charity. Receive one free ticket if you bring a gently-used pair of dress shoes for Cinderella's Closet. Tickets for the full day are \$69. Register before December 15 and receive two free gifts. Call (602) 437-3634 or visit www.exhibitexpertsaz.com for more information.