



NEWS FROM: **Community and Economic Development Agency**

FOR IMMEDIATE RELEASE
June 28, 2004

Media Contact: Ray Leon
(510) 238-7071

INDUSTRY EXPERTS TO PRESENT WORKSHOPS AT JULY 15TH SYMPOSIUM Workshops in Spanish, Cantonese to be Offered for Non-English Speaking Entrepreneurs

OAKLAND, Calif. (June 28, 2004) – The 4th Annual Small Business Symposium will feature more than 30 workshops, including several workshops in Spanish and Cantonese, lead by industry experts for current and prospective business owners in the greater Oakland area. Slated for July 15, 2004, the free Symposium will run from 8:00 a.m. to 6:00 p.m. at the Oakland Marriott City Center, 1000 Broadway. Advance registration is required and may be completed on-line at www.oaklandsmallbusiness.com or by telephone at (510) 986-2855.

“The City of Oakland is committed to enhancing and retaining small business,” said Oakland City Council Member Larry Reid (District 7). “New for 2004, the Symposium will offer several workshops in Spanish and Cantonese and feature a special workshop track for youth entrepreneurs.”

The symposium will open with a continental breakfast from 8:00 to 9:00 a.m. Following breakfast, two concurrent sessions of workshops will be offered on topics ranging from how to obtain capital to marketing techniques to legal matters. Workshops in Cantonese and Spanish will be offered during both morning workshop sessions as well as the afternoon session following lunch.

At noon, participants will enjoy lunch during a keynote address. After lunch an additional workshop session will be held offering additional insight from today’s business leaders. From 4:00 to 6:00 p.m., a networking mixer will allow symposium participants to network and visit sponsor exhibits. Also during the mixer, young adults will make presentations based on the materials covered during the youth entrepreneurship workshop track.

The 4th Annual Small Business Symposium, hosted by Council Member Larry Reid in association with the City of Oakland’s Community and Economic Development Agency, is made possible by the generous support of Wells Fargo, Citibank and the Port of Oakland.

#