

**Pacific County EDC, Long Beach Peninsula Visitor Bureau and
Ocean Park Area Chamber of Commerce Presents:**

Formula for Success

When: 04/28/09 **Time:** 5:30 pm —7:30 pm **Place:** Breakers Conference Room
210 26th St. NW, Long Beach

*Have you ever wondered why one individual, business, community or region is so successful
and another doesn't reach its full potential or fails?*

*Join us for critical insights into the best things you can do to improve your business and
your community.*

This workshop brings together George Sharp, Education & Training Coordinator for the Washington State Department of Community, Trade and Economic Development with Keleigh Schwartz, Owner, beachdog.com and Webmaster for our funbeach website. Between them, George and Keleigh bring over 40 years of experience in marketing and tourism to the discussion.

6P+CS+Q=S: The Formula for Success in Community and Economic Development – George Sharp

George's formula is the result years of researching the key factors for success in community and economic development. He will share best practices which are working for many other communities and businesses just like yours.

Marketing: Keleigh Schwartz

FaceBook, LinkedIn, blogging...Are social networking tools time wasters or marketing tools?

Keleigh, Webmaster for funbeach.com and many many other tourism-related sites, will share the most current ideas on how you can use these social networking tools to market your business without spending more time that you already don't have. A review of the effectiveness of these tools will include a discussion of how people now use the world wide web to plan their trips. Keleigh will also provide tips on how to maximize this dynamic resource.



Contact:

PCEDC

360-875-9330

**LIMITED SEATING—
CALL TO RESERVE
YOURS TODAY!**

Don't miss this opportunity!

Refreshments will be served