

East Bay Women in Business Roundtable Breakfast

A program of the Oakland Metropolitan Chamber of Commerce • 475 14th St. • Oakland CA 94612 • Ph: 510-874-4800 • Oaklandchamber.com

*Programs that help women in business
sustain performance and growth.*

June 1

The 'brand' new you What it means to business success



Allison Bliss

The principles and practices of branding are often misunderstood, despite all the information that's currently available on the topic. It's even more difficult to sort out how this impacts your business. If you're like many small business owners, you may think you don't have the time or money to BRAND well. Not so. Come and hear our panel of experts on Fri. June 1, discuss what is a BRAND and how to apply it in terms of successfully marketing yourself and your business. Confirmed panelists are:

Allison Bliss, President, Allison Bliss Consulting, Marketing Communications Consultant and Marketing Coach;

Tracy McKean, Owner and Founder of *Oakland* magazine, and with her partner, co-winner of the Oakland Metropolitan Chamber of Commerce 2006 Entrepreneur of the Year Award.

Elinor Stutz, CEO, Smooth Sale and Author of "Nice Girls DO Get The Sale: Relationship Building That Gets Results."



Elinor Stutz

FRIDAY, JUNE 1, 7:30 A.M. – SCOTT'S RESTAURANT, OAKLAND

2 Broadway, Jack London Square – Valet and garage parking

7:15 CHECK IN – 7:30-9 PROGRAM – 9:00-9:30 POWER NETWORKING

Bring plenty of business cards for networking. Bring a friend or co-worker!!

REGISTER NOW TO RESERVE YOUR SPACE. Use the form below or contact Layidua Salazar 510-874-4800, ext 300 or lsalazar@oaklandchamber.com

CO-CHAIRS:

Darlene Crane, PCI Crane Consulting, 510.886.4483

Claire Kinlaw, Developmental Products, Inc. 510.531.4996

NEXT ROUNDTABLE DATE: AUGUST 3

WOMEN IN BUSINESS ROUNDTABLE RESERVATION FORM – JUNE 1

Reservation deadline: May 30, 2007

Name: _____ Phone: _____

Company: _____

Address: _____ City: _____ Zip: _____

Enclosed is my check endorsed to Oakland Metropolitan Chamber of Commerce (OMCC) for
\$25 Member \$35 Prospective Mail payment to: OMCC, 475 14th St., Oakland, CA 94612

Visa MC AMX Card # _____ Exp date _____

Fax for credit cards: 510-839-8817.

Reservations must be pre-paid and received by Wed. May 30, to guarantee seating. After May 30, and at the door, fee is \$30 members, \$40 prospective members.

VISIT OUR WEB SITE AND REGISTER ONLINE: www.ebwibr.com – click on "calendar."

