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News Release

Business Assistance Event Targets Retailers

June 26, 2014 Oakland, CA: East Bay small business retailers are invited to participate in the free East Bay Business Seminar – “Bricks & Clicks” Retailing, on July 15, 2014, from 8:00 am to 11:30 am at the Pleasant Hill Community Center, Perera Pavilion, 320 Civic Drive, Pleasant Hill, CA 94523.

This event is for East Bay retail (non-food) businesses seeking to improve their bottom lines, address pressure from ecommerce and big-box competition and provides an opportunity to network with other successful small retailers in the region while learning about available free and low-cost resources.

The program consists of a discussion and Q & A with four successful, local, small businesses on how to retail successfully in the new economy, followed by an in-depth interview with a business on how to compete successfully with online retailers. There will then be an hour for networking with businesses and over 20 business resources representing finance, workforce and business assistance.

Attendees are encouraged to bring their most difficult questions for the panelists and to present their biggest challenges to peers, resources and service providers.

Please go to <http://retailbizseminar.eventbrite.com> to register and find more information on this event.

This seminar is sponsored by Wells Fargo and is being provided by East Bay EDA, Alameda County SBDC, Contra Costa SBDC and East Bay SCORE, and is being hosted by the City of Pleasant Hill.

Contact Keith at keith@eastbayeda.org or call 510 272-3885 if you have any questions.

About the East Bay EDA

The East Bay Economic Development Alliance (East Bay EDA) is a public-private partnership serving Alameda and Contra Costa Counties. The East Bay EDA's mission is to establish the region as a world-recognized location to grow businesses, attract capital and create quality jobs.

For Release, June 26, 2014