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Press Advisory

Business Panel Selected for “New Economy” Retailing Event

July 9, 2014 Oakland, CA: A panel of 5 East Bay retailers will share their experiences on how to sell successfully in the “New Economy,” followed by an in-depth interview on e-commerce competition, at the free East Bay Business Seminar – “Bricks & Clicks” Retailing, on July 15, 2014.

This Seminar, hosted by the East Bay Economic Development Alliance (East Bay EDA), is designed for businesses seeking to improve their bottom line and address pressure from e-commerce and big-box competition. It will be held from 8:00 am to 11:30 am at the Pleasant Hill Community Center, Perera Pavilion, 320 Civic Drive, Pleasant Hill, CA 94523.

The five successful business panelists are: Bill Snider, [Moraga Hardware and Lumber](#), Moraga; Chuck Tylor, [Dublin Cyclery](#), Dublin; Cyndi Hilton, [Hilton House Consign and Design](#), Orinda; Dirk Christiansen, [Studio 7 Arts](#), Pleasanton; and Judy Wheeler, [Towne Center Books](#), Pleasanton. They were selected from 38 nominations provided by Chambers of Commerce, City Economic Development Directors and East Bay SCORE, representing 15 cities in the East Bay.

The panel will be followed by an in-depth interview and Q&A with business consultant, marketing expert and keynote speaker, David Mitroff. Ph.D., [Piedmont Avenue Consulting](#), Walnut Creek, on “Competing with Online Retailers.”

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Attendees will also have the opportunity to network with these successful small retailers and learn about available free and low-cost resources from 18 organizations and businesses representing business financing, assistance and incentives.

Go to <http://retailbizseminar.eventbrite.com> to register and obtain more information.

This seminar is sponsored by [Wells Fargo](#) and is being provided by the [East Bay EDA](#), in partnership with the [Alameda County SBDC](#), [Contra Costa SBDC](#), [East Bay SCORE](#), [Constant Contact](#) and the [City of Pleasant Hill](#).

Contact Keith Sutton 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 more information, go to: www.eastbayeda.org.