

NEW FEDERAL LEGISLATION CHALLENGES ORANGE COUNTY BUSINESS OWNERS TO NETWORK, PLAN AND TAKE IMMEDIATE ACTION IN BUSINESS DEVELOPMENT

Entrepreneurs will congregate on October 19, 2010 at the Doubletree Hotel in Orange, CA to strategize and prepare their business to take advantage of the Small Business Jobs Act recently passed by the Obama administration.

FOR IMMEDIATE RELEASE

ORANGE, CA--Tuesday, October 12, 2010—Entrepreneur-education firm **Guided Business Plan** is sponsoring a brand new program, *Entre Series*, a half-day mini-boot camp to encourage the entrepreneurial community to create action plans in the areas of product launch, corporate procurement and export financing. Attendees will participate in up to six 30-minute seminars filled with resources to help propel their company forward. With the national spotlight turning to small business to bail out the economy, the *Entre Series* is a needed venue to inspire existing business owners to “network, plan and take action.” The *Entre Series* is an intimate, no-frills “unconference” that focuses on the attendees’ immediate business development needs.

Opening the program is Melanie Rae, author of the *Guided Business Plan™*, a book to simplify the process of creating business plans. She will demonstrate how her Five Basics can be utilized to develop any strategic plan. James Santino of the renowned Largest Mixer® Events will discuss marketing strategies to attract a crowd to an event. Irving Katz, Family Business Coach and author of *Family Business Secrets: How to Keep Your Business Thriving from Generation to Generation*, will facilitate transitional pre-planning whether you intend to exit within five years or fifty. Launching a new product is never easy, however, since the age of 18 president of Hex Corp, Michael Hex, has introduced numerous products to the marketplace. Michael will present a checklist to streamline the process of transitioning your concept to prototype to shelf space. Jeff Uter, the former Project Manager who oversaw the development of Disney’s MGM Studios, will inform the audience on how to segment and target the corporate buyer. As the Founder and President of Premier Alliance LLC, Jeff consults national retail franchisees on expansion and growth issues. Anchoring the program is Akary Busto, Assistant Vice President of HSBC Bank. She is an export financing guru who will clarify current federal legislation to encourage entrepreneurs to expand their export business.

Speaker Highlight:

Jeff Uter is a seasoned Project Executive and Builder who has managed over \$2 billion of capital spending in a 30 year career. Jeff is Founder and CEO of Premier Management Alliance, LLC which is in its twelfth year. Jeff spent the first half of his career buying contracts, products and services for the Veterans Administration, Walt Disney Imagineering and Taco Bell Corp. The second half has been spent on selling services to Fortune 500 retail and restaurant chains nationwide such as Wal-Mart, Home Depot, Mars Retail, Darden Restaurants, Planet Hollywood, just to name a few. Jeff will bring a unique perspective between government and corporate procurement, selling from Executive to staff level.

The Entre Series will be held on Tuesday, October 19, 2010 from 3:00 pm – 8:00 pm at the Doubletree Hotel, 100 The City Drive, Orange, CA 92868. Admission is \$20 in advance (online) or \$30 at the door (cash only) with in and out privileges. Seating is limited. For more information, contact Melanie Rae of Guided Business Plan at 888-523-5244 x704 or via entre@guidedbusinessplan.com

Featured entrepreneurs in attendance include SPN Networks (IT solutions), Office Leverage (Microsoft Office® training), JB Photography (professional photography), Auto Butler (female-focused car concierge), Style 2020 (personal styling), 1492 Media Inc. (wine and spirits marketing agency) among other up and coming small businesses. Visit www.entreseries.com for a complete list of sponsors and featured entrepreneurs.

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About Guided Business Plan

Guided Business Plan is an entrepreneur-education firm that simplifies the process of creating a business plan. New and existing entrepreneurs are inspired to develop their business plan with one of our three methods: the Guided Business Plan book, a 3-hour workshop with personal guidance, or a custom business plan.

Contact:

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www.guidedbusinessplan.com

¹ The Small Business Jobs Act, signed by President Obama on September 27, 2010, will provide critical resources to help small businesses continue to drive economic recovery and create jobs. For additional information:

<http://www.whitehouse.gov/blog/2010/09/27/president-obama-signs-small-business-jobs-act-learn-whats-it>