

COUNSELORS TO AMERICA'S SMALL BUSINESS

Sponsored by U.S. Small Business
Administration

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IMMEDIATE

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How to Win the Marketing War using Market Segmentation

A Business Networking Opportunity for Women Business Owners New Year and New Location for the 2008 series

Santa Ana – Attend the *Women's Breakfast for Champions* being held on Friday, January 18, 2008 from 7:30 a.m. to 9:30 a.m. at The Center Club – Costa Mesa, 650 Town Center Dr., in Costa Mesa. This program is presented by Orange County SCORE "Counselors to America's Small Business" and sponsored by U.S. Bank. It is directed to women who own small to medium sized businesses and is an educational opportunity to learn from other successful women in business. It also allows women to

- Network with other small business owners
- Share ideas, experience and advice
- Display products and services
- Learn about the services of SCORE and the U.S. Small Business Administration

"This continuing series of bi-monthly breakfast programs was designed to ensure that the participants would gain maximum leverage from SCORE's unparalleled core competency as a network of business persons with extensive knowledge and decades of experience," said Dr. Jack B. ReVelle, Chair of Orange County SCORE Chapter 114. "Each program provides a blend of valuable information and inspiration for women entrepreneurs. In addition, the programs are frequently used to showcase SCORE client successes."

Tom Patty, the guest speaker, is the former President of Chiat-Day Advertising, who spent 21 years at the hottest advertising agency in the world, helping create such iconic brands as Apple, Nike, Nissan and PepsiCo. He learned "marketing" from clients like Steve Jobs (Apple), Phil Knight (Nike), and Steve Reinemund (PepsiCo). In 1998 he retired as President and Worldwide Account Director for TBWA-Chiat/Day. He will share with you the secrets of "How to Win the Marketing War" and the success of three women clients who utilized the concept of market segmentation to achieve success in the very competitive "swimsuit" business.

The cost for the breakfast is \$30.00 with pre-registration and \$35.00 at the door. For exhibit table registration, add \$35.00. Seating is limited so reserve your space today. Visit the SCORE website at www.score114.org.

All SCORE programs and services are extended to the public on a non-discriminatory basis. Reasonable arrangements for persons with disabilities will be made if requested two weeks in advance. Contact the U.S. Small Business Administration at (714) 560-7455.