



PRESS RELEASE

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2010 NWA Business Conference & Expo

Tickets are on sale now for the 2nd annual Northwest Arkansas Business Conference & Expo. Bill Rancic, best known as the first winner of Donald Trump's reality TV show "The Apprentice," will be the keynote speaker at this year's **Northwest Arkansas Business Conference & Expo** presented by Sam's Club and sponsored by Cherokee Casino and Ziplocal. The Arkansas World Trade Center and the Northwest Arkansas Business Journal have partnered with the Rogers-Lowell Area Chamber of Commerce to help provide valuable information to help you grow your business. The event will be held **Aug. 5** at the John Q. Hammons Center in Rogers.

2010 NWA Business Conference & Expo Seminar Topics:

- "Get Ready, Get Set, Go Close the Deal"
- "Choosing the Right Technology for Your Business"
- "Health Insurance Reform Update"
- "Collection Strategies for Improving Your Company's Bottom Line"
- "Show Me the Money: Investors & Venture Capital"
- "Trade is Not a Four Letter Word"
- "Five Small Business Strategies for Social Media"
- "Leading a Culture of Engagement & Performance"
- "Franchise: Is it for Me?"

Held in conjunction with the Conference is the 2010 Business Expo. The public is invited to stop by the John Q. Hammons Center on Aug. 5 for this year's Business Expo where 100+ exhibitors will be showcasing their businesses and products from Noon - 6:30 p.m. **Entrance to the Expo is FREE with a business card.** This year's Expo will feature timely presentations at the Chamber's Technology Pavilion by local industry leaders on technology topics that affect small- to medium-sized businesses.

Technology Pavilion Seminar Topics:

- 12:30 p.m. "Q&A"
- 1:00 p.m. "Getting Your Customers' Attention through Digital Signage"
- 2:00 p.m. "Incorporating Mobility into Your Business"
- 3:00 p.m. "Strategies to Protect Your Business Data"
- 4:00 p.m. "Internet Solutions/Search Engine Marketing"
- 5:00 p.m. "How Professional is Your Web Presence?"

Please visit www.NWABusiness.org to view event schedule and purchase tickets. Tickets are \$50 per person and include networking breakfast, keynote speaker, all professional development seminars, lunch, expo and Business After Hours. Contact Courtney Backus at 479-619-3190 to find out how your company can take part in this can't-miss event.

About the Rogers-Lowell Area Chamber of Commerce

The Rogers-Lowell Area Chamber of Commerce is a five-star accredited chamber serving more than 2,014 member businesses across the region. The chamber serves as the voice of business, promoting and initiating responsible economic growth, while addressing community challenges in the Rogers and Lowell area, and the region. The chamber offers a variety of programming designed to grow business and build community. For more information on the Rogers-Lowell Area Chamber of Commerce, visit www.RogersLowell.com, or call 479-636-1240.