ROGERS-LOWELL AREA
Chamber of Commerce

PRESS RELEASE

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2010 NWA Business Conference & Expo

Hundreds of businessmen and women who attended the 2nd annual Northwest Arkansas Business Conference & Expo presented by Sam's Club and sponsored by Cherokee Casino and Ziplocal on Thursday, Aug. 5 were able to walk away better prepared to handle today's economic challenges facing local business owners and workers. Seminars ranging from marketing your business to increasing sales were offered throughout the day to conference-goers.

The conference also featured keynote speaker Bill Rancic, best known as the first winner of Donald Trump's reality TV show *The Apprentice.* During his keynote address, Rancic, who was actually an alternate on the first season of *The Apprentice* that he went on to win, said entrepreneurs must be proactive and not reactive. He told the crowd of about 250 that a good manager is like an orchestra conductor. The conductor's not an expert at all the instruments that make up the orchestra, but has the ability to harmonize the individual players. Rancic also said the key to entrepreneurship is finding an opportunity and seizing it.

During the luncheon, the Small Business Council of the Rogers-Lowell Area Chamber of Commerce also presented Hight-Jackson Associates, P.A. with the 2009/2010 Small Business of the Year award. The architectural and engineering firm is located in Rogers and was started in 1974, with the company's first major client being Walmart Stores, Inc. The company now has 22 employees and prides itself on its involvement in the community, providing engineering and architectural college scholarships for high school students in the northwest Arkansas area for the past 10 years. The company is also focused on using "green" technology when designing buildings.

Held in conjunction with the Conference was the 2010 Business Expo. More than one hundred exhibitors showcased their businesses and products throughout the day. This year's Expo also featured timely presentations at the Chamber's Technology Pavilion by local industry leaders on technology topics that affect small- to medium-sized businesses.

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The 2010 NWA Business Conference & Expo was in partnership between the Arkansas World Trade Center, the Northwest Arkansas Business Journal and the Rogers-Lowell Area Chamber of Commerce.

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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.