

FOR IMMEDIATE RELEASE
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SCORE/American Express OPEN Small Business Counseling Series

Tampa, Florida—

Name of Event: SCORE/American Express OPEN Small Business Counseling Series

Date: September 14, 2010

Location: Westshore Marriott, Tampa, FL

Cost to Attend (if any): Free of Charge

How to Enroll: www.TampaScore.org

Additional Internet Links about Event: www.OPENforum.com

Description (~150 Words): Is your business prepared to successfully manage through the current economy? Would you like access to experienced business counselors to help you take your company to the next level? On September 15, 2010, two nationally recognized resources – SCORE “ Counselors to America’s Small Business” and American Express OPEN – want to help you build a resilient and vibrant business.

Join us for this free, invitation-only event designed to meet today’s challenges and opportunities. During the day, you will receive:

- Coaching: In-person, one-on-one business counseling from one of the SCORE counselors selected for the event – seasoned experts in managing through all types of business cycles.
- Tools: An array of incisive workshops and presentations addressing key success areas such as financial and business planning and how to improve your marketing/sales results.
- Networking: Meet and swap solutions with small business owners from Hillsborough, Pinellas and Sarasota – Manatee.

To register for this event, go to www.TampaScore.org and click on the event link.

FAQs:

1. Who should attend? Any business owner in the Tampa Bay/Sarasota area is welcome to register.
2. Is there a limit to the number of attendees? Yes. Only the first 100 businesses to register will be invited.
3. Why is there a limit? There is a limit to ensure adequate time and focus can be given to all attendees by the counselors present.
4. When does it start? The program will begin with check-in and a continental breakfast at 8:30 am. There will be a general session at 9, followed by workshops and one-on-one counseling opportunities until 4 pm.
5. Will lunch be provided? No, but the Westshore Marriott serves lunch in their Bistro Blue, and there are other dining options in the immediate vicinity.
6. How do I get counseling? As part of the registration process, you will complete a “Request for Counseling” form which will be used to ensure a counselor will be available to help you.
7. How long will the counseling sessions last? Initial counseling with this event will last approximately 20 minutes. Follow-on counseling time can be scheduled at a convenient time at the end of that initial meeting.
8. What is SCORE? SCORE “Counselors to America’s Small Business” is a non-profit association with 364 offices across the US. For 45 years, SCORES 12,400 working and retired business professionals have

volunteered to help a new generation of entrepreneurs. In that time, SCORE has helped more than 8.5 million entrepreneurs with business mentoring and training.

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