

FOR IMMEDIATE RELEASE
October 5, 2009

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**FREE SEMINAR
FOR SMALL BUSINESS OWNERS SET**

PATERSON - A free seminar for business owners titled "Small Business Survival Strategies: How to Increase Your Sales Growth-Traditional and Cutting Edge Techniques" will be held 8:30 to 11:30 a.m. Friday, October 30.

The business forum is will be held at William Paterson University, 1600 Valley Road, Wayne.

The seminar is sponsored by Passaic County Board of Chosen Freeholders and Passaic County Department of Economic Development.

Passaic County Freeholder Terry Duffy will welcome the participants.

Chris Wegman, President of Wegman Associates will discuss traditional marketing techniques of advertising in print and electronic media, press relations and direct mail campaigns.

Christine Filip, Esq., Marketing Director of Greenbaum, Rowe, Smith & Davis LLP, will explain the cutting edge technology of web-based marketing, webinars and social networking.

Professor Timothy Wekley of Russ Berrie Institute for Professional Sales at William Paterson University will discuss generating sales leads.

Please RSVP to Passaic County Department of Economic Development at 973-569-4720 or ecodev@passaiccountynj.org.

The event will be hosted by William Paterson University Center for Continuing and Professional Education and Small Business Development Center, North Jersey Regional Chamber of Commerce, Greater Paterson Chamber of Commerce, Wayne Economic Development Commission and Tri-County Chamber of Commerce.

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