



**FOR IMMEDIATE RELEASE**

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## **Santa Barbara Region Chamber of Commerce Partners with SCORE to offer FREE advice on business survival in a troubled economy**

Santa Barbara, California (October 26, 2010) – The Santa Barbara Region Chamber of Commerce has partnered with SCORE and the Santa Barbara News-Press to offer a new series of panel discussions to assist small businesses in this troubled economy. Panelists will also advise people in creating their own businesses, purchasing a business or developing an existing business. Steve Cushman, president of the Chamber, said, “In this tough period of high unemployment and deep recession we want to provide expert advice to local businesses at no cost. Our goal is to help our friends and neighbors survive this recession. This series of panel discussions will give people a chance to get expert advice at no cost. The Chamber is very proud to be working with the News-Press and SCORE, Counselors to America’s Small Business.”

Five experts will help people with businesses in early stages and potential small business buyers get started in a free of charge interactive panel at the Chamber’s offices, 924 Anacapa Street in downtown Santa Barbara, at noon on Thursday, November 4.

According to Steve Cushman, president of the Santa Barbara Region Chamber of Commerce, people with extensive business experience who can offer practical advice were selected for the panel. This program is co-sponsored by SCORE, Counselors to America’s Small Business and an SBA affiliate.

The panelists will overview financing and loans, sales and marketing, operations, management and personnel issues that apply to small businesses in early stages. Opportunities will also be provided for individual and confidential follow-up sessions. Contacts among the attendees themselves will also be encouraged.

Seating is limited. Registrations by email at [info@sbchamber.org](mailto:info@sbchamber.org) or phone at 805-965-3023 will be accepted on a first come first served basis. Admission is free and Chamber membership is not required. This meeting will be at the Chamber offices. Public parking is available across the street.

The second panel in this series will be at noon on Thursday, November 18. It will focus on how best to increase sales and profits of small businesses. Registrations for this session at the same email and phone numbers are now open.

Seven business veterans will join in these panels. They include:

Steve Patchen headed the largest Arizona advertising agency promoting a variety of products and services. He is a veteran of Doyle Dane Bernbach and other leading New York agencies. He was also a founder of a health care product company. : Steve has been a SCORE Counselor specializing in Marketing for eight years.

Robert Egenolf, founder of Egenolf and Associates. Mr. Egenolf is an entrepreneur, attorney, and radio personality. He is an expert in real estate law.

Eloy Ortega, CEO and partner, The Bank of Santa Barbara. Mr. Ortega has more than 30 years in the banking profession. He was the founding partner in Business First Bank. He and Tim Marquez, Paul Orfalea, and Tom Parker have recently purchased The Bank of Santa Barbara. He is a business-banking expert.

Steve Cushman, President, Santa Barbara Region Chamber of Commerce. Mr. Cushman has advised thousands of small business owners in Santa Barbara, Los Angeles and San Diego. He has been President of the Chamber for 23 years. He has owned his own small businesses. He is a fund raising expert.

Gary Kravetz owned one of the largest recruiting and staffing companies in this area. Previously, he was the EVP of an engineering company and a Hughes Aircraft Manager. Gary is also a founder of the SB Executive Roundtable, on the MIT Forum Board and a Tech Coast Angel. He was recently elected to chair the Santa Barbara SCORE chapter.

Vic Cole was a senior Marketing Manager of Gillette, Ford and Mattel. Then he established and co-managed a Marketing/Research consultancy that served some one hundred fifty mostly Fortune 500 clients in twenty industries. Vic has been a SCORE counselor specializing in Marketing for five years.

Patty DeDominic founded a company that became one of California's largest private employers. She is the former Board Chairman of the LA Chamber of Commerce, National President of the National Association of Women Business Owners and Chair of the Foundation for SCORE. Patty was also an innovator in micro-credit lending. She now coaches CEO's and advises numerous corporate boards.

Free, confidential and individual sessions by SCORE counselors are also available by registration at [www.sbSCORE.org](http://www.sbSCORE.org) or calling 805/564-0084.

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For more information please contact Steve Cushman, at (805) 965-3023