

Thursday, April 28, 2011 — ADVOCATE-NEWS

West Co. hosts marketing trends expert

**Submitted by Heather Gurewitz
West Company Director**

West Company's purpose is to help businesses grow and expand to create jobs and create strength from the ground up, which is why West Company, through the City of Fort Bragg Community Development Block Grant is offering a two-hour seminar with marketing trends expert Rieva Lesonsky of GrowBiz Media. On Wednesday, May 11, from 1:30 to 3:30 p.m., join West Company and Rieva at the C.V. Starr Center for "Travel, Weddings, and Luxury Products: Trends for the Future."

This dynamic presentation by one of the nation's top experts in marketing

trends will address: What visitors to the coast will be looking for in seasons to come; who is getting married next and how to reach them; where and how to market art, crafts, gourmet food, and other luxury products made in Fort Bragg and on the coast.

Prior to co-founding GrowBiz Media, Lesonsky was senior vice president/editorial director of Entrepreneur Magazine. A nationally recognized speaker who regularly addresses audiences across the country, she has appeared on hundreds of radio shows and numerous local and national television programs, including CNN, Good Morning America and the Today Show. A driving force in small business

across the country, Lesonsky served on the Small Business Administration's National Advisory Council for six years, and was honored by the SBA as a Small Business Media Advocate and a Woman in Business Advocate.

There is no cost to attend, but registration is required. To sign up, call 964-7571 or visit www.westcompany.org.

Next week, "How Marketing Trends Matter to Your Business."

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