



County of Santa Cruz

COUNTY ADMINISTRATIVE OFFICE

701 OCEAN STREET, SUITE 520, SANTA CRUZ, CA 95060-4073

(831) 454-2100 FAX: (831) 454-3420 TDD: (831) 454-2123

SUSAN A. MAURIELLO, J.D., COUNTY ADMINISTRATIVE OFFICER

PRESS RELEASE

Date: February 19, 2016 10:17 AM
Release: Immediately
Contact: Barbara Mason
Economic Development Coordinator
454-2728

SAVE THE DATE: 82% - A MICRO-BUSINESS SUMMIT

Santa Cruz County Economic Development is pleased to announce the inaugural “82% - A Micro-Business Summit” event will be held April 22 at Cabrillo College.

Open to 500 local small businesses, the daylong conference will feature a keynote speaker and two dozen education sessions to help small business owners navigate the marketplace to increase their exposure, grow their business and boost profitability.

“Santa Cruz County has a long tradition of incubating vibrant, successful, one-of-a-kind businesses that employ the majority of our workforce,” County Economic Development Coordinator Barbara Mason said. “This conference is intended to help those just starting out become the next Odwalla or Santa Cruz Skateboards, or even Plantronics or West Marine.”

Eighty-two percent of local businesses have nine or fewer employees, classifying them as micro-entrepreneurs. The County, along with partners Central Coast Small Business Development Center, Slingshot SV and the San Lorenzo Valley Chamber of Commerce, wants to recognize the backbone of our local economy by holding an annual event that honors their spirit while giving them real-world tools to apply during day-to-day operations.

The event is also being sponsored by Santa Cruz County Workforce Investment Board, SCORE, Bay Federal Credit Union, Santa Cruz County Certified Green Business Program and the City of Santa Cruz Certified Green Business Program. Partners include Think Local First, Aptos Chamber of Commerce, Capitola Soquel Chamber of Commerce, Pajaro Valley Chamber of Commerce and Agriculture and the Scotts Valley Chamber of Commerce.



County of Santa Cruz

COUNTY ADMINISTRATIVE OFFICE

701 OCEAN STREET, SUITE 520, SANTA CRUZ, CA 95060-4073

(831) 454-2100 FAX: (831) 454-3420 TDD: (831) 454-2123

SUSAN A. MAURIELLO, J.D., COUNTY ADMINISTRATIVE OFFICER

Those interested in becoming sponsors should contact Barbara Mason at Barbara.Mason@santacruzcounty.us. Further details will be released shortly, and new information can be followed by “Liking” the event’s Facebook page, www.facebook.com/82percent.

What: 82% - A Micro-Business Summit

When: Friday, April 22, 2016, 8 a.m.-6:30 p.m.

Where: Cabrillo College, 6500 Soquel Dr.

Tickets will be available soon on Eventbrite.



County Economic Development Coordinator Barbara Mason, left, and Slingshot SV's Andy Van Valer are helping organize the inaugural “82% - A Micro-Business Summit” event.