



COUNTY OF SANTA CRUZ

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CARLOS J. PALACIOS, COUNTY ADMINISTRATIVE OFFICER

PRESS RELEASE

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3rd ANNUAL MICRO-BUSINESS SUMMIT

The largest small business event in Santa Cruz County returns Friday, May 4 when hundreds of local business leaders gather to network, share ideas and learn how to grow their businesses.

Returning to the Cabrillo College campus in Aptos, the 3rd annual Micro-Business Summit will continue its tradition of speakers and sessions on relevant topics that local small business owners can put to immediate use to grow their business and increase their profile.

"We are extremely excited to bring the Micro-Business Summit back for a third year. We've put together an all-star lineup of experts to share their knowledge with local small businesses, which are the backbone of our economy," said Barbara Mason, Santa Cruz County Economic Development Coordinator.

Tickets for the "82% Micro-Business Summit" are on sale now. For \$49, participants will be able to choose from a range of more than 40 dynamic speakers, with breakout seminars on cryptocurrency, marketing, managing cash flow, advertising, social media and more. The event includes an afternoon mixer and complimentary breakfast and lunch. Enrollment is limited to 300 participants.

Registration is available at www.microbusinesssummit.com. Follow the event on Facebook at www.facebook.com/82percent.

Eighty-two percent of local business are classified as small, and changes in the economy are likely to become even more important to the overall health of the local, state and national economies. The Micro Business Summit is produced by the Santa Cruz County Office for Economic Development, Santa Cruz County Small Business Development Center, Slingshot SV, The Root Group, and Andersen Media & Communications.

WHAT: 3rd ANNUAL MICRO-BUSINESS SUMMIT

WHEN: May 4, 2018, 8 a.m. – 4:30 p.m.

WHERE: Cabrillo College Erica Schilling Forum, 6500 Soquel Dr., Aptos