



**Media Contact:**  
Carolyn Moloshco  
760-776-1766 office  
760-861-7600 cell  
[carolyn@cvstrat.com](mailto:carolyn@cvstrat.com)

## Small Business Resource Forum and Expo set for Wednesday, February 3rd

### **MOST UP-TO-DATE FINANCIAL AND FUNDING INFORMATION TO BE OFFERED BY INDUSTRY EXPERTS AT BUSINESS EXPO**

**Palm Desert, CA (January 26, 2010)** -- Small business owners will have an opportunity to learn timely financial information from local and regional industry experts at the 2<sup>nd</sup> Annual Small Business Resource Forum and Expo on **Wednesday, February 3<sup>rd</sup>** at the Agua Caliente Resort & Spa, 32-250 Bob Hope Drive, Rancho Mirage. The event will be held in the Cahuilla Ballroom from 7:30 a.m. to 11:00 a.m.

“Our economy is at a critical juncture, and this event will offer a financial roadmap for small business owners who depend on securing funding resources for daily cash flow and to maintain their operations,” says Wesley Ahlgren, Coachella Valley Economic Partnership (CVEP), Director of Operations.

Hosted by CVEP and the Coachella Valley Women’s Business Center (CVWBC), the Expo and Forum will feature industry experts from Altura Credit Union, Citibank, Coachella Valley Enterprise Zone Authority, CVWBC, First Bank, Pacific Western Bank, Palm Desert National Bank, Point Loma Credit Union, Rabobank, Small Business Administration, Small Business Development Center, SCORE, Wells Fargo Bank, and more.

Topics covered during the panel discussion will include information on current loan programs, community banking, equipment leasing, tips for successful loan applications, resources for small businesses, and strategies on how to recession-proof your business.

“A component of CVEP’s mission includes providing business owners and the general public with resources necessary to keep their businesses alive, and to grow their companies and organizations,” says Ahlgren. “This regional forum and

73-710 Fred Waring Drive, Suite 106, Palm Desert, California 92260  
Phone: 760.340.1575 or 1.800.596.1007, Fax: 760.340.9212  
[www.cvep.com](http://www.cvep.com)



expo is another step in that direction and part of the Coachella Valley Economic Blueprint.”

The event begins with check-in, networking and a continental breakfast from 7:30 am to 8:30 am. The Speaker Panel will take place from 8:30 am to 10:00 am, with the Booth Expo and networking opportunities from 10:00 am to 11:00 am. Tickets are \$15. Space is limited and reservations are required.

**For reservations and information contact CVEP at 760.340.1575 / [www.cvep.com](http://www.cvep.com) or CVWBC at 760.345.9200 / [www.cvwbc.com](http://www.cvwbc.com)**

#### **About CVEP**

The Coachella Valley Economic Partnership was established in 1994 as an action-oriented, non-profit corporation dedicated to expanding the economy of the Coachella Valley desert region while maintaining the quality of life for a resort environment. CVEP has devoted attention to strategies of business attraction, expansion and retention during the past decade. Today, as part of the Coachella Valley Economic Blueprint, CVEP is focusing attention on planning and nurturing the growth of industry target sectors which include Healthcare & Life Sciences, Clean Technology/Energy, Supply Chain/Logistics and Creative Arts & Design.

#### **About CVWBC**

The Coachella Valley Women’s Business Center is a program of the Inland Empire Center for Entrepreneurship (IECE) at California State University San Bernardino (CSUSB) in partnership with the U.S. Small Business Administration (SBA). Since October 2006 CVWBC provides free business counseling, training, mentoring, and networking designed for entrepreneurs, with an emphasis on women in business or women who want to start a business. The Center’s programs and services provided are targeted to a diverse range of needs and skill levels to meet client needs both in English and Spanish.

###