



Dutchess County Economic Development Corporation
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NEWS RELEASE

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FOR IMMEDIATE RELEASE:

DCEDC EVENT FEATURES TIPS TO FIRE UP SALES AND MARKETING EFFORTS

Seasoned Dutchess County Business Owners Discuss Secrets of Their Success

POUGHKEEPSIE, N.Y. (June 15, 2010) Dutchess County's most successful entrepreneurs will share secrets of their success including low-cost marketing and sales tactics at a June 22nd event organized by the Dutchess County Economic Development Corporation (DCEDC).

The event will be held on Tuesday June 22 from 4:30-6:00 p.m. at Associated Aircraft Group 32 Griffith Way in Wappingers Falls. "In today's economy, many businesses are seeking ways to increase their business and boost sales. We are boiling down years of experience by a panel of local experts," said DCEDC President and CEO John MacEnroe.

MacEnroe will moderate the panel entrepreneurs including: Tom McQuade, President of Associated Aircraft Group, Jason Page, General Partner of Page Park Associates, Neal Johnsen, V.P. of Sales at Stanfordville Machine and Manufacturing Company and Lisa Morris, Senior Director of Business Development and Marketing for The Chazen Companies.

The event will be held inside an airplane hangar at AAG. "Our goal is provide small and medium-sized businesses with a lively session with seasoned professionals who have grown businesses without spending a lot of money," said Cathy Maloney, DCEDC Director of Business Development.

Event attendees will learn how to turn their entire staff into an effective in-house sales team, creative ways to identify new customers and clients, as well as how to increase sales from current customers. Tickets for the event are \$35 and can be reserved by contacting simone@dcedc.com or calling 845 463-5451.

Dutchess County Economic Development Corporation, a 501(c)3 nonprofit organization, is the central point of contact for business development needs and activities in Dutchess County. Go to:
www.thinkdutchess.com # # #