



COUNTY OF SANTA CRUZ

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CARLOS J. PALACIOS, COUNTY ADMINISTRATIVE OFFICER

PRESS RELEASE

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4th ANNUAL MICRO-BUSINESS SUMMIT

The largest small business event in Santa Cruz County returns Friday, May 3 when hundreds of entrepreneurs and community leaders gather to share ideas and grow small businesses.

Returning to the Cabrillo College campus in Aptos, the 4th annual Micro-Business Summit features top speakers and valuable sessions on topics important to local small business owners. The event is the only one of its type in Santa Cruz County designed to help local businesses grow and increase their profiles.

"The Micro-Business Summit is back and better than ever," said Barbara Mason, Santa Cruz County Economic Development Coordinator. "Our 2019 lineup is focused on providing business entrepreneurs the tools they need to turn their talent, skills, and hard work into a successful business model."

Tickets for the "82% Micro-Business Summit" are on sale now at 2019microbusinesssummit.eventbrite.com. For \$49, participants will be able to choose from a range of more than 40 dynamic speakers, with breakout sessions in marketing, managing cash flow, social media, website optimization, green business certification, cottage food production and more. The event includes an afternoon mixer with door prizes and complimentary breakfast and lunch. Enrollment is limited to 300 participants. Follow the event on Facebook at facebook.com/82percent and Twitter at [@microbizsummit](https://twitter.com/microbizsummit).

The Summit is produced by the Santa Cruz County Office for Economic Development, Andersen Media & Communications, Slingshot SV, and Santa Cruz Small Business Development Center. Sponsors include Kaiser Permanente, Santa Cruz County Department of Public Works, Cabrillo College, City of Santa Cruz Economic Development, Workforce Santa Cruz County, KSCO, Santa Cruz Sentinel, Santa Cruz Record, Lighthouse Bank, Santa Cruz County SCORE, Palace Business Solutions, Bay Federal Credit Union, Santa Cruz County Bank, Martinelli's, Cat & Cloud, Times Publishing, Santa Cruz Tech Beat, plus many more!

WHAT: 4th ANNUAL MICRO-BUSINESS SUMMIT

WHEN: May 3, 2019, 8 a.m. – 4:00 p.m.

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

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