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DLBA PRESENTS FREE SEMINARS FOR SMALL BUSINESS OWNERS

**INTERNATIONALLY RENOWNED RETAIL & CONSUMER
EXPERT WILL OFFER STRATEGIES FOR SUCCESS**

Long Beach, CA — (July 30, 2009) – The Downtown Long Beach Associates (DLBA) has announced two free seminars for Downtown business owners to be presented on August 11 and 12 at the Found Theatre (599 Long Beach Boulevard).

The organization has retained internationally renowned speaker and author, Barbara Wold to facilitate two seminars that promise fun and interactive programs packed with fresh and easily applicable ideas that can be put into action immediately to create additional and repeat business. Wold is widely recognized as a retail and consumer expert with a focus on helping small business owners optimize their success.

On August 11 from 8-11AM, the DLBA and Wold will host 'The Wow! Feel' – Designed for the food and beverage industry, this two-hour seminar will be followed by a one-hour question and answer session and will explore ways of improving businesses' bottom lines through effective, customer-driven strategies.

Then on August 12 from 8-11AM, 'Killer Marketing with Little or NO Money' will give all small business owners and managers ideas for effective promotions, public relations techniques, online networking tips and proven methods for helping one's business to stand out in a crowded market place.

"This is an incredible opportunity for Downtown business owners to benefit from the expertise of a world renowned authority on retail and consumer sales," said DLBA Vice President, Kristopher Larson. "Ms. Wold will offer some outside-of-the-box strategies that can be implemented with little or no financial investment to positively impact sales and profits."

The DLBA is presenting both seminars free of charge for current or prospective Downtown business owners and managers. Space is limited and will be reserved on a first-come, first-served basis. Those interested in registering may do so by calling (562) 436-4259 or by e-mailing VanessaM@dlba.org.

For more information about the DLBA, please visit www.downtownlongbeach.org.

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About DLBA:

The Downtown Long Beach Associates is a non-profit organization operating on behalf of the property owners and tenants of the Business Improvement District. It is dedicated to the management, marketing, security, maintenance, advocacy, and economic and community development of the assessment districts in cooperation with the City of Long Beach and the private sector.