



*The Best of Oregon*

# CITY of BEAVERTON

## NEWS RELEASE

Public Information Office

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**FOR IMMEDIATE RELEASE**

**August 29, 2016**

## **BEAVERTON CITY LIBRARY HOSTS BE YOUR OWN BOSS BUSINESS SERIES**

**BEAVERTON, Ore.** – The Beaverton City Library will host “Be Your Own Boss 2016,” a free series in which attendees learn skills related to being successful, making their own money and getting in touch with today’s customers. Classes will be held on select Tuesdays from Sept. 13 to Nov. 15, from 6-7:30 p.m. at the main library, 12375 SW Fifth Street. Registration is not required for the series.

### **Secrets to Social Media Strategy**

**Tuesday, Sept. 13, 6-7:30 p.m., Meeting Room B**

Everyone talks about the importance of social media, and millions log on every hour. But how do you cut through the noise and actually make a sale? Learn how to pick a platform and develop a strategy that will work for your business. Presented by Jim Heath of SCORE. Jim Heath spent 30 years as a retail executive. For the past nine years, he has mentored SCORE clients on retailing, ecommerce and business planning.

### **Success Power Skills**

**Tuesday, Sept. 27, 6-7:30 p.m., Meeting Room B**

Master traits that all successful entrepreneurs and job-hunters have, learn how to reduce distraction for better outcomes, and practice skills to help you land a job or become self-employed. Presented by Marilyn Scott. Marilyn Scott is a retired Intel Manager. Her professional background is in organization development, human resources, communication and management effectiveness. Prior to Intel, Scott was an HR Director for the American Red Cross. She is currently chairperson of the Portland chapter of SCORE.

### **Your Online Reputation**

**Tuesday, Oct. 11, 6-7:30 p.m., Meeting Room B**

What type of career do you want? Do you want to develop a personal brand? What are the best social media platforms, blogging sites, websites, etc. you should be on to reach your goals? Learn how to be consistent with what you post and how you engage with people. Presented by Kristen Mozian, the marketing manager at PCC CLIMB Center. Mozian also teaches marketing and branding at the PCC Small Business Development Center.

### **Seven Steps to the Smart Start**

**Tuesday, Oct. 18, 6-7:30 p.m., Meeting Room B**

Learn about basic, low-cost ways to plan your business. We’ll provide an overview of where to go for Beaverton area rules, licenses and permits, and discuss how to determine the Beaverton region’s small business market and competitive environment. Presented by Jon-Michael Kowertz, Director of Business Support and Development, IMPACT Beaverton.

### **Starting Your Own Business: Feasibility and Business Plans**

**Tuesday, Nov. 1, 6-7:30 p.m., Meeting Room B**

Curious about starting your own business? Learn more about what to consider before taking the leap, as well as some tips for getting started writing your business plan. Presented by the Small Business Administration's Portland District Office and Portland Community College's Small Business Development Center.

**Power of Business Storytelling for Lead Generation and Visibility**

**Tuesday, Nov. 15, 6-7:30 p.m., Cathy Stanton Conference Room**

Do you want to attract more prospects and boost your visibility within your niche? If yes, then business storytelling is for you. Business storytelling enables you to intellectually and emotionally engage and position yourself for success within your niche. Your story is capable of winning hearts and minds. A highly effective signature story engages, influences and uplifts your fans, friends and advocates. As your key differentiator, your story comes in handy in daily marketing and business promotion. Presented by Gideon F. For-Mukwai. For-Mukwai is an award-winning speaker and trainer. He helps trainers, teachers, entrepreneurs and leaders tell captivating stories to inform, influence and inspire action from their followers. Within the last decade, he has trained over 17,100 executives in 18 countries worldwide.

These events are free and open to the public. For more information, visit [www.BeavertonLibrary.org](http://www.BeavertonLibrary.org) or call 503-644-2197.

For additional information regarding Beaverton City Library, visit [www.BeavertonLibrary.org](http://www.BeavertonLibrary.org) or call 503-644-2197. Beaverton City Library is one of fifteen member libraries in Washington County Cooperative Library Services (WCCLS), which works to provide responsive and efficient library service countywide through centralized catalog, courier and other services.



**Caption 1:** Jim Heath of SCORE will be one of the presenters at the “Be Your Own Boss 2016” series at the Beaverton City Library in the fall.



**Caption 2:** Retired Intel manager, Marilyn Scott, will present at the “Be Your Own Boss 2016” series at the Beaverton City Library this fall.



**Caption 3:** Kristen Mozian, the marketing manager at PCC CLIMB Center, will present at Beaverton City Library's "Be Your Own Boss 2016" series.



**Caption 4:** Jon-Michael Kowertz, Director of Business Support and Development, IMPACT Beaverton, will present at the "Be Your Own Boss 2016" series hosted by the Beaverton City Library.



**Caption 5:** Award-winning speaker and trainer, Gideon F. For-Mukwai will present during the "Be Your Own Boss 2016" series at the Beaverton City Library this fall.