

TO: Executive Committee

DATE: 02/06/06

FROM: WIB Staff

For Action

For Information

For Discussion

SUBJECT: Guerrilla Marketing Seminar

PROPOSED MOTION (S): Information only.

DISCUSSION: The Workforce Investment Board (WIB) is a sponsor of Merced College's Business Forum 2006. Thirteen (13) tickets for the Forum's first presentation, the Jay Conrad Levinson Guerrilla Marketing Seminar, have arrived for members of the WIB.

The seminar will be Saturday, February 25, 2006, 9:00 a.m.–4:00 p.m., in the Merced College Theater. A flyer announcing the seminar will be mailed to each WIB member. Additionally, WIB members will receive notification that a limited number of no-cost tickets are available. It is recommended that private sector members receive preference; and if tickets are available for other WIB members, those be awarded on a first come basis.

ATTACHMENT (S): N/A