



# News Release

Jefferson County Workforce Center  
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## **Through a collaborative partnership, Jefferson County businesses have access to high quality education seminars and training sessions.**

Golden, Colo. – Business Education Series Training (BEST) is a partnership of Jefferson County municipal and non-profit business specialists (logos below) which provides high quality education seminars and training sessions to the region’s business community. These sessions are relevant, diverse and affordable for the purpose of encouraging successful growth in a challenging business climate.

Although workshop offerings aren’t new to the business community, the collaboration is. “In the past, all of **our organizations have hosted** training events. Now twelve groups have come together to strengthen the offering and to meet the needs of the local businesses with a one-stop education shop,” comments Ryan Stachelski, Economic Development Specialist, City of Wheat Ridge. **Now we utilize our collective abilities to develop ideas, events and schedule so that no one has to choose one opportunity and miss another. Also, we have a coordinated marketing plan so that we can efficiently notify everyone about the different Business Education sessions.**

The education seminars and training sessions are geared towards any sized business or profession. Topics for the 2010 series include communication skills, social networking, financing your business, immigration law, buyer behavior and more. The first in the series, “Marketing, Marketing, Marketing – **Effective, Affordable Strategies,**” will be held January 29<sup>th</sup> from 7:30-9:00am at the Wheat Ridge Recreation Center, **with breakfast included.**

“Not only are the programs well thought out, but the quality is ensured by hand selecting professional speakers. In addition, the programs range from no cost to \$25 -- a tremendous savings to our businesses -- considering comparable programs can cost hundreds of dollars to attend,” says Priscilla Bohl, Business Services Manager, Jefferson County Workforce Center.

To get more information and to register, businesses can visit the BEST **home page** at <http://www.jeffcobrc.org/BusinessEducation/> .



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