

# Try Local First is sponsoring a "Niche Marketing Class"

Given by: Bess Wills & Rick Willis

## Bess Wills

General Manager of Gresham Ford for the past 8 years. Prior to that managed and developed the marketing for an Auto Group in Southern California with sales exceeding 100 million. Other management and marketing experience includes residential real estate and Senior Living complexes. She has been nominated several times for the Ford Motor Company Salute to Dealer Award and Gresham Ford has received the coveted President's Award from Ford Motor Company. In 2009 she was recognized by the Oregon Bankers Association with the Community Applause Award. These and other recognitions substantiate her ability to develop a positive marketing plan for a local business.

Learn how to own your market area

Low cost ideas that create huge revenue

Don't spend more than you have to on marketing

Sometimes the simplest ideas give you the most profit

## Rick Willis

President of Inspiration Marketing has developed hundreds of successful marketing programs over the past 20-years as one of Portland's top advertising representatives. He is a past counselor with the Metro Small Business Development Center, a Graduate of California State University in Long Beach (Radio, TV and Film), and a graduate of the Wizard Academy, a non-traditional school of business communications and marketing.

Join us  
Thursday, November 4, 2010  
6pm-8pm

@ MHCC  
Small Business  
Development Center

Contact Gerri @  
503-491-7658

to register!

Proceeds go to Try Local  
First

Sign up today  
Only \$35.00  
per person

