

CITY OF CYPRESS
PRESS RELEASE

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FOR IMMEDIATE RELEASE

Subject: OC SCORE Now Offers Weekly Assistance to Cypress Businesses

The City of Cypress' Assist, Grow, Educate, Network & Thrive (AGENT) Program has partnered with Orange County Service Corporation of Retired Executives (SCORE) since August 2010 to provide **FREE** individual business counseling to businesses in Cypress and the immediate region.

The City and SCORE is proud to announce that SCORE is now offering weekly assistance to Cypress Businesses. Weekly schedules for counseling services are as follows:

Cypress Civic Center
5275 Orange Avenue
1st & 3rd Thursday each month
9:00 a.m. – 1:00 p.m., One hour appointments

Cypress Senior Center
9031 Grindlay Street
2nd & 4th Thursday each month
9:00 a.m. – 1:00 p.m., One hour appointments

To register for a session with a SCORE counselor, please call (714) 550-7369.

SCORE counselors are helping thousands of business entrepreneurs in many ways such as acting as a “sounding board” for ideas and concerns, providing guidance on where and how to obtain assistance and data, developing and revising business plans; reviewing alternative ways to secure financing, suggesting marketing, promotional and sale approaches, developing an internet presence, and resolving organizational and staffing issues.

SCORE is a nationwide organization dedicated to the formation, growth, and success of small businesses. SCORE is a resource partner with the U.S. Small Business Administration (SBA). Over 12,000 successful executives, located in 389 local chapters throughout the United States and its territories, volunteer to provide free, confidential business counseling and workshops as a public service to all types of businesses.

SCORE counselors assisting Cypress businesses are Mr. Bern Lefson and Mr. Stan Michelson.

Mr. Bern Lefson has been with SCORE over four years and has assisted over 900 clients. He brings to the his clients experience from a variety of industries including aerospace, transportation, electronic entertainment, mail order, and consulting. He retired after 19 years with two Fortune 500 companies working at the C level as Vice President/Director of Human Resources & Facilities. He is especially adept at Human Resource matters, start-up requirements, managing a business, marketing and business plans. He also assists non-profit organizations. Mr. Lefson graduated with a degree in

Economics from Cal State Berkeley and attended graduate work at UCLA and the Wharton School of Business.

Mr. Stan Michelson established a marketing consulting company that developed into a successful advertising agency. His company successfully assisted its client base communicate products and services to target market segments through advertising for print and internet, and successful direct mail and publicity programs.

For more information about the City of Cypress or for more information on how you can relocate your business to Cypress, please call Mr. Bill Manis, Redevelopment/Economic Development Manager at (714) 229-6671.

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