

# CITY OF CYPRESS PRESS RELEASE

March 1, 2010

Contact: Bill Manis (714) 229-6671

FOR IMMEDIATE RELEASE

**SUBJECT: “AGENT” Participants Learn About Internet and Social Media Marketing Basics**



(Pictured from left: Mr. Douglas A. Bailey, Mayor Pro Tem; Ms. Sylvia Gutierrez, Business Development Specialist, SBA; Mr. John P. Lafare, Management Counselor, Service Corporation of Retired Executives)

The City of Cypress’ Assist, Grow, Educate, Network & Thrive (AGENT) Program for Cypress small to mid-size businesses held another well attended event on Wednesday, February 25, 2010, at the Cypress Community Center.

The guest speaker of this event was Mr. John P. Lafare, Management Counselor for the Service Corporation of Retired Executives (SCORE) who shared with attendees ways to have an effective web presence and how it provides a definite marketing edge,

and some tips on how to effectively utilize social media sites to market products and services.

The next AGENT event will be held in May 2010, the date of the event will be announced. For information regarding the AGENT Program, the City of Cypress, other City services for the business community, or for information on how to relocate your business to the City of Cypress, please contact Redevelopment/Economic Development Manager, Bill Manis at (714) 229-6671.

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