



PRESS RELEASE

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For Immediate Release

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Annual event to highlight National Small Business Week

In celebration of National Small Business Week, Mission Community Bank is pleased to present their second annual Small Business Week breakfast. This special event, entitled "*Eight Secrets of a Successful Business*," will feature renowned national motivational speaker and author Hyrum W. Smith, Vice Chairman of the Board of FranklinCovey. Smith will reveal the "natural laws of entrepreneurship" and valuable insights into the legendary customer service and timeless principles of performance and effectiveness that made FranklinCovey successful.

FranklinCovey is dedicated to providing tools and training to help people and organizations significantly increase their performance capability by building high-trust, high-performance cultures. FranklinCovey has a client portfolio that includes eighty-two of the Fortune 100 companies, more than two-thirds of the Fortune 500 companies, thousands of small and midsize companies, educational institutions, government agencies, communities, families and millions of individual consumers worldwide.

Co-sponsored by the Economic Vitality Corporation of San Luis Obispo County, the Cuesta Small Business Development Center and Mission Community Services Corporation, the event will be held on Friday, May 21, 2004 from 7:30 to 10:30am at the Madonna Inn in San Luis Obispo. The cost is \$35 per person, and includes a full breakfast. Seating is limited. The first 100 attendees to register will receive a free copy of Hyrum Smith's book, "The Ten Natural Laws of Successful Time and Life Management."

Register on line at www.missioncommunitybank.com before May 19th at noon. Flyers with complete information are also available at all Mission Community Bank offices located in San Luis Obispo, Paso Robles, Arroyo Grande and Nipomo; or at the Economic Vitality Corporation, Cuesta Small Business Development Center and Mission Community Services Corporation offices.

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