

## WCA AND HRG TO LAUNCH BUSINESS WORKSHOP SERIES

TUESDAY, 05 JANUARY 2010

White Plains, NY - The Westchester County Association (WCA) and Hospitality Resource Group, Inc. (HRG) have teamed up to present a new early morning educational workshop series to help business professionals navigate their companies through challenging economic times and prepare them to succeed as the economy recovers.

Known as The Continuing Knowledge Series, the kick-off workshop will be Driving Sales During Uncertain Times, to be held from 8 to 10:30 AM, Tuesday, January 12 at the Hilton Rye Town, Rye Brook.

The session will focus on how business professionals can keep sales teams motivated and productive despite the difficult economic climate and how they can maximize limited resources, energize relationships through understanding customers' buying styles and build creative sales strategies that will enhance bottom line results.

Future workshop topics planned are: Maximizing the Sales Process, Enhancing Team Performance, Navigating Social Networking and New Media and Maintaining Customer Loyalty and Satisfaction.

William Mooney, WCA President said: "This series of interactive and thought-provoking training sessions have been designed specifically on our clients' recommendations and feedback." He added: "The partnership between the WCA and Hospitality Resource Group continues the innovative programs and services that the WCA introduced more than three years ago—notably CONNECTIONS Lunch & Learn—to meet the needs of small business owners, entrepreneurs and professionals. They represent the WCA's largest and fastest growing membership category. "

Robert Sanders, founder and CEO of HRG, stated: "We look forward to working with the WCA to provide a value-added member program. The goal of these stimulating and time relevant workshops is to provide business professionals with strategies, best practices and walk-away tools that they can go back to the office and implement right away."

The cost of the breakfast workshop is \$75 for WCA members and \$150 for non-members. For more information and to register, visit [www.westchester.org](http://www.westchester.org).

The Westchester County Association is the preeminent business membership organization in Westchester County. The Association is committed to business advocacy, economic vitality and to providing a strong and clear voice for the interests of businesses on the regional, national and international levels. Its key objectives are: promoting positive economic development in the region; fostering business development; and providing its members with access and interaction with key public and private sector individuals, agencies and organizations.