



**CV
WOMEN'S
BUSINESS
CENTER**

INLAND EMPIRE CENTER
FOR ENTREPRENEURSHIP

CVWBC.ORG

Meet the Instructors



**DOMINIQUE
FRUCHTMAN**

CPA

Dominique moved to the valley several years ago from the east coast with the idea of starting a business with her husband. She planned to network her computer repair business into success. The problem was, no one knew her, and she didn't know anyone, either. Realizing this was a major hurdle, Dom bought every book on networking and read them all in a month. Then she extracted everything that made sense to her and came to the valley in July, 2010 and hit the ground running.

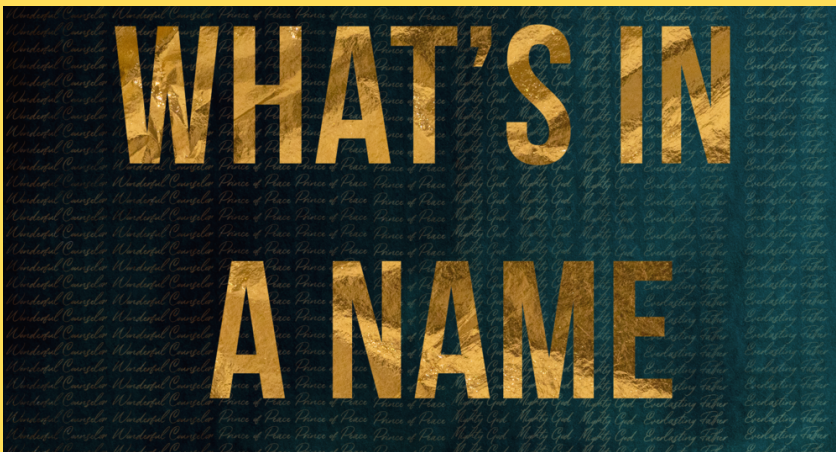


**STEPHANIE
GREENE**

CEO OF FG CREATIVE

Stephanie Greene began her career in advertising in the LA area over 30 years ago, as a Media Buyer and New Business Development manager, specializing in residential real estate and shopping centers. She moved into managing the marketing efforts of shopping centers as a Certified Marketing Director, for centers such as Fashion Island, Westminster Mall and Tustin MarketPlace. After that, she headed up marketing efforts at Spotlight 29 Casino, on the team that took the small local casino through the expansion, and into a new era as Trump 29 Casino, working with The Donald himself. She founded FG Creative in 2002, and specializes in Online/Digital/Website Marketing, Social Media, Branding/Design, Strategic Marketing and Public Relations.

What's In a Name? Everything!!



When people start a business, they often don't give much thought to the name of the business and how critical it is to choose the right name before you get too invested in a name that isn't right for you.

Come to this interactive workshop where we will help you decide early on what the best name is for your new business. We will go over common naming mistakes, as well as help everyone feel good about the name they choose! If you already have a name, great! Bring it with you and we will make sure it fits several criteria for what makes a business name great.

Date: Wednesday, February 19, 2020

Location: CVWBC

Time: 6:00 pm to 8:00 pm

77806 Flora Rd, Suite A

Costs: \$20 with online registration

Palm Desert, CA 92211

Seating is limited - register now at www.cvwbc.org

For more information call the CVWBC at 760.345.9200



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