

**FOR RELEASE: IMMEDIATE**

Mailed February 22, 1988

YOUNGSTOWN, Ohio - Youngstown State University will host a Homebased Business Conference from 8 a.m. to 6:30 p.m. March 5.

The program will provide a number of workshops presented by experienced professionals to help the business owner or entrepreneur considering a new business in their home to take their ideas to the marketplace in a profitable way.

The Homebased Business Conference is being sponsored by the U.S. Small Business Administration's Cleveland District Office, Youngstown Area Chamber of Commerce, Western Reserve Small Business Network and Youngstown State University's Office of Continuing Education.

Recent statistics show a 27 percent increase in new businesses, primarily small businesses, in the Mahoning County area.

The 14 workshops in this conference, many of them offered more than once, will cover development, marketing, financing, sources of assistance from government, public and private sectors, creating professional printed materials and successful pricing strategies.

The keynote address at 8:30 a.m. in the Chestnut Room of Kilcawley Center will be by Barbara Brabec, a homebased business development specialist from Illinois, who will also lead two in-depth workshops.

James Baker, president of Bank One, Youngstown, will speak on "Financing--Magic or Matter," at the 12:30 p.m. luncheon.

Workshop leaders will include Hosiah Huggins, Jr., president of Insight and Attitudes of Cleveland, who will discuss sales and management techniques; Janet Moy of the Public Library of Youngstown and Mahoning

MORE

County who will talk about information available on various phases of small business; Tim Turose, counselor for the Gordon James Career Center at Lordstown, who will discuss the importance of a thorough business plan; and Dr. Joan Grizmacher of Ohio State University's Home Economics Education Department.

For information about the Homebased Business Conference, or registration, contact the YSU Office of Continuing Education at (216) 742-3358.

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NEWS SERVICE

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FOR RELEASE:

Air through March 1, 1988

PUBLIC SERVICE ANNOUNCEMENT

:35

YOUNGSTOWN STATE UNIVERSITY'S DEPARTMENT OF CONTINUING EDUCATION WILL SPONSOR A "HOMEBASED BUSINESS CONFERENCE" FROM 8 A.M. TO 6:30 P.M. MARCH 5th IN KILCAWLEY CENTER.

WORKSHOPS CONDUCTED BY AREA PROFESSIONALS WILL HELP PROSPECTIVE HOME BUSINESS OWNERS OR ENTREPRENEURS TAKE THEIR IDEAS TO THE MARKETPLACE IN A PROFITABLE WAY.

SUBJECTS OF THE WORKSHOPS INCLUDE: FINANCING, DEVELOPMENT, SOURCES OF ASSISTANCE AND SUCCESSFUL SALES AND ADVERTISING.

FOR FURTHER INFORMATION, OR TO REGISTER FOR THE CONFERENCE, CONTACT THE YSU OFFICE OF CONTINUING EDUCATION AT 742-3358.

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NEWS SERVICE

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YOUNGSTOWN, Ohio - The Youngstown State University College-Community Orchestra will present its third annual pops concert at 8 p.m. March 7 in Kilcawley Center's Chestnut Room.

An unusual thing happens when director Michael Gelfand lifts his baton for the opening number--some 65 musicians from all walks of life and ranging in age from 11 to 75 become a finely-tuned orchestra playing great music.

The College-Community Orchestra is just what its name implies. It includes doctors, teachers, professors, high school and college students, retail clerks, a rabbi and many others from other professions.

For example, last year's featured soloist, 11-year old Georgeanna Huang of Liberty, is playing in the violin section of the orchestra this year.

For this concert the orchestra will perform Berlioz's "Hungarian March," the "Pizzicato Polka" by Strauss, Joplin's "Maple Leaf Rag," selections from "The Music Man," "Stars and Stripes Forever" by Sousa, and other numbers.

Soloist Susan Sexton of Hubbard will be featured on trumpet in Haydn's "Trumpet Concerto." Ms. Sexton is a music instructor in YSU's Dana School of music and performs with the Youngstown Symphony Orchestra and the Metropolitan Quintet of Cleveland. She was the winner of the International Trumpet Guild Solo competition in 1985.

Pianist Roman Rudnytsky of Youngstown, an assistant professor of music at Dana, will be featured as soloist in Gershwin's "Rhapsody in Blue." He has performed concerts around the world.

Director Gelfand, a Boardman resident and noted cellist, is associate professor of music at the Dana School of Music, which is part of YSU's College of Fine and Performing Arts.

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